

RAD
Culture
MAGAZINE

RAD
ADVERTISING
& SERVICES
MEDIA KIT

RAD
TALENT AGENCY

RAD
Culture
MAGAZINE

MAGAZINE
ADVERTISING
MEDIA KIT



The most influential Coastal Bend culture magazine is **your connection** to the local art and culture of today and tomorrow

Your ad won't be drowned out by hundreds of ads

We have many advertising opportunities and can create a custom ad solution if our options do not fit your advertising needs. **We are a 30% ad magazine.** That means 30% or less of the content in the magazine will be ads, so advertising space is limited.

**YOUR CONNECTION TO OUR
MAGAZINE'S INFLUENCERS
AND THE NEXT GENERATION
OF LOCAL READERS AND
INDUSTRY LEADERS**

1 ISSUE = 2 MONTHS, 6 ISSUES = 1 YEAR

AD TYPE	1 ISSUE	6 ISSUES
INSIDE COVER FULL PAGE	\$700.00	\$3,500.00
BACK COVER FULL PAGE	\$700.00	\$3,500.00
INSIDE BACK COVER FULL PAGE	\$600.00	\$3,000.00
FULL PAGE	\$500.00	\$2,500.00
HALF PAGE	\$275.00	\$1,375.00

Reach viewers in many ways. Print. Website. Social Media. Events.

Along with your ad in the magazine, we will promote your ad or business on our website and social media outlets and at our events. Our RAD influencers with large followings along with those we feature in the magazine will help you go viral on social media! **With full page ad packages we purchase Facebook & Instagram advertising for you, which is an industry first!**

RAD Culture Magazine and RAD Talent Agency attend many events and shows where we will showcase your business.



WHY ADVERTISE WITH US

We provide four Advertising Mediums for one price

Print: RAD Culture Magazine

Website: <https://radculturemag.com>

Social: Facebook, Twitter, Pinterest, Instagram, Tumblr, YouTube & LinkedIn

Events: We want to be in the public as much as possible and every time we are you will be there with us on our banners that we display at our booths

We purchase social media ads for you

We buy ads on Facebook and Instagram to advertise your business when you buy a full page ad. We will send you monthly reports on your ad performance.

We are a great connection to local art, talent and culture

With the primary theme of our magazine being culture, we are connected with many industries. Everyone we feature are also connected, this helps maximize your exposure.

We utilize influencers we cover to help promote the magazine

When an influencer is showcased in our magazine they are going to talk and post about it. Their fans will like and share it and it can go viral and give extra ad exposure.

We will transition into a monthly magazine

Our goal is to go monthly by mid 2020 (hopefully sooner). If you are under contract when we do, you get that extra advertising at no additional cost.

We are driven to help you, we want you to be a lifelong client

A long lasting relationship helps both of us and we will do everything possible to make that happen. We want to help you be successful.

Get a story about you and your business

With a year contract we can do a story about you and your business with a professional photo shoot. A story about you and your company is a great way to advertise and show our customers why they should choose you.

2019 RAD CULTURE MAGAZINE
ADVERTISING MEDIA KIT

Take the next step

The RAD Culture Magazine Media team is ready to assist you in planning, deploying and measuring your next campaign. Let's make it the most successful one yet.

For more information contact
(361) 236-7985
advertising@radculturemag.com

or message us at

 /radculturemag

 /radculturemag

 /radculturemag

We pay a 10% referral fee for companies you send our way who purchase an ad.

RAD Media Kit

AD TYPE DESCRIPTIONS

COVERS

Our front and back covers are 130# Card Stock with a High Gloss UV protection finish. The magazine spine is Perfect Binding (no staples).

What is included with this ad package:

- **Paid Facebook and Instagram ad space** - we buy ad space in Facebook's advertising program for the duration of your ad
- Weekly shout-out on every social media outlet we have - currently Facebook, Instagram, Twitter, Pinterest, LinkedIn and Tumblr
- Your ad shown on our website homepage for the duration of the ad
- Your ad on our Platinum Sponsor page on our website
- Your company logo on our banners that we display at our event booths for the duration of your ad (Our goal is to attend at least 8 events per year)

INSIDE COVER FULL PAGE \$700.00 issue / \$3,500.00 year

This ad is a full page ad on the inside of the cover, technically page one. **This is the first ad a customer will see when they open the magazine.** The corresponding page (next to it) is the Table of Contents.

