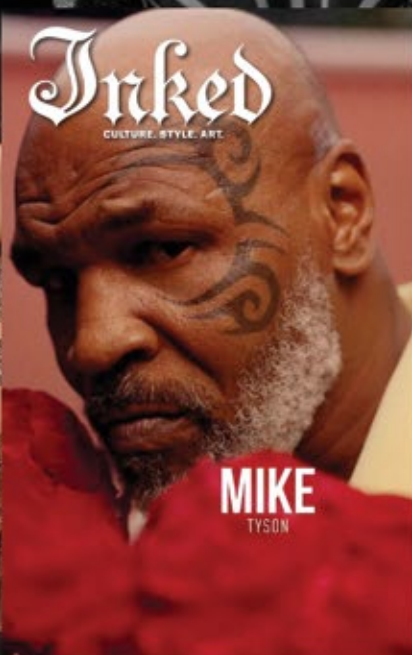
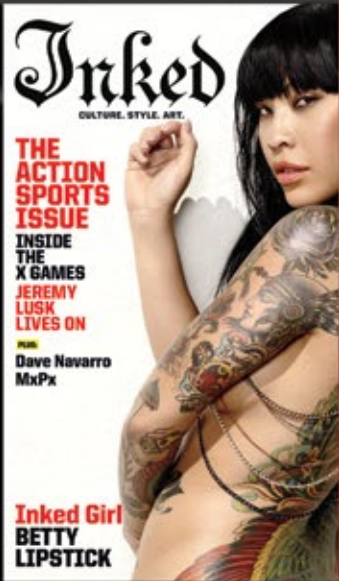


Inked

CULTURE. STYLE. ART.

MEDIA KIT
2023



INKEDMAG.COM

+ MISSION STATEMENT

INKED is the convergence of culture, style and art. It's the celebration of individual expression and the voice of the hip, edgy, and creative. **INKED** is packed with stunning photography, cutting edge content, and the latest in fashion, music, art, pop culture, and lifestyle. **INKED** provides marketing's most powerful platform for your brand to connect with this audience of innovators.

Inked

CULTURE. STYLE. ART.

LOLO

Instagram's most mysterious tattooed beauty, makes her Inked Magazine debut.

PLUS:

MAGGIE LINDEMANN
TY DOLLA \$IGN
EDDIE HALL
TEDDY SWIMS
PROBLEM



**CIRCULATION
+ DEMOGRAPHICS**

**55
MILLION +**
COMBINED PRINT, DIGITAL,
AND SOCIAL MEDIA AUDIENCE

**TOTAL READERSHIP:
200,000 +**

INKED READERS:

- FASHION INFLUENCERS
- ART AFICIONADOS
- CULTURAL TRENDSETTERS
- LIFESTYLE ENTHUSIASTS
- MAINSTREAM PROFESSIONALS
- EARLY ADOPTERS
- HHI: **\$80K**
- MALE: **54%**
- FEMALE: **46%**

2023 EDITORIAL SCHEDULE

INKED's finger is firmly on the pulse of the global tattoo lifestyle. Whether it's covering the music people listen to, the influencers they follow or the content they consume, **INKED** is on top of it all.

SPRING: **MOTO**

Inked wouldn't exist if it wasn't for our shared love of all things fast. This issue is for the gear heads who share our love for creativity.

SUMMER: **HOT SUMMER SEXY**

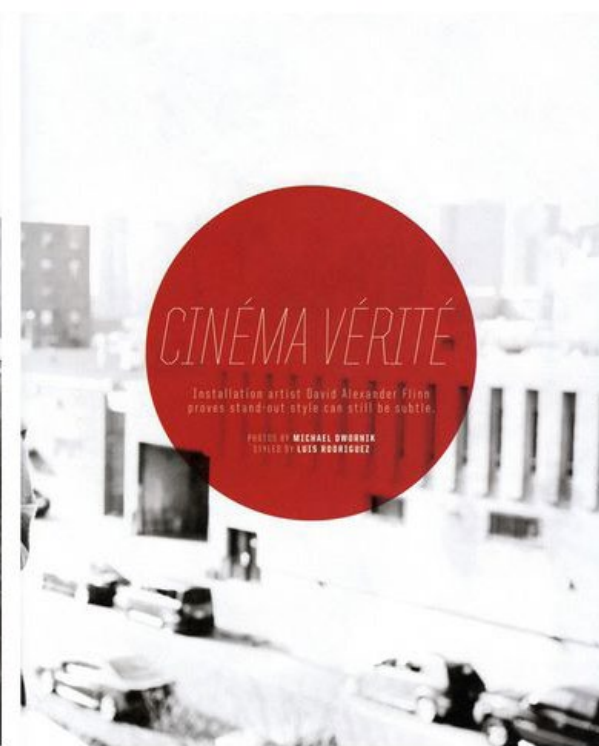
This issue is a celebration of every aspect of beloved summer. Lifestyle, Outdoors, Fashion, Fitness, and more.

