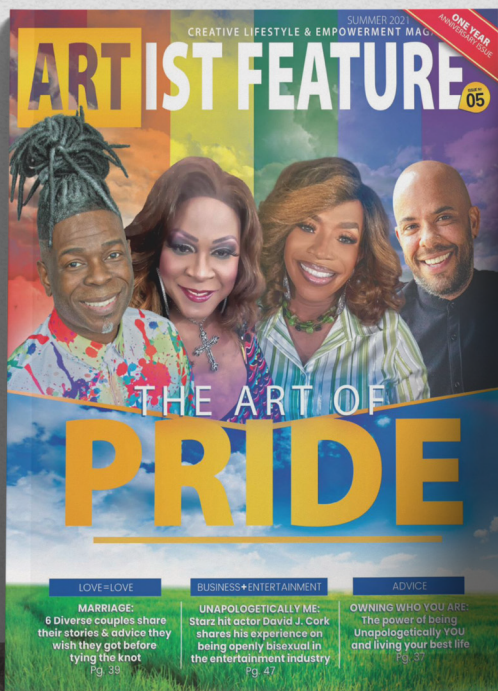


CREATIVE LIFESTYLE & EMPOWERMENT MAGAZINE

# ARTIST FEATURE

## 2022-23 Media Kit

Inspire . Educate . Celebrate!



BE INSPIRED.  
JOIN THE MOVEMENT.

I AM ART



# ARTIST FEATURE

## ABOUT

ARTist Feature is an international quarterly creative lifestyle and empowerment magazine based out of Memphis, Tennessee. We aim to enhance the ARTS Community by discovering the ARTists behind the work, giving them a platform that allows their voices and perspectives to be heard. By bringing you inspiring stories from around the world through print and digital media, ARTist Feature Magazine is committed to championing and celebrating ARTists of the Next Generation.

## MISSION

To create space for diverse ARTists to have open conversations about their upbringings and personal development into their chosen artistry. Sharing advice and tools that helped them along their journeys for the next generation of aspiring artists' advantage; while also giving readers a more personal approach to the lives of the artist behind their work.

## VISION

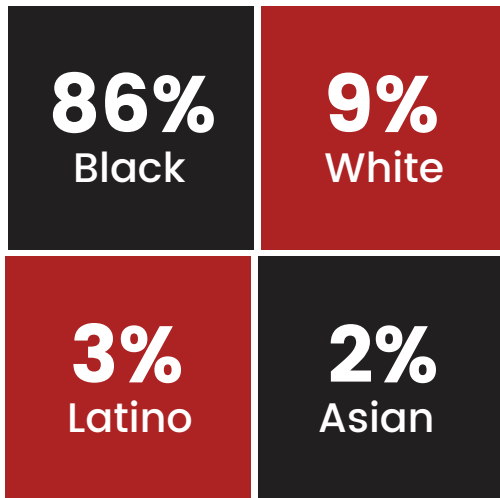
To help grow and support the ARTS by providing platforms for the community to connect resources, collaborate, and receive exposure for their creativity. We want to create a representation of unity, positivity, and support.

