

Martial Arts World **News** MAGAZINE



WELCOME

Martial Arts World News is the industry's leading Multi Channel Ecosystem where martial arts professionals go to glean insights for successful business operations and promotion. It's the number one resource for martial arts business owners and staff from around the world to learn proven solutions for profitable management, marketing, instruction, staff development, technology and much more.

When you choose to sponsor with *Martial Arts World News* you're choosing to support our industry and get the exposure you need for your products and services.

To become a sponsor for advertising or content in *Martial Arts World News* send inquires to Sponsors@MartialArtsWorldNews.com (Or call 1-800-275-1600 and ask for the Martial Arts World News department)

Customization of Sponsorship Opportunities:

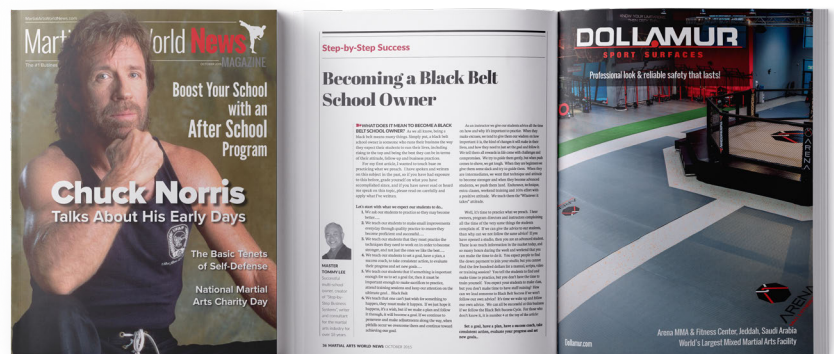
Every business is different and has unique needs. Contact us to discuss how we can build a package that can help you accomplish your business goals this year.

Editorial Philosophy and Mission

The goal of *Martial Arts World News* is to be the definitive source for information, news, education, ethical business practices, product reviews and innovative developments in the world of martial arts business.

To achieve this, we've assembled an unrivaled team of marital arts business experts with the proven 'in the trenches' experience and track record of success to help our reader achieve a new level of performance and profitability in their career in the martial arts.

**Please understand that sponsored content or coverage must follow our editorial guidelines and mission to be fair, unbiased and truthful, with the best interest of our AUDIENCE in mind. Sponsored content will receive absolutely no special consideration or positioning outside it's editorial value to our reader and our industry.*



READER PROFILE

We Target
More Than

48,000

Martial Arts Schools
in the U.S., Canada,
UK, NZ, AU

2.3 MILLION

Social Media Followers
in Our Network

85.7%

of Subscribers are
Black Belt Level
Instructors or Higher

Email Distribution to

26,000

School Owners and
Instructors

83.4%

of Our Readers are the
Decision Makers in
Their Businesses

Martial World News is
also distributed to

9,500

School Owners and
Instructors in Our Private
Facebook News Group

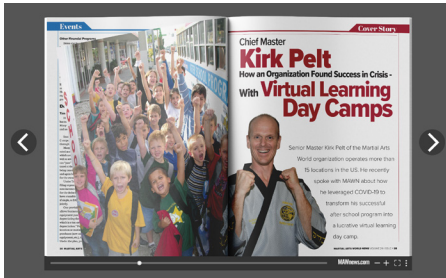
Audience

Our audience is every martial arts facility in the English-speaking world (The United States, Canada, United Kingdom, Australia, and New Zealand). We serve martial arts school owners, professional martial arts instructors, personal trainers, martial arts consultants, fitness professionals, YMCAs, health clubs, key industry influencers and most reputable companies offering a martial arts related product or service.