FALL: **MUSIC**

Crank up the volume as we feature all the music we love, from hip-hop to pop to metal and every step in between.

WINTER: **HOLIDAY**

We send the year out with a bang in our final issue of the year, filled with gift guides and holiday cheer.



WINTER

Space Close: 11/1/22
Material Deadline: 11/15/22
On Sale: 1/1/23

SPRING

Space Close: 2/1/23
Material Deadline: 2/15/23
On Sale: 4/1/23

SUMMER

Space Close: 5/1/23
Material Deadline: 5/15/23
On Sale: 7/1/23

FALL

Space Close: 8/1/23
Material Deadline: 8/15/23
On Sale: 10/1/23

“ The INKED studio team is building the future of branded content on a global scale. ”

INKED STUDIO / MARKETING / CREATIVE

While most media outlets reflect culture, we contribute to it. Not only do we publish exclusive art by today's creative leading lights, we work with artists to produce amazing work specifically for Inked. The result: our magazine and digital media become a curated art gallery on a level with any in the world.

INKED STUDIO refits brands for the mobile generation. As Inked's branded content studio, top-caliber storytellers, editors, producers, videographers, and data scientists will apply our distinctive **RED INK** methodology to our brand partnerships: **Relevancy, Execution and Distribution**. Employing the team's creative and journalistic instinct to identify generationally and culturally-relevant brand narratives, our studio will produce relevant storytelling through its unmatched artistic expertise that meets the marketing objectives of advertising partners.

INKED STUDIO content can then be distributed across our portfolio of digital, print, and event properties as well as optimized to engage Inked's social audience of 45 million+.



SOCIAL MEDIA FOLLOWING

ALWAYS ON. ALWAYS CONNECTED.

INKED surprises, informs and entertains it's 55 million+ fans with a consistent and engaging mobile news feed delivery.

Fans are engaged in a mobile first, fully interactive experience where they can like, comment and share the **INKED** content they love.

A wide-spread social media fanbase creates a network for **INKED** to reach new fans, build a larger audience, establish brand loyalty, and perpetuate a buzz about our product for our advertisers.

We offer customized social and digital media programs that will make you the talk of the town.

@Inkedmag
@The Tattoo Page
@Rebel Circus
@Lost Pinup
@Moms Got Ink
@The Rockabilly Page
@High Heel Moms
@Steadfastbrand
@Inkedshop.com

