

# INNERGY

MAGAZINE

Media Kit



951-409-0155

hello@innergry.com

www.innergrymagazine.com

Meet Our

## CEO/PUBLISHER

**K**ymberli Boynton, Psy.D is a Dr. of Psychology, entrepreneur of multiple companies and sits on the Executive Board of Directors for over seven Non-Profit organizations.

Dr. Kymberli Boynton's dedication to her community is evident in her active involvement in the surrounding counties. The inception of **Innergy Magazine** is closely tied to her role as the founder and CEO of Serenity Wellness Center & Serenity Wellness Magazine since 2017.

With an impressive educational background, including a Psy.D in Psychology, an MA.e.D in Education, and certifications as a Master Life Coach and Hypnotherapist, Dr. Kymberli has accumulated over 15 years of experience working with individuals of all ages.

Her combined experience in the entertainment and publishing industry has led her to create **Innergy Magazine**, which focuses on promoting a healthy lifestyle for both mental and physical well-being.



**INNERGY**  
MAGAZINE

Empowering woman, well people in general are important to Dr. Kymberli as it was something she once struggled with. Dr. Kymberli expresses,

*“I had all the tools to be empowered, to find self-worth and self-confidence, but didn’t know where to start. It was then that I turned to my audibles and began to listen to books of empowerment, books of manifestation and other related type self-help books.”*

Dr. Kymberli's mission with **Innergy Magazine** is to provide accurate, empathetic, and actionable health information to empower readers to make the best choices for their health.

Despite projecting a positive and upbeat demeanor, she has faced her own share of challenges, including childhood abuse, domestic violence, family issues, and more. These experiences led to feelings of loneliness, despair, depression, and low self-esteem.

However, Dr. Kymberli Boynton's personal journey involved transforming her hardships into sources of strength. She turned her adversities into opportunities for growth and her faith guided her through difficult times. Her goal is to inspire others to do the same, helping them convert negatives into positives and overcome their own challenges.



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Kymberli Boynton  
Innergy Magazine  
Keeping itrealwith Kym



Kymberli Boynton  
Innergy magazine  
keepingitrealwithkymtv

[www.innerymagazine.com](http://www.innerymagazine.com)  
[www.serenitywellnesscenter.net](http://www.serenitywellnesscenter.net)  
[www.kymberliboynton.com](http://www.kymberliboynton.com)

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# Feature Story

# PACKAGE

**\$99**

- 1-2 Full pages
- 1 Look
- 1 Photoshoot
- 2 Photos
- Social media engagements
- Q and A interview
- VIP Invitation to Red Carpet cover release event
- VIP weekend package and opportunity to speak as a guest at weekend summit



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*Sean Kanan*  
Actor

# Advertising

## Cover Prices

### Front Cover \$2,500

- 4 Full Color Page Feature Story
- Photoshoot (4 Looks)
- Hair/Make Up
- Promotion on all platforms, PR Releases, Social Media, Youtube and events
- Guest on "Keeping It Real With Kym" (KIRWK) Podcast
- 15 Sec commercial & credits on KIRWK TV Show
- Speaker at Summit Weekend
- Paid accommodations for events
- VIP for all events

### Back Cover \$1,500

- 4 Full Color Page Feature Story
- Photoshoot (2) Looks)
- Hair/Make Up
- Promotion on all platforms, PR Releases, Social Media, Youtube and events
- Guest on "Keeping It Real With Kym" (KIRWK) Podcast
- 15 Sec commercial & credits on KIRWK TV Show
- Speaker at Summit Weekend
- Paid accommodations for events
- VIP for all events

### Back Cover \$500

**No Article-Ready Made Ad**



# Benefits of Advertising- Why Advertise With Us?

## Being noticed

There's a lot of media traffic out there, and we learn to filter it. In our magazine, there are only so many pages, with just a few advertisements on each page. You have a much better chance of being noticed and your local advertisements will be more memorable than their digital equivalents.

## Opportunities to be seen

While online and social media are 'in the moment', our magazine has staying power. It might stay on a coffee table, in an office or café for a whole month, until the next edition is published. It might be shared with family and friends. That means your advertisement can be seen over and over again.

## Generate positive PR

Advertising can help generate positive PR – be it news coverage or the reaction it engenders in the people who come across it.

## Generate content

The explosion of digital/social media has given brands the opportunity to create their own marketing content and advertising and sponsorship are arguably the most effective enabler of this by giving brands the right and material to create content featuring the rights holders' stars or athletes.