MARTIAL ARTS ADVERTISING MULTI CHANNEL

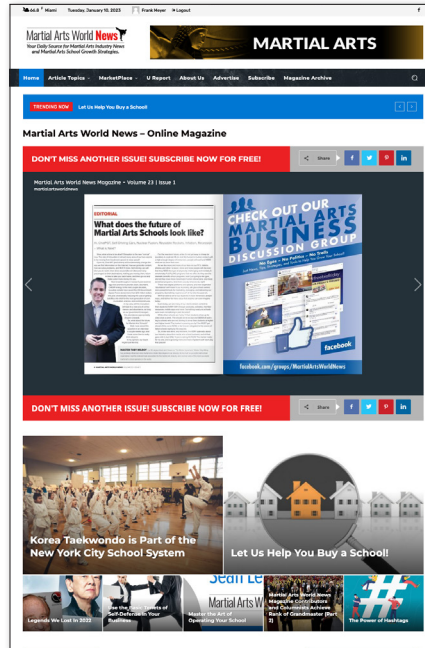
DIGITAL MAGAZINE



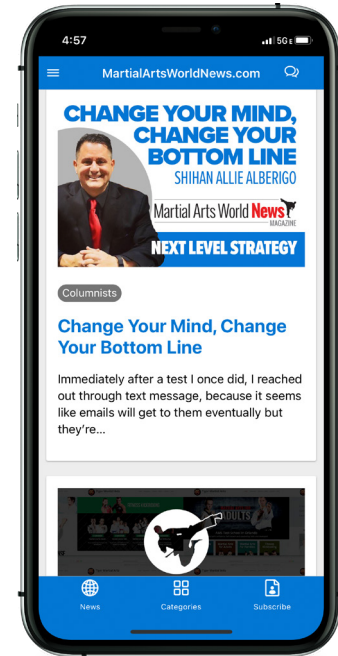
MARTIAL ARTS BUSINESS INNOVATIONS



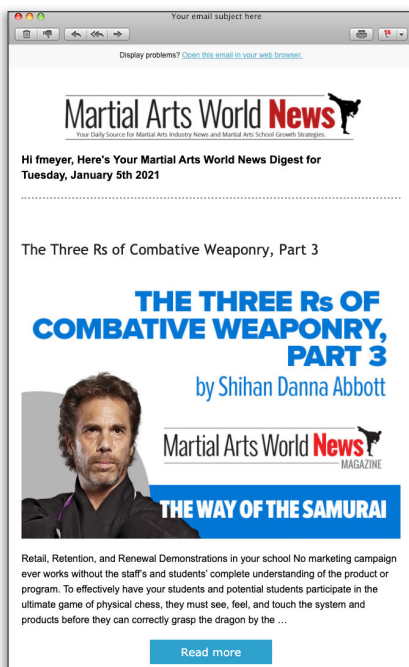
WEBSITE



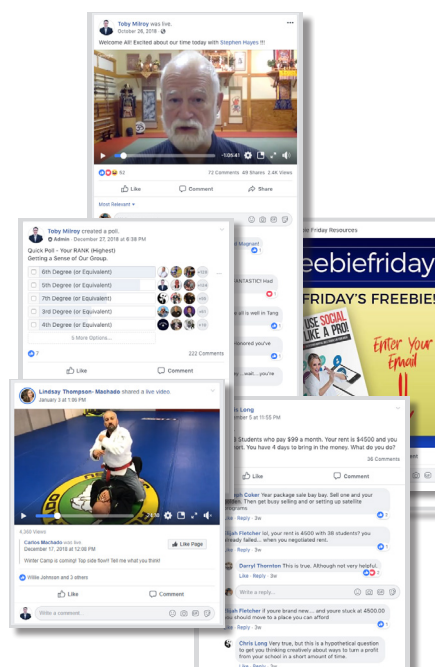
MOBILE APP



EMAIL



SOCIAL MEDIA

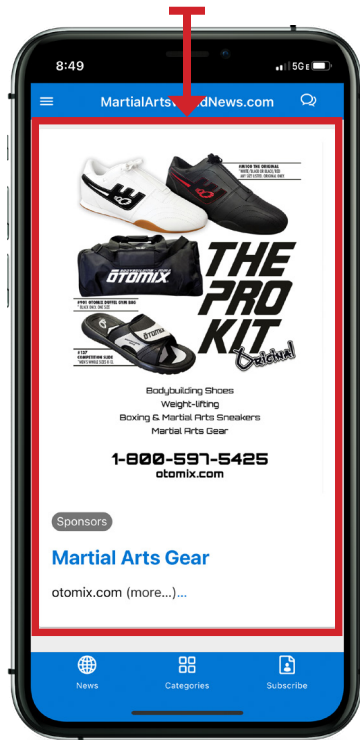


EVENTS



MOBILE APP & EMAIL ADVERTISING SPECIFICATIONS

FULL SCREEN AD POST



SMALL ROTATING AD



EMAIL AD

PART 1
by Lee Milteer

Martial Arts World News MAGAZINE

THE MILLIONAIRE SMARTS COACH

Remember when you were a kid and you used to dream about a time when you'd be in charge of your destiny, and nothing could stop you from being exactly what you wanted to be? Now, as an adult, you have the authority you wished for as a child, but things aren't going the way you'd planned. Does your life seem ...

[Read more](#)

Support Our Sponsors

Are You Overwhelmed and Confused About How Social Media Can Help Grow Your School?