BACK COVER FULL PAGE \$700.00 issue / \$3,500.00 year

The this ad is a full page ad on the back of the magazine, technically the last page. **If a customer turns the magazine over (looks at the back) this ad will be seen.**

INSIDE BACK COVER FULL PAGE \$600.00 issue / \$3,000.00 year

This ad is a full page ad on the inside of the back cover of the magazine, technically the second to last page. **This is the last ad a customer will see when going through the inside of the magazine.**

2019 RAD CULTURE MAGAZINE
ADVERTISING MEDIA KIT

Take the next step

The RAD Culture Magazine Media team is ready to assist you in planning, deploying and measuring your next campaign. Let's make it the most successful one yet.

For more information contact
(361) 236-7985
advertising@radculturemag.com

or message us at

 /radculturemag

 /radculturemag

 /radculturemag

We pay a 10% referral fee for companies you send our way who purchase an ad.

RAD Media Kit

AD TYPE DESCRIPTIONS

INTERIOR PAGES

Our pages are 80# High Gloss paper. Since we are a 30% magazine, the amount of full page ad space that is available will be dependent on how many content pages we have in the magazine and how many other ad types have already been sold. We will never have two ad pages facing each other.

FULL PAGE \$500.00 issue / \$2,500.00 year

This is a full page add within the magazine.

What is included with this ad package:

- **Paid Facebook and Instagram ad space** - we buy ad space in Facebook's advertising program for the duration of your ad
- Shout out on every social media outlet we have - currently Facebook, Instagram, Twitter, Pinterest, LinkedIn and Tumblr
- Your ad shown on our website homepage for the duration of the ad
- Your company logo on our banners that we display at our event booths for the duration of your ad (Our goal is to attend at least 8 events per year)

HALF PAGE \$275.00 issue / \$1,375.00 year

This is a half page ad within the magazine.

What is included with this ad package:

- Shout out on every social media outlet we have - currently Facebook, Instagram, Twitter, Pinterest, LinkedIn and Tumblr
- Your ad shown on our website for the duration of the ad
- Your company logo on our banners that we display at our event booths for the duration of your ad (Our goal is to attend at least 8 events per year)

2019 RAD CULTURE MAGAZINE
ADVERTISING MEDIA KIT

Take the next step

The RAD Culture Magazine Media team is ready to assist you in planning, deploying and measuring your next campaign. Let's make it the most successful one yet.

For more information contact
(361) 236-7985
advertising@radculturemag.com

or message us at

 /radculturemag

 /radculturemag

 /radculturemag

We pay a 10% referral fee for companies you send our way who purchase an ad.

RAD Media Kit

MODELS. PHOTOGRAPHERS. ACTORS. ENTERTAINERS. VIDEOGRAPHERS. MAKE-UP ARTISTS
WE HAVE YOU COVERED.

The logo for RAD Talent Agency features the word "RAD" in large, bold, black capital letters. Below it, the words "TALENT AGENCY" are written in a smaller, bold, sans-serif font. "TALENT" is in red and "AGENCY" is in black.

RAD Culture Magazine &
RAD Talent Agency are
partner companies

Not only do we provide you with the perfect place to advertise your company or services, we can also provide you with the professionals you may need to help market your business. Our Models, Photographers, Actors, Entertainers, Videographers and Make-up Artists can be social media influencers when used in your ads and marketing materials.

When you help them, they help you! We support those that support us. When you advertise with RAD Culture Magazine and hire our staff for promotions or material, you will get a discounted rate with both companies.

SERVICES

We not only have Models, Photographers, Actors, Entertainers, Videographers and Make-up Artists, we offer many services that can benefit your business!

Let us Plan, Coordinate or Promote your next project, product or service.

Event Planning/Coordinating

Photography Services

Photo shoot Coordinating

Make-up & Special Effects Services

Fashion Coordinating

Portfolio Building

Product & Services Promotion

Workshops

Social Media Promotion & Marketing

Team Building Projects

Modeling Services

Concept Creation

2019 RAD TALENT AGENCY
SERVICES MEDIA KIT

SPONSORSHIPS

We are looking for sponsors! Offer your products or services to our members at a discounted rate and we will list you as a RAD Sponsor! We will add you to our online directory of sponsors and companies that we work with.

Take the next step

For more information contact
(361) 236-7785
advertising@radtalentagency.com

or message us at



[/radtalentagency](#)



[/radtalentagency](#)



[/radtalentagency](#)