## Showcase a product

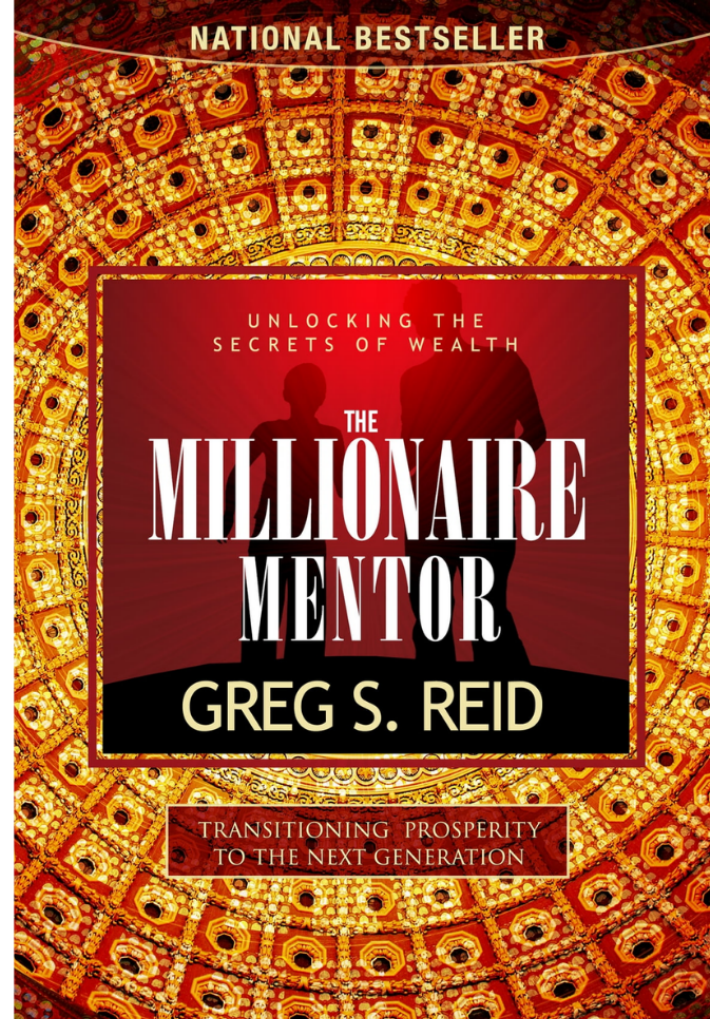
A successful ad campaign enables a company to easily illustrate what their product is or does.

## Directly drive sales

The ultimate point of marketing is to drive sales and although advertising mainly helps indirectly (through all the benefits being listed) it does enable a company to directly drive sales.

## Interact/engage with customers

Where hospitality enables a company to engage with a very small number of customers, advertising also allows them to engage with a large proportion of customers outside of the usual management touchpoint





# Advertising PACKAGES

**\$150**

- 1 Full Color Page Ad Single Issue
- Your name/logo will be placed on our "Sponsors" page on the SWM website including a link to your website.
- (2) tickets to Red Carpet Launch Party
- (2) Passes to Weekend Summit Event



**\$1500**

- 1-2 Full Color Page Ad 4 Issues
- Your name/logo will be placed on our "Sponsors" page on the Innergy/KUWK website including a link to your website
- Ad on "Keeping It Real With Kym" Talk Show
- 15 Sec commercial & credits on KIRWK TV Show
- Logo on Step/Repeat and all PR
- (6) tickets to Red Carpet Launch Party
- (6) Passes to (2) Weekend Summit Events
- Vender Booth at (2) Weekend Summit Events



# Magazine Ad

## SPECIFICATIONS

**TRIM SIZE: 8.5 in x 11 in.**

**SAFETY AREA: .375 in within trim**

**BLEED SIZE: .125 in past trim**

**PRINTING PROCESS: Web Offset**

**BINDING METHOD: Perfect Bound**

### PRINT AD SUBMISSION

Ads should be submitted in PDF/X1-A:2003 format and emailed to [design@innergymagazine.com](mailto:design@innergymagazine.com).

All images should be 300 dpi and converted to CMYK with the SWOP2006\_Coated3V2.icc color profile. Publisher cannot be responsible for shifts in color from RGB or Spot to CMYK color conversions.

