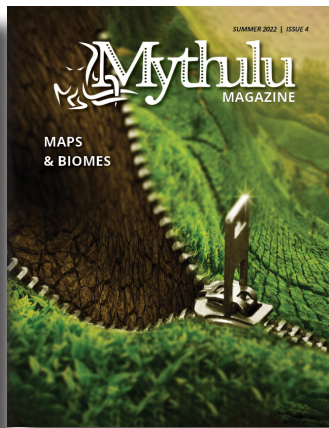


Mythulu

[2024 MEDIA KIT]



LAURA RANDANT
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 Ads & Circulation
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EDITORIAL MISSION
 Pioneer next-level storycraft.
 Demystify business.
 Illuminate future markets.

ABOUT US

We are pleased to introduce you to Mythulu Magazine, a business and inspiration magazine for professional and aspiring storytellers. Our investigative coverage of vital business, market, and craft issues with an uplifting lifestyle vibe creates a unique, must-have magazine that professional creatives devour. We are tech-positive and future-focused.

We are looking for advertisers who share our passion for excellence. The ad density per issue is limited to 10%, creating a high-impact environment. We also focus ads on products and services that genuinely benefit our audience, which nurtures trust toward our advertising partners.

With our first three issues, we grew to a circulation of 400. Our current readership may be small, but we have recently signed with a distribution partner and have clear marketing strategies in place for growing our reach. Our magazine focuses on evergreen topics and remains perpetually in print, so your advertisements will reach vast numbers of readers for years to come.

We hope you take advantage of our cost-effective reach to a highly targeted audience. We would be honored to have your support as we pursue our potential as a top magazine with gorgeous, invaluable, unforgettable content.



IN RECENT ISSUES

Kevin Ikenberry	Michael Anderle	Emily Bleeker	Emily Jiang
James A. Owen	Nicola Kapron	Breanna Teramoto	Barton Perkins
R. R. Viridi	Andrew Whittaker	Catriona Clarke	E. M. Erlanger
Mark Leslie	Matthew Tenwick	Alexander Keith	Francis Gaudiano
October Santerelli	Sarah Evans	Heather Staub	Lena Sin Yan Too
Josh Vogt	Trey Henry	Mike Stoumbos	Leslie Wibberly
Justin Herzog	Mike Adamson	Will Hackel	Renate Wildermuth
J. T. Evans	Megan M. Douglas	Dewi Hargreeves	Sophie-Louise White

READERSHIP

CIRCULATION

CURRENT CIRCULATION	PASS-ALONG RATE	CURRENT READERSHIP
400	2.8	1,120
	READ-AGAIN RATE	TOTAL IMPRESSIONS
	1.7	1,800

SOCIAL

6,000 Mobile App Users
3,400 Email Newsletter Subscribers
1,700 Social Media Followers

DEMOGRAPHICS

90% of readers are WRITERS

44% are PUBLISHED AUTHORS

64% favor HYBRID or SELF-PUBLISHING

48% identify as passionate GAMERS

90% write FANTASY & **56%** write SCI-FI

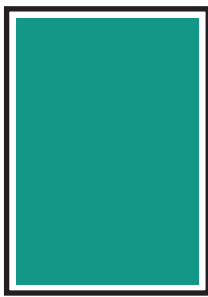
45% identify as NEURODIVERGENT

38% identify as LGBTQQIAPP

Reader ages range from **16 - 70**

ADVERTISING

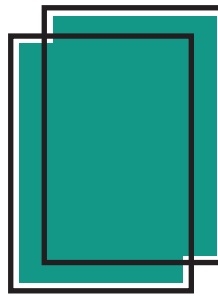
We offer both traditional and in-line native content ads (aka. *sponsored content*). Sponsored content ads produce 5x more engagement than traditional ads. We look forward to working with you and finding the best way to feature your product.



