

EERIE EXPEDITIONS

A SUPERNATURAL FRONTIER

MAGAZINE



2024-2025 MEDIA KIT

THE SOUL OF SPOOKY TRAVELS & LEGENDS



AUDIENCE

Eerie Explorations Magazine is not for the faint of heart. Finally, a magazine that focuses on dark tourism, haunted history and legends.

This magazine is made for the macabre traveler, explorer and enthusiast of the unknown.

Distributed online and in print.

First Issue : SEPT/OCT 2024

Projected Audience: 10,000

Second Issue : NOV/DEC 2024

Projected Audience: 10,000+

EDITORIAL LINEUP



SEPTEMBER/OCTOBER

TRANSYLVANIA ISSUE

AD CLOSE: AUGUST 15

NOVEMBER/DECEMBER

TBD

AD CLOSE: OCTOBER 15

JANUARY/FEBRUARY

MARITIME HAUNTS

AD CLOSE: DECEMBER 15

MARCH/APRIL

ELEMENTALS & CASTLES

AD CLOSE: FEBRUARY 15

MAY/JUNE

GERMANY'S UNDERGROUND ISSUE

AD CLOSE: APRIL 15

JULY/AUGUST TBD

AD CLOSE: JUNE 15

PRINT AD SPECIFICATIONS

AD SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
FULL PAGE	8" X 9.875"	9.25" X 11.125"	8.5" X 10.375"	9" X 10.875"
1/2 PAGE	8" X 4.75"			
QUARTER PAGE	3.5" X 4.75"			

*For images crossing over an advertising spread, consider potential image loss between LH and RH pages. Any image area critical to remain continuous, please make sure this area does not cross into the gutter.

AD DELIVERY

We require that ads be emailed to contact@erieexpeditionsmagazine.com. For larger files, please use a WeTransfer or Dropbox platform to ensure that the content meets our specifications before going on press.

GENERAL INFORMATION

PUBLICATION TRIM SIZE: 9" X 10.875"

SAFETY: 0.25" from trim on all sides

BLEED: 0.125" beyond trim on all sides

BINDING METHOD: perfect bound, jogs to foot

IMAGE RESOLUTION: 300 dpi

LINE SCREEN: 150 dpi

COLOR SPACE: CMYK, no spot color or RGB

ACCEPTABLE FILE FORMAT

PDF for all content related ads. Please embed all fonts and use high-resolution images. Ensure all elements are a minimum of 300 dpi and 100% in size.

PROOFS

Ads submitted without a SWOP 3-standard proof waive the right to question color/reproduction. Upon request, we can pull a proof on your behalf and add a production charge of \$50 to your invoice.

WE WANT YOUR AD TO PRINT CORRECTLY

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

CHANGING YOUR AD

Any ad intervention requested by the advertiser and/or required by our printer may result in additional charges to the advertiser.

COMMON AD PROBLEMS TO AVOID

Please check your ad for these errors before uploading

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area
- **PLEASE DO NOT USE CROP MARKS****

DISCLAIMER

EERIE EXPEDITIONS MAGAZINE is dedicated to ensuring the best ad reproduction. Please follow this information carefully to ensure that your ad meets stated specifications. We cannot take responsibility for materials that are not in accordance with these specifications.

DIGITAL AD SPECIFICATIONS

BANNER ADVERTISEMENTS

STANDARD BANNER

PRODUCT DIMENSIONS

- Desktop Leaderboard: 970 x 250
- Medium Rectangle: 300 x 250 (*also serves mobile & tablet*)
- Half-Page ad: 728 x 99
- Mobile Leaderboard: 320 x 50

PREMIUM BANNER

PRODUCT DIMENSIONS

- Desktop Leaderboard: 970 x 400
- Medium Rectangle: 336 x 280
- Half-Page ad: 300 x 1050
- Mobile Leaderboard: 320 x 100

SPECIFICATIONS

- Formats: GIF, Image HTML5, Max file sizes of 1MG/RGB format
- Video: 40k max initial load / 100k subsequent polite load / 2.2MB max for file-loaded video
- Max video length: 15 seconds
- Video cannot loop more than one time and cannot exceed 15 minutes total animation

EMAIL NEWSLETTERS

SPOOKY TRAVELER

- 2-3 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- 2-3 talking points with a call-to-action and URL
- Main point-of-contact for approvals
- Emails to include with newsletter

SPONSORED LEGENDS CORNER

- 4-6 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- 3-5 talking points with a call-to-action and URL
- Main point-of-contact for approvals
- Emails to include with newsletter

