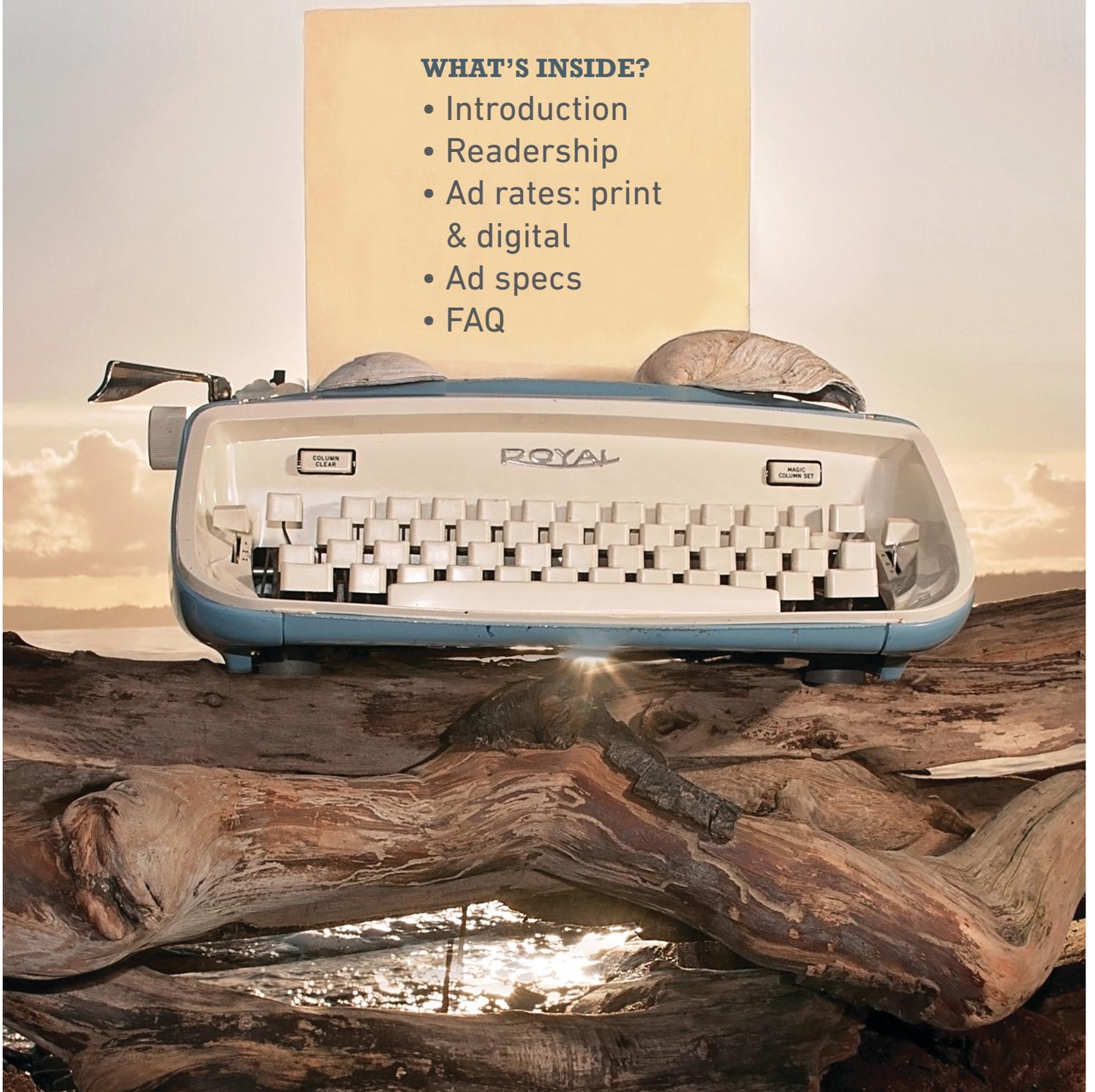
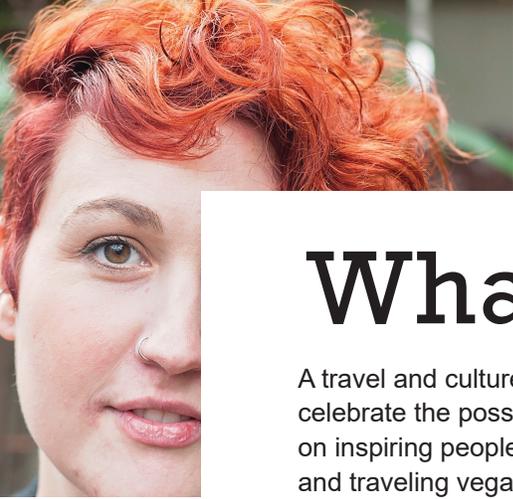


MEDIA KIT & AD INFO

WHAT'S INSIDE?