### SPREAD:

**TRIM SIZE — 17 in x 11 in**

**BLEED SIZE — 17.25 in x 11.25**

**LIVE SIZE — 16.25 in x 10.25 in**



### FULL PAGE SIZE:

**TRIM SIZE — 8.5 in x 11 in**

**BLEED SIZE — 8.75 in x 11.25**

**LIVE SIZE — 7.75 in x 10.25 in**





# CLOSING

# INNERGY

MAGAZINE

# DATES

## ISSUE

**1st Quarter: January/March**

**2nd Quarter: April/June**

**3rd Quarter: July/September**

**4th Quarter October/December**

Editorial features and publication dates are subject to change.

For more advertising info email: [hello@innergymagazine.com](mailto:hello@innergymagazine.com)



# Our Community, Our Circulation

NETWORK IS OUR STRENGTH

The Serenity team has been able to successfully partner with some of the top venues throughout Southern California and expanding. The following are some of our locations you can find our magazine.



**THE GODFREY**  
HOTEL HOLLYWOOD



# Networks We Work With



lifetime



NBC



Roku TV



hulu

BET★



# INTERNSHIP OPPORTUNITIES



Innergy Magazine is looking for students and new graduates who want to earn university credit or working experience for un-paid internships in various aspects of our magazine publication.

Internships can be organized per semester or quarter. Meetings are held in person or through Google Hangout based on location. Areas of operation include but are not limited to:

- Editing
- Writing articles
- Graphic Design
- Photography
- Sales
- Social Media Management
- Client Management

Accepting applications from Students or Graduates within the majors of Journalism/Graphic Design/Fine Arts, Communications, English, Business Marketing and Photography.

Please contact our Editor-in-Chief for more information. Interns should be a team player, good people skills, positive energy and a learner.

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www.innerymagazine.com



# CHARITABLE GIVING

We at Serenity Wellness Magazine believe in community advocacy. Our publisher's Kymberli Boynton overcame unimaginable hardships to create a magazine that would connect people who are on a mission to build business while giving back to the less fortunate. All of our ongoing B2B marketing, collaboration, and networking is completed with the knowledge that each quarter, a designated amount of proceeds will be used to sponsor multiple organizations that are serving marginalized communities. Organizations we sponsor include:

**Serenity Wellness Center:** Providing Medical and Mental Health  
[www.serenitywellnesscenter.net](http://www.serenitywellnesscenter.net) (951) 291-7566

**Better Vision For Children:** The Better Vision for Children Foundation (BVC) is a non-profit charity whose sole purpose... Is to prevent and cure partial or total blindness resulting from amblyopia (lazy eye) through: distributing information to parents, pre-schoolers, childrens' homes, etc., on the importance of getting childrens' eyes preschool tested and then corrective measures performed by ophthalmologists and other professionals with experience in screening and treating amblyopia (888) 445-4372  
[www.https://bettervisionforchildren.org/](https://bettervisionforchildren.org/)

**Boo 2 Bullying:** Boo2Bullying programs build self-esteem and empower youth to overcome the adverse social emotional effects of bullying, intolerance and discrimination which can last a lifetime and lead to depression, anxiety, substance abuse and suicide.

**Donor Support:** [info@boo2bullying.org](mailto:info@boo2bullying.org) 442-290-8154

**Suicide Prevention Hotline:** We can all help prevent suicide. The Lifeline provides 24/7, free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals.  
1-800-273-8255 [www.suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org)  
@800273talk

**Laura's House:** Laura's House continues to be the only state-approved comprehensive domestic violence agency in South Orange County. Annually, Laura's House provides residential shelter services, transitional housing, counseling and workshops, and legal services to thousands of individuals. Over 3000 crisis calls come in each year on our 24/7 Crisis Hotline  
[www.laurashouse.org](http://www.laurashouse.org) (714) 450.6131

**The Recovery Village:** The Recovery Village is a collective of rehab care facilities for drug & alcohol addiction. (855) 397-7236/855-514-2339  
[www.therecoveryvillage.com](http://www.therecoveryvillage.com) @therecoveryvillage

**Toys for Tots:** The basic mission of the Marine Toys for Tots Program is to collect new unwrapped toys and distribute those toys to less fortunate children at Christmas. [www.toysfortots.org](http://www.toysfortots.org) @toysfortots

**Polaris Arts:** Polaris Arts is a non profit academy that produces musical theater productions multiple times per year and teaches therapy to all ages through the various areas of performing arts.  
(951) 550-0338 email: [info@polarisarts.net](mailto:info@polarisarts.net)  
[www.polariarts.net](http://www.polariarts.net)