Are You **Overwhelmed** and **Confused** About How Social Media Can Help Grow Your School?
We're Here to Help!

Download Our **FREE** Guide
How to Use Social Media Like a Pro!

MartialArtsWorldNews.com/Social

MartialArtsWorldNews.com/Social

Virtual Learning Day Camp Marketing Tools

FREE TOOLS



VIRTUAL LEARNING DAY CAMP MARKETING TOOLS

Use these attention-grabbing tools to entice current and prospective students to do their school work online at your school!

Get this FREE sample of the creative and timely resources ATLAS users enjoy every month to lock in student retention and bring dozens of new students into your school!

DIGITAL MAGAZINE ADVERTISING SPECIFICATIONS

A DOUBLE PAGE SPREAD

Trim: 17"w x 10.875"h
Live area: 16.5"w x 10.375"h
Bleed: 17.25"w x 11.125"h

B FULL PAGE

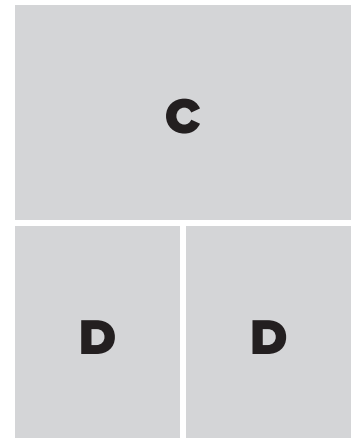
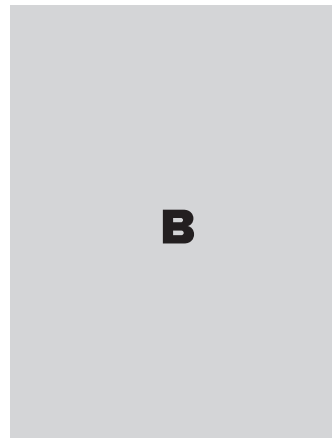
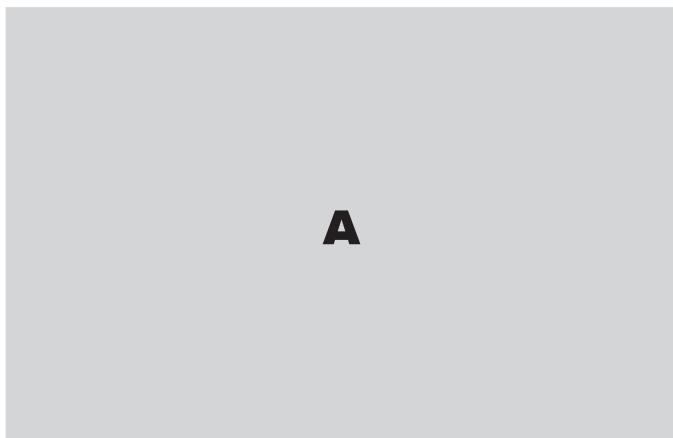
Trim: 8.375"w x 10.875"h
Live area: 7.875"w x 10.375"h
Bleed: 8.625"w x 11.125"h