@Inkedmag
@Rebel Circus
@Tattooed Girls
@Tattoos_of_Instagram
@Tattoos_of_Insta

@Inked Magazine

@Inkedmag

@Inkedmag

@Inkedmag



39.8M
FACEBOOK



12M
INSTAGRAM



2.1M
TIKTOK



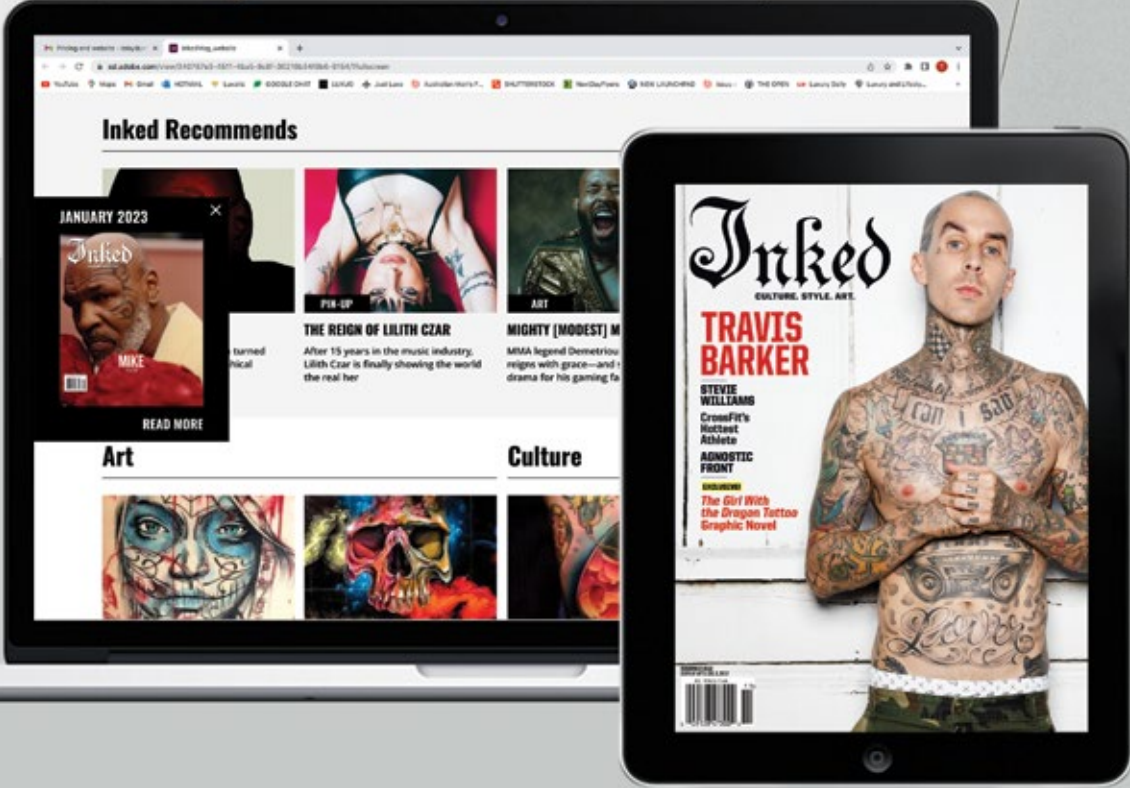
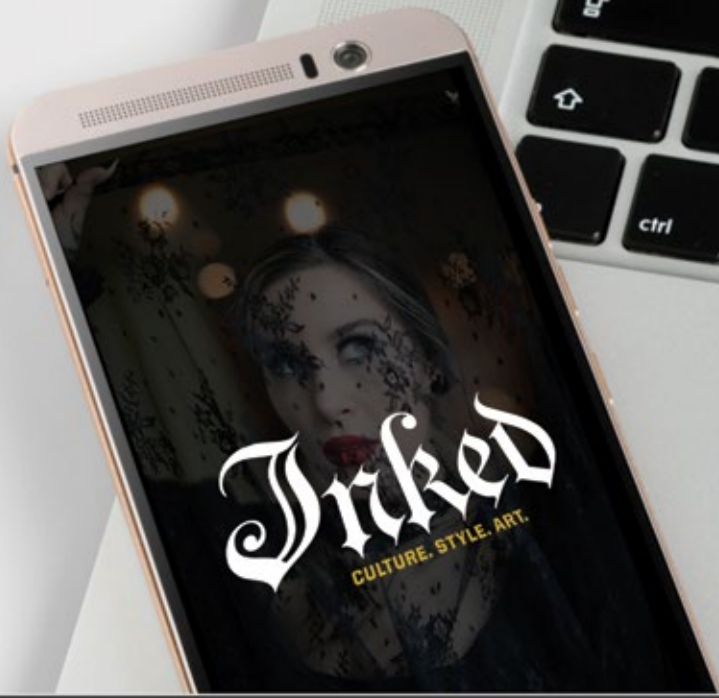
1.3M
YOUTUBE