- Introduction
- Readership
- Ad rates: print & digital
- Ad specs
- FAQ





What is Driftwood?

A travel and culture publication for the graduated vegan, launched August 2015. We celebrate the possibilities of a vegan world through travel adventures, art, and profiles on inspiring people in the global vegan community. Our features are written by native and traveling vegans to show our readers how accessible vegan travel really is.

Our approach is holistic. We engage our audience across multiple platforms, which means our followers go from kicking back with the magazine at home to listening to the podcast on the way to the store and engaging with us on Instagram at work.

PRINT

Driftwood shares an elevated vegan culture and promotes veganism through art. We produce high-quality, visually stunning images. Our print edition uses thick, coated paper (FSC, recycled), making *Driftwood* a collectible piece rather than a disposable magazine. Available via subscription and retail.

DIGITAL

Each issue of *Driftwood* is available as a digital download and on Issuu.com, with hyperlinked ads. We also produce a free, public preview edition, with a selection of stories and all ads included.

Our website acts as a hub for our projects and sponsorship opportunities, including the Vegan Faces portrait campaign, which allows vegans from all over the world to share their stories with their community. Submissions come from many countries, small towns and big cities, from activists and professionals to students and musicians. We also publish selected stories as Web Features, for easy social media shares.

AUDIO

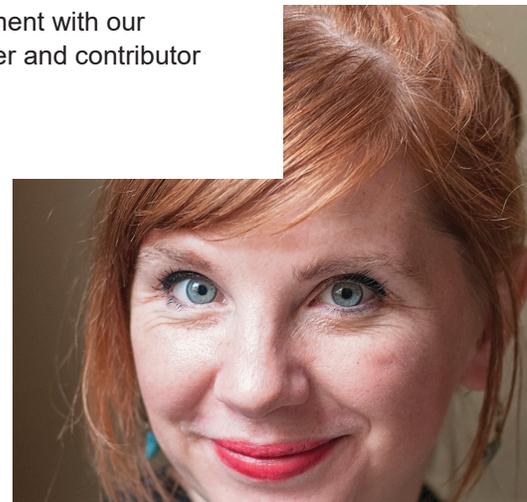
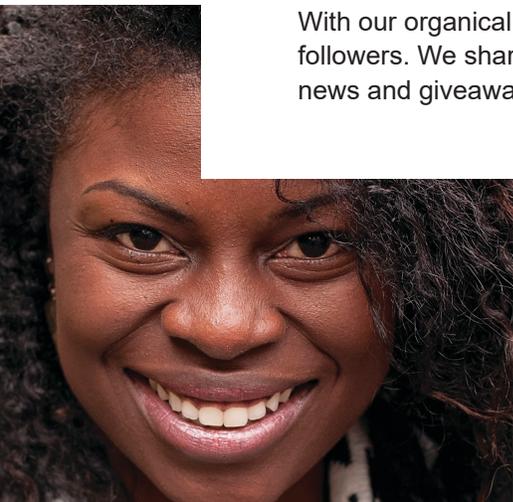
And Now, a Word with Our Sponsor is our podcast series. Our advertisers are the scientists, entrepreneurs, and artists—the innovators for the vegan revolution. On this podcast, we get an opportunity to chat with them about lessons they've learned and important changes on the horizon.

EVENTS

We love producing and attending events! From VegFests and release parties to meetups and nonprofit fundraisers, we take every opportunity to engage with our community face to face.

SOCIAL MEDIA

With our organically growing audience, we maintain quality engagement with our followers. We share behind-the-scenes and bonus content, advertiser and contributor news and giveaways, and event coverage.



Who's Reading?

Advertising with **Driftwood** exposes you to a diverse, global population and allies you with the vegan community.

Driftwood readers are engaged and devoted to the vegan lifestyle and community, and eager to support and share companies that support their values. They continually seek out cruelty-free products and services.

Driftwood is a trusted resource for finding them.

OUR REACH

Driftwood is growing and our global reach is expanding, but here's a snapshot of where we are now:

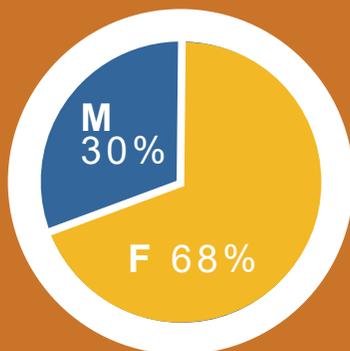
PRINT/DIGITAL MAGAZINE Est. readership per issue: 15,000.

STOCKISTS Currently stocked at 30+ stores in 9 states, Canada & online.

