

WILDABOUT

MEDIA & PR PACK

COLLECTIVE READERSHIP OF 25,000
DISTRIBUTED WORLDWIDE
GEARED TOWARDS EARLY ADOPTERS
PLATFORMS FOR
INTERNATIONAL CREATIVE TALENT

The *Wildabout Collective* was founded in September 2015 by Tskenya Fraser, who was awarded by Schrodgers for her unique interpretation on Art Direction. Within the *Wildabout Collective* is our triad of magazines; *Wildabout*, *Birdlessly* and *Conker*. We hope to provoke thoughtful and interesting conversations on modern youth culture within the wider socio-cultural and political context.

This reflects our values of staying ahead of the curve whilst maintaining originality and diversity in our content, ideas that are all championed by our dynamic and passionate contributors.

Tskenya says,

“Content, no matter what the medium, should be honest in its representation. For too long now editorial teams have been unbalanced and therefore un-true. I pride myself on the diversity of my team, each member is incredibly talented and from various walks of life, and *Wildabout Collective* has become a melting pot for these great minds and creatives to come together—I believe this is what makes us unique, and that will be our success...”.



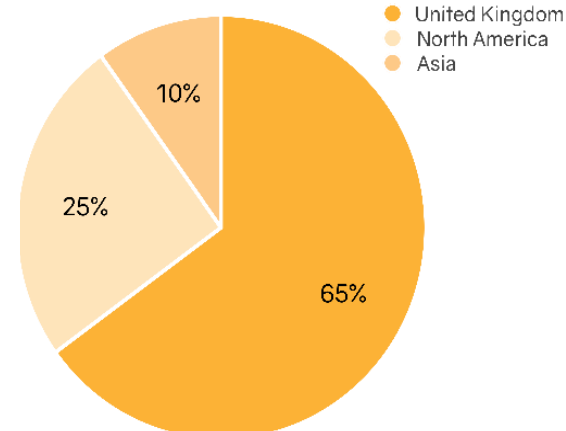


WILDABOUT DEMOGRAPHICS

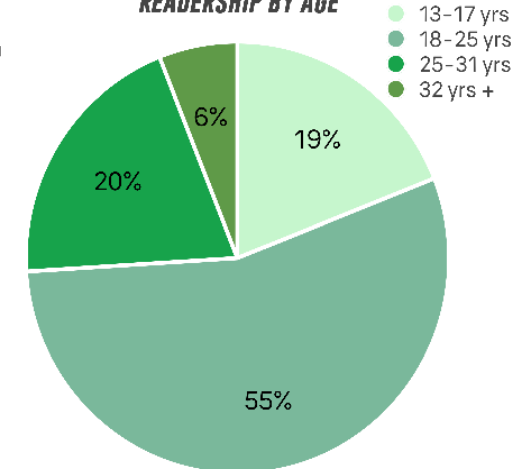
STATISTICS ARE FROM 2016.
FORMULATED FROM GOOGLE
ANALYTICS & INDEPENDENT
SURVEYS.

Wildabout Magazine prides itself on intersectionality making sure that we provide interesting and broad content, editorials and interviews that will engage and inspire our audience. Wildabout has worked hard on making sure that all content is gender inclusive, and our statistics show that we have successfully achieved that. Our target audience are aged 18-25 and we are pleased that the magazine pulls in both a younger and older readership in addition to that. As you can see the magazine also has an international fan-base, with our readers branching out into North America and Asia.