950K
TWITTER



576K
SNAPCHAT



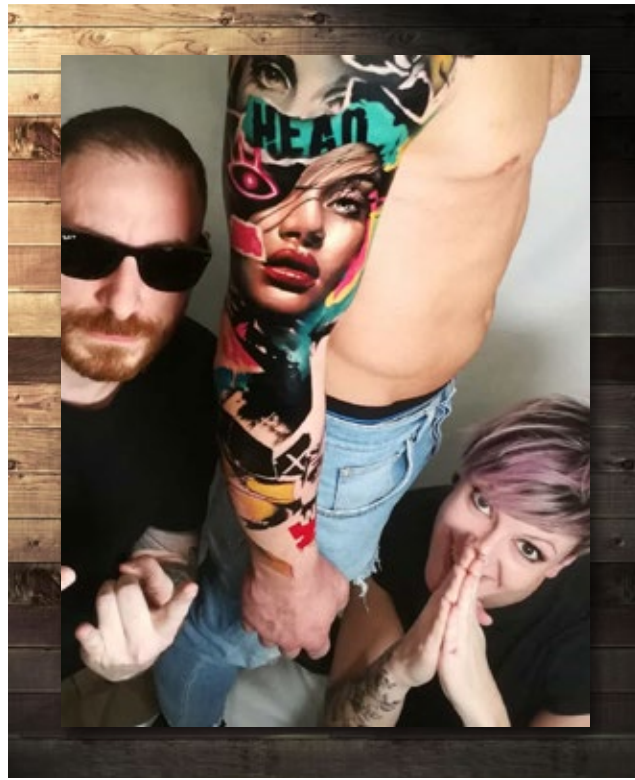
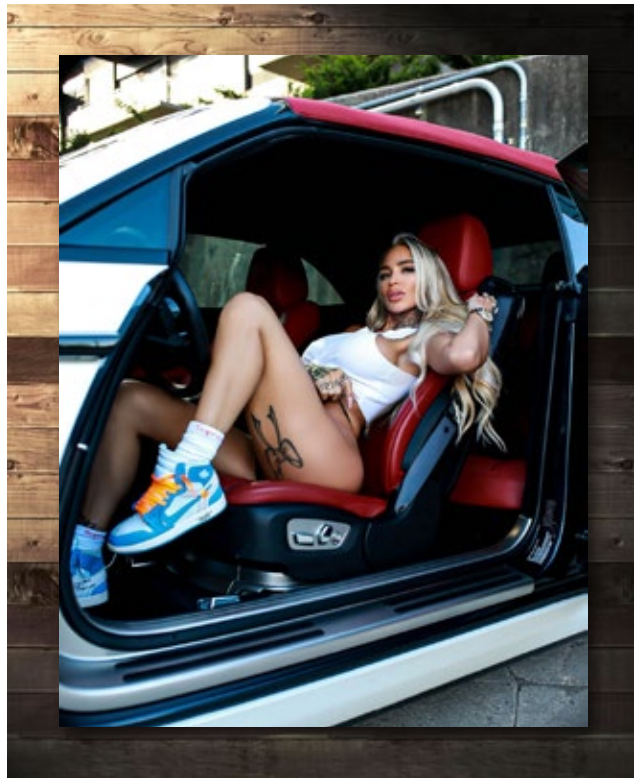
INKEDMAG.COM DIGITAL TRAFFIC

11M
PAGE VIEWS PER MO.

3M
VISITS PER MO.

2.6M
UNIQUE PER MO.

**ALWAYS ON.
ALWAYS CONNECTED.**
INKEDmag.com's responsive design renders INKED and its advertisers content beautifully on smart phone, tablet, and desktop.



INKED PEOPLE

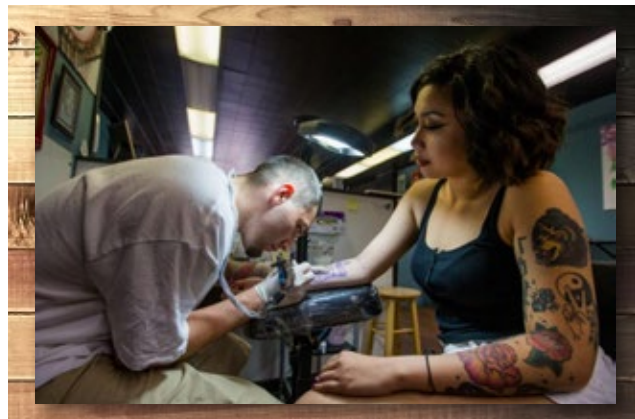
From skateboarders and musicians to fashion designers, artists, and chefs, Inked People profiles the trendsetting individuals who are defining the lifestyle of the Inked reader.

FEATURES

In-depth stories on actors, musicians, and athletes, shot by renowned photographers. We explore the art, style, and stories behind the biggest names in the Inked world.

THE SCENE

Covering the hottest tattoo artists, shops, parties, and events from around the world, Inked Scene is the authority on what is happening in tattooing.



INKED MAGAZINE AD SIZE REQUIREMENTS

| Space Unit | Full Bleed | Final Trim Size |
|-----------------------|------------------|------------------|
| 2-Page Spread | 17" x 11.125" | 16.75" x 10.875" |
| Full Page | 8.625" x 11.125" | 8.375" x 10.875" |
| 1/2 Page (Horizontal) | 7.65" x 5" | 7.65" x 5" |
| 1/3 Page (Vertical) | 2.75" x 10.25" | 2.75" x 10.25" |
| Front & Back Cover | 8.625" x 11.125" | 8.375" x 10.875" |



DIGITAL FILE REQUIREMENTS - PDF ONLY

GENERAL GUIDELINES

Ensure that all images are a minimum of 300dpi at 100% of final placement size. Convert all spot/special colors to four-color process. Please provide CMYK files and images only. Do not submit files in RGB, or files containing additional channels.