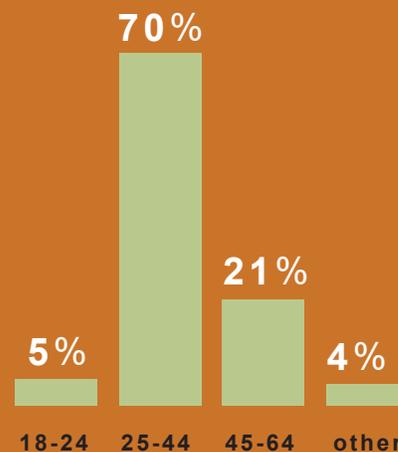
ISSUU.COM Impressions per issue: 3,700

WEB VIEWS 5,500 per month

SOCIAL MEDIA Followers on Facebook, Instagram & Twitter: >12,000



BY GENDER



BY AGE

Ad Rates

PRINT + DIGITAL MAGAZINE

- Ads appear in both print and digital editions.
 - Ads are included in the free, public preview via Issuu.com.
 - Advertiser profiles are linked in our Facebook album and Twitter list.
 - Advertisers are eligible for giveaways, bonus social media exposure, and promotion at events.
-

The following rates are good for Issues 4-7.

AD TYPE	x1 ISSUE	x2	x3	x4
BACK COVER (C4)	\$2,400	\$2,300	\$2,200	\$2,100
INSIDE FRONT (C2)	\$2,100	\$2,000	\$1,900	\$1,800
FIRST PAGE	\$2,200	\$2,100	\$2,000	\$1,900
2-PAGE SPREAD	\$2,500	\$2,400	\$2,300	\$2,200
FULL PAGE	\$1,500	\$1,400	\$1,300	\$1,200
HALF PAGE	\$800	\$775	\$750	\$700
QUARTER PAGE	\$450	\$425	\$400	\$350
PAGE GALLERY	\$275	\$250	\$225	\$200

ONLINE PLATFORMS

VEGAN FACES \$1600/quarter. Ad on DriftwoodMag.com/Vegan-Faces.

WEB FEATURES \$2400/lifetime. Ad on story & preview pages.

Send ideas & questions to Info@DriftwoodMag.com.

Ad Specs

PRINT + DIGITAL MAGAZINE

Full-page

Live area: 8.5" w by 11" h;

BLEEDS: Add .125" around the entire document.

Final document size is 8.75" w by 11.25" h

Half-page

Live area: 7.1875" w by 4.8229" h
NO BLEEDS

Quarter-page

Live area: 3.5104" w by 4.8229" h
NO BLEEDS

Sixth-page

Live area: 2.2847" w by 4.8229" h
NO BLEEDS

FOR ALL SIZES:

Color

All colors must be CMYK process colors

File type

EPS, PDF, PSD, or TIFFS

Fonts

All fonts must be embedded or outlined.
White text reversed out on a colored background should be no smaller than 10pt

Resolution

All artwork should be @ 350 DPI

[Click here for ad templates.](#)

VEGAN FACES / WEB FEATURES

Live area: 248px w by 368px h

Color: All colors must be RGB colors

File type: PNG or JPG

Resolution: All artwork @ 150 PPI

FAQ

Will you write an article about my product?

I'm sorry, but we keep advertising and editorial strictly separate. If you have a product you think is suitable for review or a packing list, you may send it to:

Driftwood Media, LLC,
715 NW Hoyt St. #28581
Portland, OR 97228

But I thought print was dead!

As it turns out, niche publications like ours are rising in popularity. Plus, we print on high-quality paper, so **Driftwood** is more like a collectable digest than a regular magazine. All ads also appear in the digital versions of the magazine at no extra cost.

What if I don't have resources to create my ad?

For a small additional expense, we would be glad to hire from within our network of talented designers to create an ad for you.

What happens when I finish the artwork?

Email us all finished files or a sharing link and we'll verify it meets all requirements. Please note that all artwork requires approval from editorial.

Is there limited space?

We keep our ad pages to a minimum, so it is best to not hesitate. If the option you are hoping to purchase is taken, we will find an equally appealing alternative or reserve your spot in a later issue.

Can I advertise if my company isn't vegan?

Of course! Our only requirement is that the product or service being advertised is 100% vegan.

What is Issuu.com?

It's an online platform for free publications, where we post our digital sample issues. These include all the ads appearing in the full magazine.

Are there other ways to advertise or partner?

If advertising in our magazine, website, and events don't work for you, we are always open to your creative ideas.

I want to advertise, but money is an issue.

We love working with other startups, and we're happy to work with you on payment plans and bundling options. Have a friend who wants to advertise? See about splitting ad space with them.

For more information, contact the editorial team at info@driftwoodmag.com.

For advertising information, contact holly@driftwoodmag.com.

HOLLY FERAL

Editor-in-Chief

MICHELE TRUTY

Managing Editor