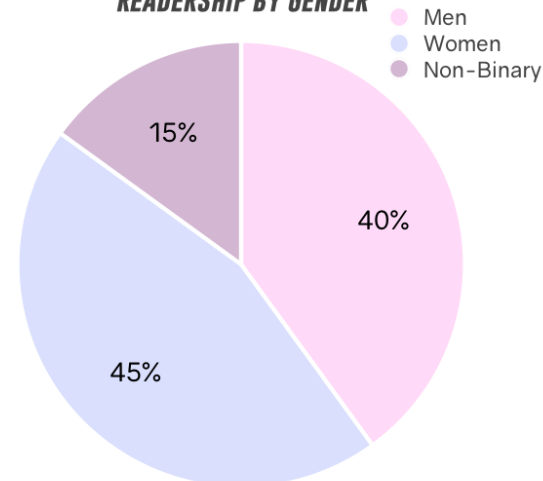
READERSHIP BY GLOBAL LOCATION



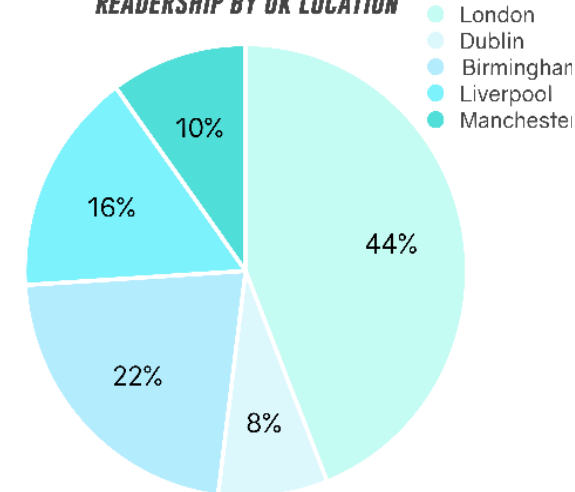
READERSHIP BY AGE



READERSHIP BY GENDER

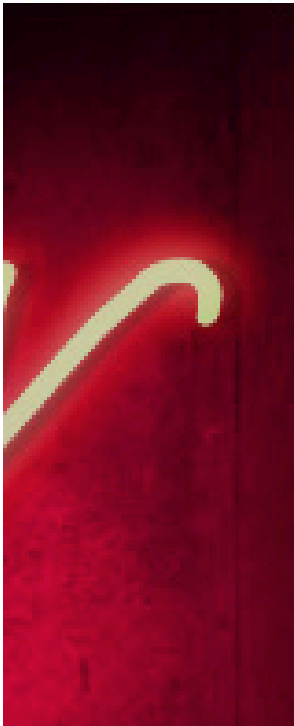


READERSHIP BY UK LOCATION



LIVE LONG AND BE WILD

WILDABOUT



MUSIC MUSIC FEATURES

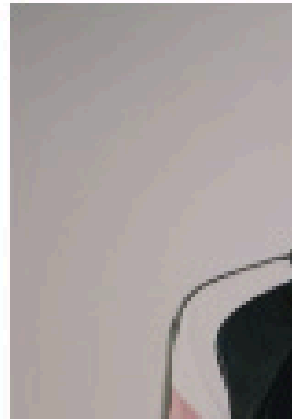
PARENTAL ADVISORY EXPLICIT CONTENT

WILDABOUT'S TOP 16 ALBUMS OF 2016

WILDABOUT

FASHION MUSIC ART & CULTURE ISSUE 1

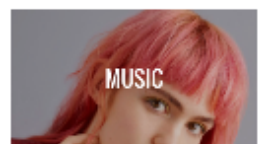
SEARCH



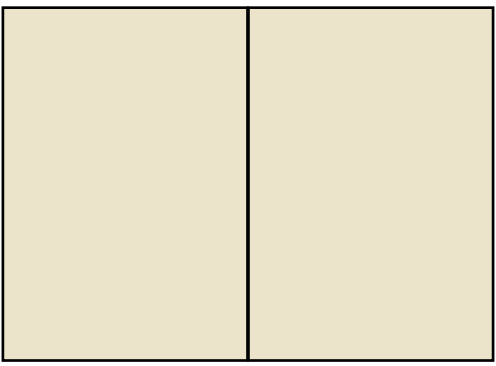
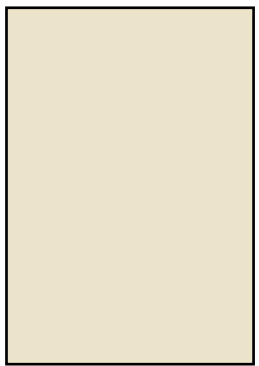
WILDABOUT WEBSITE AND POST EXAMPLE

WILDABOUT'S TOP 16 ALBUMS OF 2016

BY PAUL TONER



CLASSIC ADVERTISING (PRINT MAGAZINE)
ALL RATES FOR 2016/17



Single Page £400 \$550 €480	Double Page £800 \$1100 €960
Special Placement +20%	Special Placement +20%
Front Cover Outside Page £500 \$660 €660	Back Cover Outside Page £400 \$560 €560
Front Cover Inside Page £200 \$390 €320	Back Cover Inside Page £200 \$290 €220

DIGITAL ADVERTISING (WEBSITE)
ALL RATES FOR 2016/17

Widget Space on Home-page p/month £100 \$130 €120	Syndicated Content (Article) p/post £50 \$260 €240
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This widget will appear on the front of the website for a month and we will discreetly integrate it onto social media.

We will write an article tailored to you and we will discreetly integrate this content onto social media.

INFORMATION

WHY ADVERTISE?
 Wildabout Magazine has become the hub for a honest critique on fashion and culture. Our publications provide the ideal international platform to showcase your product or brand to specified markets by implementing all different kinds of campaigns and advertising measures. Whether classic advertising or integrated advertorials, we're able to adapt to your needs and suggestions to make sure you're satisfied with our service. *Wildabout Magazine* works closely with every client to ensure the best campaigns are produced and promoted and all needs and objectives are met.

Please send any advertising requests to:
advertising@wildaboutcollective.com

Packages need advance booking. All artwork must be submitted at least 15 days before the print deadline communicated. All campaigns and content must be approved by magazine before being placed. *Wildabout Magazine* reserves the right to cancel advertisement placement for any reason at any time. A full refund will be issued if this does arise.

THE TEAM

Wildabout Magazine is the *Wildabout Collective's* first love, focusing on the voice of contemporary youth, defining trends in music, fashion, politics and culture. The *Wildabout Magazine* is put together by a highly passionate and driven team of young creatives, beating their own path in the industry as well as veteran members with many years of experience.

Either way our diverse team has an array of specialties that can help produce editorials and content for you upon request. If you need help organising a photo-shoot, need a stylist or need any general help with the direction of how to put your brand or product on the map then please flag it by emailing **editor@wildaboutmagazine.com**.



WILDABOUT

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