PLEASE NOTE

- PDF files must contain only 4-color process images (CMYK).
- *Inked Magazine* is not responsible for PDF files prepared incorrectly.
- All artwork must be designed per the specified dimensions. If they are not, the artwork will be resized to fit the designated space.
- SAFETY: All live/readable text/matter should be 1/4" from the trim line on all four sides. *Inked Magazine* is not be responsible for any information or live matter placed outside the safety that is trimmed or cut off.
- When using pure BLACK in your design, please use: C=40, M=30, Y=30, K=100
- All ads submitted should be suitable to print as is. *Inked Magazine* is not responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, *Inked Magazine* can not guarantee the reproduction of the advertisement.



SUBMITTING FINAL MATERIALS

OPTION 1: UPLOAD FILES

Prepare and submit ad file(s) to: advertising@inkedmag.com

Multiple files must be put into a .ZIP file.

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications, **contact our Design Department at (732) 737-4177.**

OPTION 2: MAIL FLASH DRIVE

Along with the drive, please provide contact info, issue date or insertion order, advertiser name, and agency name. Drives will be returned if requested. All final ad materials should be shipped to the Design Department:

Inked Magazine
150 West 22nd Street
New York, New York 10011

2023 SOCIAL MEDIA SPECS

When submitting creative for social media posts, please include the following:

- Copy/verbiage for post
- Page (or pages) you'd like tagged
- Any links/hashtags to be included in the post
- Desired date/time to be scheduled for

INSTAGRAM

| |
|-------------------------------|
| Profile photo: |
| 320 x 320 pixels |
| Feed photos: |
| Landscape: 1080 x 566 pixels |
| Portrait: 1080 x 1350 pixels |
| Square: 1080 x 1080 pixels |
| Stories: |
| 1080 x 1920 pixels |
| Reels: |
| 1080 x 1920 pixels |
| Aspect ratio of 9:16 |
| Cover photo: 420 x 654 pixels |

FACEBOOK

| |
|-----------------------------------|
| Profile photo: |
| 170 x 170 pixels |
| Cover photo: |
| 851 x 315 pixels |
| Posts and timeline photos: |
| 1200 x 630 pixels |
| Stories: |
| 1080 x 1920 pixels |
| Feed ads: |
| 1080 x 1080 pixels |

YOUTUBE

| |
|-----------------------|
| Profile photo: |
| 800 x 800 pixels |
| Banner: |
| 2048 x 1152 pixels |
| Video: |
| 1280 x 720 pixels |
| Thumbnail: |
| 1280 x 720 pixels |

TIKTOK

| |
|-----------------------|
| Profile photo: |
| 20 x 20 pixels |
| Video: |
| 1080 x 1920 pixels |

TWITTER

| |
|--|
| Profile photo: |
| 400 x 400 pixels |
| Header photo: |
| 1500 x 500 pixels |
| In-stream photos: |
| 1600 x 900 pixels |
| Card image: |
| 120 x 120 pixels (minimum) |
| Ads: |
| Single & multi-image tweets: min. 600 x 355 pixels |
| Website card image: 800 x 418 pixels |
| App card image: 800 x 800 pixels |
| Carousels: 800 x 800 pixels |
| Direct message card: 800 x 418 pixels |

NEWSLETTER

| |
|---|
| Please include the following when submitting creative for dedicated email blasts: |
| <ul style="list-style-type: none">▪ Link▪ Desired subject line▪ Desired body copy |
| Preferred banner ad: |
| 970 x 250 pixels |
| Hero image size: |
| 1200 x 630 pixels |

INKEDMAG.COM

| |
|---|
| DESKTOP |
| Home Page: |
| 980 x 90 pixels (Google Image ads) |
| 320 x 480 pixels (Google Image ads) |
| Blog Page: |
| 950 x 90 pixels (Google Image ads) |
| Single Blog Page: |
| 950 x 90 pixels (Google Image ads) |
| 336 x 280 pixels (Google Image ads) |
| MOBILE |
| Home, Blog Page, Single Blog Page: |
| 320 x 50 pixels (Google Image ads) |
| 336 x 280 pixels (Google Image ads) |