# TERMS & CONDITIONS

1. Innergy Magazine reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy for any reason at any time, whether or not the same has already been acknowledged and/or previously published. In addition, Innergy Magazine reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable. In the event of such cancellation or rejection by Innergy Magazine, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by the Advertiser or its Agency or failure of the Advertiser or its Agency to have published the specified number of pages automatically nullifies any rate discount, including any rate discount applied to previously published advertisements, and may result in a short-rate. In such event, the Advertiser or its Agency must reimburse Innergy Magazine for the short-rate, which is the difference between the rate charged on the contracted frequency and the higher rate based on reduced frequency, within 30 days of invoice therefore.
2. Orders that contain rates that vary from the rates listed herein shall not be binding on Innergy Magazine and may be inserted and charged for at the actual schedule of rates.
3. The Advertiser or its Agency may not cancel orders for or make changes in advertising materials after the closing date.
4. Innergy Magazine is not responsible for errors or omissions in any advertising materials provided by the Advertiser or its Agency (including errors in key numbers) or for changes made after the closing date. Innergy Magazine shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of Innergy Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of Innergy Magazine. In the event of errors in or omissions of any advertisement(s) which result from an error on the part of Innergy Magazine's liability shall not exceed a refund of amounts paid to Innergy Magazine for the advertisement. Innergy Magazine is not responsible for errors in key numbers.
5. Inserts: (1) A facsimile of any furnished insert must be submitted to Innergy Magazine prior to printing of the insert. (2) Innergy Magazine is not responsible for errors or omissions in, or the production quality of, furnished inserts. (3) The Advertiser or its Agency shall be responsible for any additional charges incurred by Serenity Wellness Magazine arising out of the Advertiser or its Agency's failure to deliver furnished inserts pursuant to Innergy Magazine specifications. (4) In the event that Innergy Magazine is unable to publish the furnished insert as a result of Advertiser's or its Agency's failure to comply with Innergy Magazine specifications, the Advertiser or its Agency shall remain liable for the space cost of such insert.
6. All issues relating to advertising will be governed by the laws of the State of California applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Innergy Magazine relating to advertising must be brought in the state or federal courts in Orange County, CA and the parties hereby consent to the jurisdiction of such courts.
7. The Advertiser or its Agency each represent that they are authorized to publish the entire contents and subject matter of any advertisement submitted to Innergy Magazine and that any such advertising (including product samples) complies with all applicable laws and regulations and does not violate or infringe the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce Innergy Magazine to publish such advertisement, the Advertiser or its Agency each agree jointly and severally to indemnify, defend and hold harmless Innergy Magazine and its employees and representatives from and against any and all liability, losses, damages, and expenses of any nature (including without limitation, attorneys' fees) arising out of the copying, printing, publishing, distribution or transmission of such advertisements in Innergy Magazine including but not limited to any claims for libel, defamation, misappropriation, invasion of privacy, copyright or trademark infringement, violation of rights of privacy or publicity and/or any other claims or suits now known or hereinafter devised or created.
8. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.
9. The Advertiser or its Agency may only use the advertising space for the advertisement as agreed to by Innergy Magazine. The Advertiser or its Agency may not use or authorize others to use the advertising space, either directly or indirectly, for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by Serenity Wellness Magazine.
10. Innergy Magazine reserves the right to use any of the commercially accepted printing processes.
11. The Advertiser and/or Agency agrees to reimburse Innergy Magazine for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.
12. The copyright in any advertisement created by Innergy Magazine is owned by Innergy Magazine and may not be otherwise used by the Advertiser or third parties without Innergy Magazine's prior written consent. The Advertiser and Agency agree that any advertisements published may, at Innergy Magazine's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.
13. Terms of sale: Payment due thirty (30) days from date of invoice. Interest will be charged at rate of 1.5% per month on past due balances. Innergy Magazine reserves the right to change the payment terms to cash with order at any time.
14. In consideration of Innergy Magazine's reviewing for acceptance or acceptance of any advertising for publication in Innergy Magazine, the Advertiser or its Agency agrees not to make promotional or merchandising reference to Innergy Magazine in any way without the prior written permission of Innergy Magazine in each instance.
15. The foregoing terms and conditions shall govern the relationship between Innergy Magazine and the Advertiser and/or Agency. Innergy Magazine has not made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by Innergy Magazine, no other terms or conditions, printed or otherwise, appearing in contracts, orders, copy, instruction, or otherwise which conflict with, vary, or add to these terms and conditions or the provisions of Innergy Magazine rate card will be binding on Innergy Magazine.
16. Innergy Magazine has the right to insert the advertising anywhere in the magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. Innergy Magazine's inability or failure to comply with any such condition shall not relieve the Advertiser or its Agency of the obligation to pay for the advertising

