

# Atlas

MEDIA PACK



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Atlas Magazine is an inspirational fashion magazine for the new generation of fashion creatives.

Thanks to the constant growth of the Internet, bringing together fashion from all around the world is now possible. Atlas' editorial content covers: fashion photography, illustration, design, and journalism.

After two very successful years as an online publication hosted on Issuu.com, and raising over £4000 in six days via

Kickstarter, Atlas expanded into print and e-readers in December 2014.

With a current readership of 185,717\* people and a large social media following, Atlas has been able to reach a wide range of people all over the globe.

We are looking to collaborate with brands and businesses who have a keen interest in the development of the next generation of fashion creatives.

\*October 2015

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The Atlas reader is confident with a creative disposition that they apply to their daily life. With a keen interest in the fashion industry they are able to appreciate the growth of new designers and enjoy the constant success of established brands. As an avidly independent individual they dress for themselves and often indulge in designer purchases, with a particular fondness for vintage and unusual pieces. They find time to balance their often- hectic work schedule with social pursuits and



enjoy weekends away to various cosmopolitan cities - almost always with one more suitcase than is necessary. When they're on the go they remain dedicated to keeping up to date with trends via social media, following trend-setters and fashion industry individuals on Instagram keeps their

knowledge fresh. With a social conscience they devour sustainable retail and enjoy dining in various restaurants that appeal to their appetite. Their office is a homage to their style and mixes their eclectic travel souvenirs with their flawlessly ordered magazine collection.





mini  
Atlas

Since going to print in December 2014, we have received more submissions from creatives than ever before. It's only natural to want to showcase as much as we can. We have therefore decided to produce a "Mini Atlas" (as we like to call it amongst staff)

to showcase all of this work that we love so much as a free, online publication on Issuu. com. Mini Atlas can include live links to your website, store, or anywhere else you would like. The magazine is highly sharable and accessible to anyone in the world, at no cost.

Issuu.com/theatlasmagazine:  
140,154 Reads  
11,441,224 Impressions  
1982 Followers

Launch date: *September 1st 2014*  
324,695 Impressions  
10,851 Reads

Mini Atlas - The Enchantment Issue  
Launch Date: *1st Dec 2015*  
10,005 Reads  
1,698,832 Impressions

The Chrome Issue:  
Launch date: *June 1st 2014* 380,634  
Impressions  
7166 Reads

Mini Atlas - The Noise Issue:  
Launch date: *2nd Aug.2015*  
24,910 Reads  
2,414,425 Impressions

The Obsession Issue:  
Launch date: *March 1st 2014*  
380,393 Impressions  
14,476 Reads

Mini Atlas - The Secret Issue:  
Launch date: *2nd May 2015*  
14,342 Reads  
2,072,599 Impressions  
The Sharp Issue:



December 10th 2015

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Atlas started out as a digital magazine hosted on Issuu.com. We have, therefore, amassed a very large following there, our website and social media. The visibility of online magazines is enormous, and an ever growing industry that we hope to help pioneer.

Atlas Magazine's website is the blog and website in conjunction with the publications we produce. Featuring exclusive editorials and exciting articles about fashion, art and culture, we receive thousands of readers from all across the globe.

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*Theatlasmagazine.com* (average per month)

*20K Page views*

*8K Sessions*

*6K Users*

*Facebook.com/theatlasmagazine*

*9659 Likes*

*69% Women*

*30% Men*

*57% 18-34 women*

*@theatlasmagazine* (Instagram)

*14.6K followers*

*@myatlasmagazine* (Twitter)

*2214 followers*

*pinterest.com/theatlasmagazine*

*875 followers*

*Theatlasmagazine.tumblr.com*

*12,117 followers*







Atlas Magazine in print is a luxurious product. Sold at £10 on beautiful paper, Atlas is a collectors item that no one will ever want to part with. We pride ourselves on selecting alluring and captivating work from creatives around the globe. Keeping print numbers small, we make each issue of Atlas a limited edition collectors item.



Print Run:  
*1500*

Frequency:  
*Biannual*

Print Distribution:  
*UK*  
*USA (Coming Soon)*

Cover Price:  
*£8*





With a vast readership both online and in print, brands are guaranteed visibility across all platforms should they advertise with Atlas. Advertising with us will guarantee brands at least one blog post about their brand or mentioning their product. This can be in the form of an interview, an article, or an editorial. We are always happy to discuss your ideas. We offer various

advertising packages. Whether you want to showcase your brand in Mini Atlas to guarantee exposure and shareability, add on a luxurious print advertising as well, have us feature your brand on our blog, or just publish your advert in print, we've got flexible options which can meet everyone's needs.



**WEBSITE RATES**

Type	3 Months
Top Banner	500
Side Banner	300
Blog Post	Tailored

**ATLAS MAGAZINE**

Type	1 Issue	2 Issues
DPS	£2000	TBC
Back Cover	£3000	TBC
Single Page	£1000	TBC
Half Page	£500	TBC

**MINI ATLAS**

Type	1 Issue	4 Issues	
DPS	£1500	(-10%) £1350	Print Ad Included £1950
Single Page	£750	£675	£975
Half Page	£375	£337	£487



## CONTACT US & FIND US

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theatlasmagazine.com  
issuu.com/theatlasmagazine  
facebook.com/theatlasmagazine  
instagram.com/theatlasmagazine  
twitter.com/myatlasmagazine  
theatlasmagazine.tumblr.com  
pinterest.com/atlasmagazine  
info@theatlasmagazine.com  
submissions@theatlasmagazine.com  
writing@theatlasmagazine.com  
web@theatlasmagazine.com  
advertising@theatlasmagazine.com

Photographers  
(in order of appearance):

Stephanie Yt  
Piotr Szewczyk  
Josie Simonet  
Phoebe Cheong  
Fumie Hoppe  
Blessing Marie  
Saskia Lawson  
Josie Simonet  
Paloma Fernandez  
Laura Cammarata

EDITOR- IN-CHIEF

*Olivia Bossert*

GRAPHIC DESIGNER

*Jessica Bailey*

CREATIVE DIRECTOR

*Megan Breukelman*

ONLINE EDITOR

*Jasmin Rauha*