## BRAND OVERVIEW





## DEMOGRAPHICS



## READERS PROFILE

**43%** of readers are Men  
**57%** of readers are Women

**26-41**  
Target Audience

**51%**  
Married

**53K**  
Median HHI

**63%**  
Bachelors Degree  
or higher

**84%** of readers are  
Self Employed

**32%** | **68%**  
Full time | Part time

**MOST OF AUDIENCE  
IS EITHER, FREELANCE  
ARTISTS OR ENTREPRENEURS**

## AGE

18-24= 12%

**PRIMARY  
AUDIENCE** 25-34= **45%**

35-44= 30%

45-54= 9%

55-64= 3%

65+= 1%

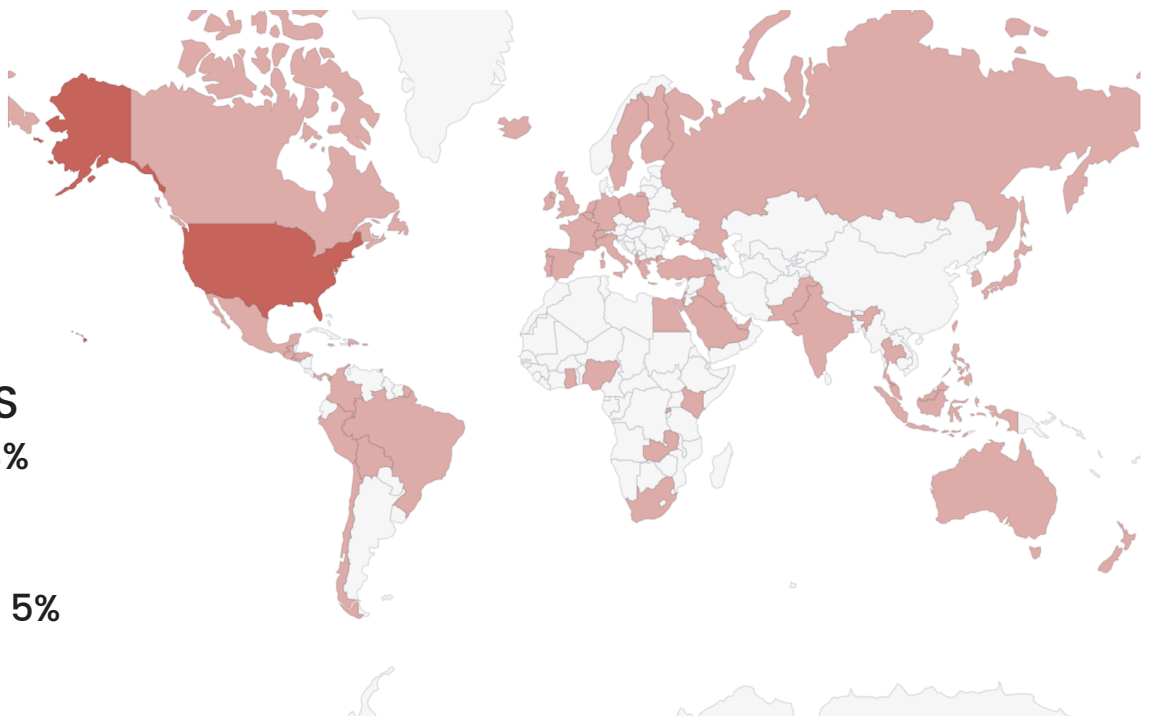
## REACH

### TOP CITIES

Memphis= 83%  
Southaven= 7%  
Atlanta= 5%  
New York= 3%  
Los Angeles= 2%

### TOP COUNTRIES

United States= 78%  
Ireland= 7%  
Canada= 5%  
United Kingdom= 5%  
South Africa= 2%





# NOT YOUR ORDINARY ARTS MAGAZINE

Artist Feature Magazine has quickly established itself as the most important outlet in the creative and multi-discipline community for artists, freelancers and entrepreneurs. Our magazine aims to inspire, educate, and celebrate creative people by shining a light on their personal stories and secrets of being successful artists in today's industry. We aim to provide a platform to showcase creatives, honor the work they do in the community, and encourage networking between like-minded individuals.

Each category consists of interviews and features celebrating diverse creatives; Exclusive articles amongst topics relevant to the theme of each issue with targeted lifestyle advice for our self-employed freelancers and entrepreneurs; Providing conscience examples and tips about personal branding, community building, and mental health.


## EDITORIAL CONTENT



## ENGAGEMENT

- 53K+** Total reach per issue
- 32%** Of new readers per issue
- 68%** Of readers spend more than 30 minutes reading an issue
- 84%** Of readers have read all 7 of our latest issues
- 80%** Of readers purchase a physical copy of magazine
- 73%** Of readers have frequently purchased products and services seen in magazine





BEAUTY+FASHION

THE  
**GOFFNEY  
TWINs**

DONT CALL IT A COMEBACK!

BY ARTAVIUS VEALEY

PHOTOGRAPH BY JEFFREY M. HARRIS

[illegible]

In a recent interview Williams had with *Variety*, he was asked what would be your piece of advice that he would give to emerging designers and artists? He answers:

To stay focused on your craft be consistent in everything you do, and make your own thing that no one else does from everywhere else. You want to be as original as you possibly can be in

this competitive creative field. People have my work right off the bat because I have carved out a genuine style as an artist and I am proud of that.

HAYDEN WILLIAMS

Williams' love for drawing started after his small brother told him to "color me around" the walls of their home. He took it to heart. The way it developed progressed into fashion illustration and design for him due to his mother who drew regular sketches of herself & clothing. Williams' mother was a young adult when she died at the age of 2 years old and her death left a deep impression on Williams. He decided to draw because his mother illustrated on sweat shirts and different items. Further, his mother and her family were mostly African American and he wanted to represent them in all forms, like for example, his work being motivated by his loving family and supporters.