SOCIAL MEDIA SPONSORSHIP SPECIFICATIONS

- 3-5 talking points with a call-to-action and a URL
- 6-10 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- Brand handles and hashtags
- Facebook/Instagram partnership approval

DIGITAL BRANDED CONTENT

SPECIFICATIONS

- Overall theme/pillar to focus on
- Copy points, key brand messaging, contact(s) for interviews
- Suggested POIs to highlight and URLs (if applicable)
- 10+ hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- Call-to-action, URL(s), brand logo, and KPIs
- 100% SOV Banner ads with URLs or tags
- Social media handles, hashtags and Facebook/Instagram partnership approval
- Preferred way G&G to handle negative feedback on platforms (if applicable)
- Main point of contact for approvals
- Emails to include with newsletter deployment

Note: Talking points for the Spooky Traveler newsletter must include haunted location legends, experiences, or evidence related to the location, or haunted travel related content.

Note: Images submitted for sponsorship social media and email newsletters must have hi-res, professional shots and may not have any filters or text overlay.

For more information, email contact@erieexpeditionsmagazine.com.

www.erieexpeditionsmagazine.com

2024-2025 RATES

DIGITAL ADS	1X NET	6X NET	12X NET
SPOOKY TRAVELER	\$ 55.00	\$ 250.00	\$ 425.00
LEGENDS CORNER	\$ 55.00	\$ 250.00	\$ 425.00
SOCIAL MEDIA SPONSOR	\$ 55.00	\$ 250.00	\$ 425.00
WEBSITE SPONSOR	\$ 55.00	\$ 250.00	\$ 425.00

SPOOKY TRAVELER

The Spooky Traveler blog is a captivating online blog where partners can submit stories and ads that delve into the eerie and mysterious side of travel. It explores haunted destinations, supernatural folklore, and unsettling urban legends from around the world. The blog offers readers a blend of chilling stories, historical insights, and travel tips for those brave enough to visit the most haunted and spine-tingling locations. Whether it's a ghostly castle in Europe or a haunted forest in Japan, the Spooky Traveler provides a unique perspective for thrill-seekers and fans of the paranormal
Emailed out once a month.

LEGENDS CORNER

This video blog highlights haunted history and legends from across the world. Dedicated for the historical story tellers and tour guides to highlight historical, and cultural significances for locations. This video blog is perfect for writers, social media influencers and tour guides to highlight specific tours, and haunted locations. Content will be shared up to three times monthly online through social media as well as written into a monthly newsletter.
Emailed out once a month.

SOCIAL MEDIA & WEBSITE SPONSOR

Brand logos and ads would live and link to your website from the homepage of Eerie Expeditions Magazine for the duration of time purchased.

SPOOKY TRAVELER & LEGENDS CORNER CAN BE INCLUDED IN THE SOCIAL MEDIA & WEBSITE SPONSORS AS PACKAGES WITH AN EDITIONAL \$25 OR WITH NEGOTIATED TERMS.

NOTE: THE NETS ABOVE ARE BASED MONTHLY AND MUST BE PAID IN FULL UPON PURCHASE. ADS CAN BE CHANGED OUT MONTHLY. PURCHASED PRINT ADS CAN BE COMBINED AS A PACKAGE FOR NEGOTIATED PRICING.

ACCEPTING
TRADES AND
NEGOTIATIONS

2024-2025 RATES

PRINT RATES & FREQUENCY DISCOUNTS

4-COLOR	1X NET	3X NET	6X NET
FULL PAGE	\$ 400.00	\$ 1,080.00	\$ 2,040.00
1/2 PAGE	\$ 250.00	\$ 540.00	\$ 1,024.00
QUARTER PAGE	\$ 150.00	\$ 270.00	\$ 510.00

COVERS	1X NET	3X NET	6X NET
INSIDE FRONT	\$ 550.00	\$ 1,350.00	\$ 2,550.00
INSIDE BACK	\$ 550.00	\$ 1,350.00	\$ 2,550.00
BACK COVER	\$ 600.00	\$ 1,620.00	\$ 3,060.00

AD CREATION

INCLUDES TYPE WITH ONE LOGO AND ONE IMAGE

Full Page: \$75 Half & Quarter: \$50

- Creation of ads includes one round of proofing changes
- An additional \$25 will be charged per change after initial proofing.
- An additional \$50 will be charged for changes made after approval.

**Additional charges will be incurred for resizing, type changes, scans and other changes*

NOTE: Ads that are purchased by net must be paid upon purchase.
Ads can be swapped out for each issue if purchased by multiple nets.