C HALF PAGE

Trim: 8.375"w x 5.375"h
Live area: 7.875"w x 4.875"h
Bleed: 8.625"w x 5.625"h

D QUARTER PAGE

Trim: 4.125"w x 5.375"h
Live Area: 3.625"w x 4.875"h
Bleed: 4.375"w x 5.625"h



MAKE SOMETHING BETTER OUT OF YOUR AD: INCLUDING VIDEO, AUDIO OR OTHER MEDIA!

Our powerful tool turns your ad into an experience by integrating videos, images, sounds or links as you wish. Get the digital wow effect and gain increased visibility though a unique flipping online magazine.



Video Ads on Pages!

MartialArtsWorldNews.com/Breport
 Contact us at: 407-895-1996
 or Email Editor@MartialArtsWorldNews.com

DIGITAL MAGAZINE ADVERTISING SPECIFICATIONS

Digital Magazine Published 6X per Year



DOUBLE PAGE SPREAD

FULL PAGE



HALF PAGE

QUARTER PAGE

TRIM SIZE: 8.375"w x 10.875"h
FULL PAGE BLEED: Add 1/8"

LIVE AREA: .25" from edge of ad
Please do not include crop marks

ONLINE ADVERTISING SPECIFICATIONS

Materials from AMS!

With our AMS and AMSkids monthly materials you'll enroll more new students every single month with promotions and advertisements written by successful, professional copywriters...

When COVID hit, many martial arts schools witnessed a mass exodus of their student bodies, but to be honest students leaving is really nothing...



Effortlessly Keep Facebook Groups in Check



Deadly Online Marketing Mistakes



Free Tool of the Month: School Supply Drive



The Key to Triple Your Income



"AMSKIDS IS THE MOST LIFE CHANGING AFTER SCHOOL PROGRAM."

FIND OUT HOW!

Martial Arts Business Videos



Motivating Your Staff

Motivating Your Staff Motivating Your Staff



Van Driver Promotion

Van Driver Promotion Van Driver Promotion



Knife Self-Defense

Master Herbert shows you an up close and personal look at knife self-defense using Hapkido techniques.



The 3 Levels of Discipline

Master Toby Milroy describes the 3 levels of discipline you can use in your martial arts classroom.



Stop the Bully

Master Terrance Evans explains how he uses anti-bullying seminars to get into the public school system and help children in his community handle bullies without fighting.



Student Learning Styles

Student Learning Styles Student Learning Styles

Martial Arts Industry News

Any Device, Any Time!

Subscribe Now FREE!

Martial Arts Instructor Resources



Make Your Martial Arts Kids Program Worthwhile

Do you have an after school kid's program that generates a fantastic income? AMSkids is the most profitable after school martial arts program that...



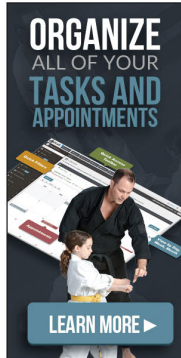
Tom Patire: American's Leading Safety Expert

Tom Patire is well regarded as "America's foremost expert on personal safety for all ages". His real life experience as a bodyguard of very...

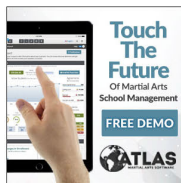


Martial Arts Summer Camp: The Secrets to Summer Success
The Secrets to Summer Success: Martial Arts Summer Camp Get the kids program that can triple your income and enrollment in just two months. Want...