FOLLOW HAYDEN

@Hayden\_Williams Illustrations

@Hayden\_Williams

www.HaydenWillamsOfColor.com

# COFFEE WITH KINFOLK

Interview by @jessickalinc  
by Mia Kinfolk shine

Speak it  
Believe it  
Receive it

[illegible]



## EDITORIAL CALENDAR

Schedule and Release dates may change

ISSUE NO.	THEME	SPACE RESERVATION DEADLINE	AD/CONTENT DEADLINE	RELEASE DATE
<b>2022</b>				
<b>08: FALL</b>	* Creative 100 [2nd Anni. Issue]	N/A	N/A	<b>NOV 21</b>
<b>2023</b>				
<b>09: WINTER</b>	Director's Cut	DEC 16	DEC 23	<b>JAN 13</b>
<b>10: SPRING</b>	Comedic Relief	MAR 17	MAR 24	<b>APR 14</b>
<b>11: SUMMER</b>	* Creative 100 [3rd Anni. Issue]	JUN 16	JUN 23	<b>JUL 14</b>
<b>12: FALL</b>	The ART of Influence	SEPT 15	SEPT 22	<b>OCT 13</b>

\*Annual Issues

## TESTIMONIALS



"The article, the layout, the whole damn issue is quite AMAZING!!! Im humbled, flattered, and honored to be a part. And not just my feature, I love the other articles and features as well. You guys really are a beast at this."

- **Antino Crowley-Kamenwati (Actor)**



"This is the first time that I've been illustrated in a magazine feature! I want to thank you guys for inviting me to be in your publication. So as much as you're thankful that Im in the magazine, what you DON'T know is that IM the one who feels honored. Im so proud of you guys!"

- **Dana James-Mwangi (Branding Consultant)**



"Im super excited for this and the future of the magazine. It was nice working with y'all, you're doing great things!"

- **Dyvon (Social Media Influencer)**



"BIG SHOUTOUT to ARTist Feature Magazine!! I am honored to be a part of the project and being a part of the highly skilled ARTavius Veasey Productions! It's more than an honor to Support Up and Coming Black Businesses!"

- **The Conscious Lee (Educator)**

## ADVERTISING SPECS

TYPES	SIZES		PRICE PACKAGES		
AD	WIDTH	HEIGHT	1 ISSUE	2 ISSUES	4 ISSUES
*Full Page	8.50"	11.00"	\$375	\$350	\$300
Half Page (Vertical)	3.54"	9.75"	\$150	\$125	\$100
Half Page (Horizontal)	7.26"	4.81"	\$150	\$125	\$100
Quarter Page	3.54"	4.79"	\$75	\$65	\$55
*Full Spread	17.00"	11.00"	\$600	\$550	\$400
*Inside Front Cover	8.50"	11.00"	\$575	\$550	\$500
*Inside Back Cover	8.50"	11.00"	\$575	\$550	\$500

\*MUST bleed

All pages are full color: page trim size: 8.25" x 10.75"; perfect bound; 60-lb. – self-cover matte stock.

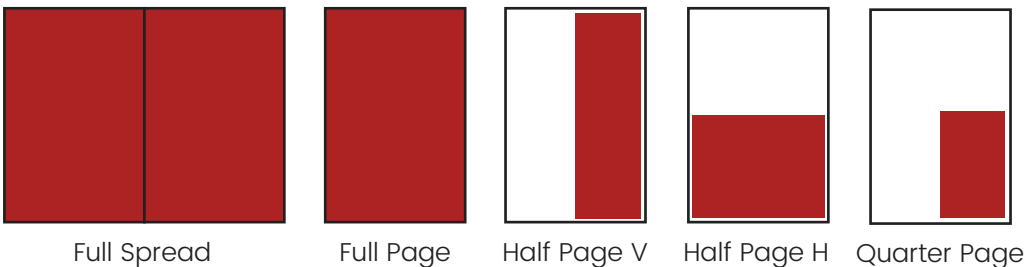
**Ads/Content/Business Features:** We reserve the right to edit or reject material which may be deemed unsuitable for our publication including the type of business or design of customer/agency provided ads. Ads should be simple with strong graphics and a limited amount of copy. Camera-ready ads that do not conform to this style will be returned to the customer/agency for correction. The publisher has the sole discretion to reject ads based on quality of design, size-related issues, and suitability for this publication.

**Ad Design:** We are happy to provide this service. Clients must approve all text, logos and/or photography to be used in the ad that we create. Ads created by ARTist Feature Magazine will add a \$100 fee to your total order.

**Digital Ad Specs:** All provided ads must be a pdf, jpeg, or eps and at least 300ppi with all fonts embedded or outlined to prevent font problems (we cannot accept .indd, .qrk, .pub, .doc, etc.). Please build-in the appropriate size of advertisement before sending. Do not add crop marks, bleed marks, color bars, or any other page marks to your document.

**Make Good Policy:** Errors in ads must be reported within 2 weeks of publication. At that time, any errors on the part of ARTist Feature Magazine will be considered for a make-good by the publisher. ARTist Feature Magazine is not responsible for errors overlooked by advertisers after an ad has been approved.

## AD SPECIFICATIONS



Full Spread

Full Page

Half Page V

Half Page H

Quarter Page

## CONTACT US

Ads or Inquiries:  
[ARTistfeaturemag@gmail.com](mailto:ARTistfeaturemag@gmail.com)  
[www.ARTistFeatureMag.com](http://www.ARTistFeatureMag.com)

## ALL COLOR PUBLICATION



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