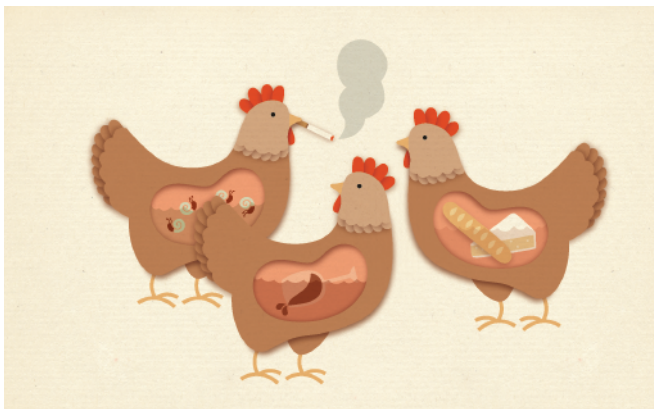




GOPHER

Media Kit



From top left: Tomokazu Matsuyama, a photo of Issue 1, Mario Bellatín, Estelle Hanania, Puño, Mario Wagner and Jessica Hische.

THE GOPHER ILLUSTRATED

The Gopher Illustrated is a limited-print collectible magazine that is published four times a year by a small and dedicated team with experience in the industry. The magazine is substantial and leisurely featuring visual arts portfolios, music, chronicles, columns, interviews, feature-length articles, reviews and a themed section that changes in every issue. Magculture, a magazine industry website, calls it "an international magazine that delivers strong content in an intriguingly designed package. It's an intelligent read..." We don't cover current events and place no limits on article length in the interest of giving due space to high-quality work.

The Gopher Illustrated is designed to be a collectible. For our first issue we only printed 1000 copies on high-quality matte paper and brilliant inks, financed through crowd-funding website Kickstarter. Each magazine is hand-numbered, letter-pressed and distributed to targeted audiences. Every issue contains two pages of stickers with original artwork and interactive advertisements that can be placed within the spaces in the magazine. These exist so that the final editorial choices of the magazine are up to the reader, with a number of extra stickers, destined for other surfaces outside the magazine, making every single copy unique.

We feature some of the most important figures in contemporary arts and culture in each edition of the magazine like Mario Bellatín, Tomokazu Matsuyama, Thobias Faidt, Jessica Hische, Estelle Hanania, Boris Muñoz, Mario Wagner, William Giraldo and Todd Zuniga. Other contributors include Electro-pop singer Aerea Negrot, New York Times puzzle editor Will Shortz, GOOD Magazine and the NegroNouveau design studio

The magazine's website, gopherillustrated.org, serves as a parallel platform to our print issues, delivering multimedia content year-round. Traffic has grown steadily since launching, reaching new readership mostly through word of mouth and social media.



PUBLISHING SCHEDULE

Launched in 2010, the Gopher Illustrated has big plans. We publish every four months. Armed with a great staff and a world-class roster of collaborators, the Gopher Illustrated is growing its readership and reaching a diverse and educated audience.

Magazine Publishing Schedule

Issue	Ad Close	Publish Date	On Sale
Vol. 2	January 12th	January 28th	February 21st
Vol. 3	April 10th	April 29th	May 21st
Vol. 4	July 11th	July 29th	August 22nd



Portfolio spreads from the Spring issue of The Gopher Illustrated



OUR AUDIENCE

The Gopher Illustrated reaches an educated and savvy audience in the advertising and graphic design fields, professionals in the arts, university students, academics, literary buffs, magazine enthusiasts and generally curious folk. Wired UK named us one of "Three (analogue) magazines to get excited about"

Interest for The Gopher is evenly distributed among genders, at about 49% male and 51% female visitors to the website. 72% of our readership is aged 18-34, while the remaining 28% of readers are 34-55*. Half of current consumers are from the United States. About a quarter of copies are sold to readers in Canada, the UK, Australia and New Zealand combined. The UK's HUCK Magazine calls The Gopher "Probably the coolest magazine we've seen for some time." In Latin America, the Gopher Illustrated is especially popular in Venezuela, Argentina, Brazil and Colombia - both in terms of website visits and magazine orders.

The Gopher Illustrated was invited to fund the printing of its first issue by Kickstarter, a crowdfunding platform. We reached our fundraising goal in twelve days though contributions from fans around the world, pre-selling 30% of copies before the magazine was even printed - demonstrating the public's interest in a magazine like The Gopher Illustrated.

TrendCentral, a marketing analysis company, has reported the growth of print media that is not time sensitive: "we are noticing a new trend of consumers going back to old-fashioned print ... looking to news magazines, that curate only the most important stories."

*these numbers source visits to gopherillustrated.org, print magazine sales statistics and our facebook fanpage.



Portraits of fans of The Gopher Illustrated, via several social media platforms.