FULL PAGE - 8.5 x 11

COLOR 1x \$300 4x \$900

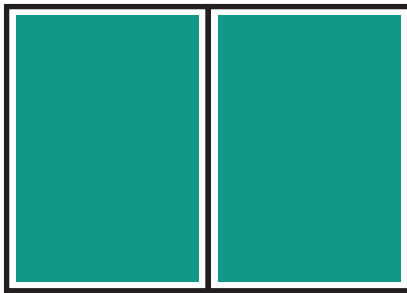
INLINE 1x \$675 4x \$2300



COVER (C2 or C4) - 8.5 x 11

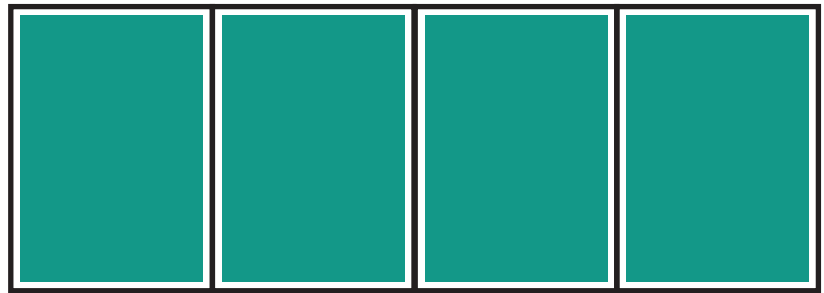
INSIDE 1x \$400 4x \$1300

BACK 1x \$500 4x \$1500



CENTER SPREAD - 17 x 11

COLOR 1x \$700 4x \$2200



CENTER INLINE - 17 x 11 (x2)

BACK 1x \$3100 4x \$9900

*Center Inline = 4 pages
(2 graphics-heavy
+ 2 informative)*

PLEASE NOTE: If you are interested in Mythulu's own ad design services, we are happy to offer these at a flat rate of an additional \$120 per design. Please ask your sales representative for details.

FORMATTING REQUIREMENTS

PNG only. 450 dpi. RGB color profile.
Live content needs 0.125" buffer from margined edges
and 0.25" buffer from bleeding edges.
Templates Available.

SUBMIT TO:

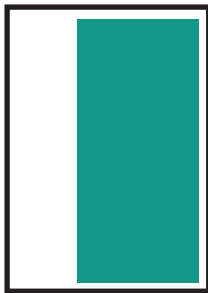
Editors@mythulu.com
Large Files via WeTransfer.
Ads must be approved
14 days before print.



HORIZONTAL HALF SPREAD - 17 x 5

COLOR 1x \$375 4x \$1350

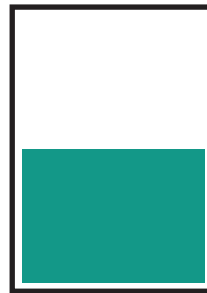
INLINE 1x \$450 4x \$1750



TWO-THIRDS - 5.25 x 11

COLOR 1x \$200 4x \$700

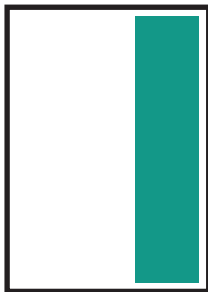
INLINE 1x \$500 4x \$1900



HALF PAGE - 8.5 x 6.5

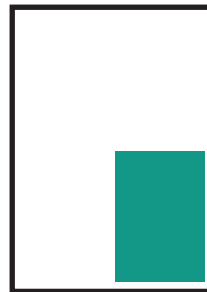
COLOR 1x \$165 4x \$650

INLINE 1x \$500 4x \$1900



THIRD OF PAGE - 2.75 x 11

COLOR 1x \$125 4x \$475



QUARTER PAGE - 4 x 5

COLOR 1x \$100 4x \$400

TO RESERVE AD SPACE, PLEASE CONTACT:

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Editor-in-Chief, Mythulu Magazine

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