"Strong content in an intriguingly designed package" - Magculture.com

"The Gopher Illustrated can be purchased at Reading Frenzy in PDX. If you know what's good for you, go pick up a copy" - @dlachasse

"A highly collectible piece of print."
- Huck Magazine

"The wait will be worth it"
- UnderConsideration



ADVERTISING RATES

Type	Edition #2	Edition #3	Package Deal (Edition #2 + #3)
Back Cover	3000	3000	5000
Inside Cover Spread	2700	2700	4500
Inside Back Cover	2000	2000	3500
Inside Cover + Inside Back Cover	3800	3800	6500
Two-Page Spread 2 Ink	1400	1400	2200
Full Page 2 Ink	800	800	1300
Half Page 2 Ink	475	475	800
Quarter Page 2 Ink	280	280	470
1 Sticker (Full Color)	400	400	700
2 Stickers (Full Color)	650	650	1100
3 Stickers (Full Color)	900	900	1600
Portfolio Sponsorship (2 full color pages placed at the beginning and end of portfolio section)	1500	1500	2600
Insert	1000 + Cost of Printing	1000 + Cost of Printing	1000 + Cost of Printing
Issue Pantone + Full Page ad	N/A	8000	N/A
Full Color Ads	1200	1200	2100
Full Page Hand-Colored / Custom	10,000	10,000	18,000
Hand-Colored / Custom Spread	17,000	17,000	Upon Request

- All prices in US\$
- We strictly limit the number of advertising pages per-issue to ensure the visibility of our advertisers
- Special discount packages beyond edition #3 are available upon request.

We offer targeted, creative advertising in a collectible hand-numbered publication that reaches a young, educated audience. Along with standard advertising rates for pages, we offer creative advertising with solutions that no other publication can provide. Further details on the next page.



SPECIAL PROMOTIONS & CUSTOM ADVERTISING

The Gopher aims to be a collectible in every sense. We provide a medium for breakthrough literature, emerging talents in the arts and thoughtful journalism, in a very limited-edition, high-quality product. We want to have advertising that is itself as memorable and collectible as the magazine. We want to have your this-hasn't-been-done-before advertisement creating buzz over the internet and getting noticed for awards.

Along with standard print advertising, we offer you the opportunity to create unique interactive ads. Since we personally handle every single copy of the magazine, we can provide hand-crafted, interactive and innovative solutions that no other magazine can.

1.

Handmade Advertising / What no other magazine can do: we personally handle every single copy of the magazine. This being the case, we can customize the art, color or anything you can dream up for one or more pages of your advertising - by hand! Do you want us to rip the page to show how strong your motor is? Done. You want us to color your each ad with crayons to prove that your screens have color like no other? Deal. You want us to step on the page to remind the readers that your cleanser can handle that kind of mistreatment? Just give us your shoe size. We will hand-color, collage, paint and otherwise customize your ad in every single magazine in a particular issue.

2.

Issue Color / Custom Pantone: Two thirds of The Gopher Illustrated are printed in black + 1spot-color ink. In a stunning exercise in branding, we can create an issue of The Gopher Illustrated using your company's official Pantone color throughout the magazine. That is over 80 pages of your brand's identity, interacting with award-winning illustration, literature and journalism. This package includes two pages of ads within the issue.

3.

Interactive Ad / Sticker-game: You can buy a combination of one page of advertising and one or several full-color stickers to give readers the opportunity to use stickers to complete an ad within the magazine. Create several stickers and provide different colors, dialog boxes or products from which the reader can choose. See your brand's stickers find their way to the backs of laptops, cell phones and vehicles. Stickers may also be reserved without page ads.

Please contact us for further details and brainstorming:
advertising@gopherillustrated.org



TECHNICAL FLOTSAM

Type	Centimetres	Inches	Color
Back Cover	21.5 x 26.5 (includes 0,5 bleed)	8.5 x 10.4 (includes 0,2 bleed)	Black + Pantone
Inside Cover	21.5 x 26.5 (includes 0,5 bleed)	8.5 x 10.4 (includes 0,2 bleed)	Black + Pantone
Inside Back Cover	21.5 x 26.5 (includes 0,5 bleed)	8.5 x 10.4 (includes 0,2 bleed)	Black + Pantone
Full Page Full Color	18.5 x 23.5 (includes 0,5 bleed)	7.3 x 9.3 (includes 0,2 bleed)	CMYK
Two-Page Spread Full Color	39 x 23.5 (includes 0,5 bleed)	15.4 x 9.3 (includes 0,2 bleed)	CMYK
Two-Page Spread 2 Ink	39 x 23.5 (includes 0,5 bleed)	15.4 x 9.3 (includes 0,2 bleed)	Black + Pantone
Full Page 2 Ink	18.5 x 23.5 (includes 0,5 bleed)	7.3 x 9.3 (includes 0,2 bleed)	Black + Pantone
Half Page Vertical 2 Ink	9.6 x 23.5 (includes 0,5 bleed)	3.8 x 9.3 (includes 0,2 bleed)	Black + Pantone
Half Page Horizontal 2 Ink	18.5 x 12.1 (includes 0,5 bleed)	7.3 x 4.8 (includes 0,2 bleed)	Black + Pantone
Quarter Page 2 Ink	9.6 x 12.1 (includes 0,5 bleed)	3.8 x 4.8 (includes 0,2 bleed)	Black + Pantone
Stickers (Full Color)	Upon Request	Upon Request	Upon Request

- Ads must be sent in hi-res format - 300 dpi or higher - as .EPS or .PSD archives
- Stickers must be submitted as .EPS or .PSD archives in CMYK format.
- Files should be sent to advertising@gopherillustrated.org as attachments or FTP links

TERMS

- Payment: Payment is due in U.S. Dollars at closing date.
- Agency Commission: 15% to recognized advertising agencies.
- Cancellation Policy: All ads must be cancelled five (5) business days prior to closing date. Failure to do so will result in a 30% cancellation fee.

CONTACT US

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All advertising inquiries may be directed to advertising@gopherillustrated.org

All other subjects may be directed to info@gopherillustrated.org