Black Belt Principles Character Development For Kids



Sponsors and Partners



BIG RECTANGLE

300px X 600px

LARGE SQUARE

300px X 300px

LEADERBOARD

728px X 90px

SMALL RECTANGLE HORIZONTAL

300px X 150px

SMALL SQUARE

150px X 150px

NEW DIGITAL CHANNELS

FOR YOUR MARKETING MESSAGE:

In an ever-changing market and technological landscape,

we at *Martial Arts World News Magazine* are always focused on leveraging technology and the power of the internet to help our industry grow, and to help our sponsors impact more qualified martial arts professionals.

That's why we've enhanced our "traditional" print marketing channels with LOTS of new, innovative online marketing systems that can help you attract new customers and clients **faster**, and **more efficiently** than ever before.





























































Here are (just a few) of these new opportunities now available!

- **MartialArtsWorldNews.com** (Online Magazine)
 - **Martial Arts Business Innovations** (Long Form Podcast)
 - **MartialArtsWorldNews.com** – Email Newsletter Campaign Sponsorship
 - **MartialArtsWorldNews.com** – Facebook Group Sponsorship
 - **MartialArtsWorldNews.com** – Facebook LIVE Webinar Sponsorship
 - ***Martial Arts World News Digital Magazine*** – Business/Product Profile Spotlight
 - ***Martial Arts World News Digital Magazine*** – Business/Product Review
 - ***Martial Arts World News Digital Magazine*** – Organization or School Profile Spotlight
 - ***Martial Arts World News Digital Magazine*** – Guest Columnist/Contributor
 - ***Martial Arts World News Digital Magazine*** – Live Links Drive Traffic Directly to Your Website
 - ***Martial Arts World News Mobile App*** – Push Notifications to Users
 - ***Martial Arts World News Live Event Sponsorship*** – Showcase your Business/Product
- ...and MANY more opportunities to "get in front" of the Martial Arts Audience!

SPONSORSHIP PACKAGES

Digital Magazine	<ul style="list-style-type: none"> • Multimedia Display Ad(s) in MawNews Digital Magazine – With Live Link to Your Site/Business (ROS 6X per Year) • Above Ad Can Include MULTI MEDIA, Video, etc.
	<ul style="list-style-type: none"> • 2 Page Company/Product Profile (Sub Feature) – (1X per Year)
	<ul style="list-style-type: none"> • 1/2 Page News Item in “Industry Innovations” Section (1X per year)
	<ul style="list-style-type: none"> • 1/2 Page “Product Review” (Optional) – (1X per year)
	<ul style="list-style-type: none"> • Listing in Sponsor Directory – (6X per year)
MartialArtsWorldNews.com	<ul style="list-style-type: none"> • Persistent Right Sidebar Ad on MawNews.com Site (ROS)
	<ul style="list-style-type: none"> • 1 Leaderboard Ad on MawNews.com Site – Inserted Between Articles/Posts (ROS)
	<ul style="list-style-type: none"> • Company/Product Profile Posted to Feed – (ROS)
	<ul style="list-style-type: none"> • Industry Innovations News Article Posted to Feed – (ROS)
	<ul style="list-style-type: none"> • Ad “Post” in Rotation – (ROS)
MawNews Mobile App	<ul style="list-style-type: none"> • Industry Innovations News Article Posted to Feed – (ROS)
	<ul style="list-style-type: none"> • Company/Product Profile Posted to Feed – (ROS)
	<ul style="list-style-type: none"> • Ad “Post” in Rotation on MawNews MobileApp News Feed (ROS)
MawNews Subscriber Email Campaign	<ul style="list-style-type: none"> • Company/Product Profile Posted to Email Feed – (ROS)
	<ul style="list-style-type: none"> • Industry Innovations News Article Posted to Email Feed – (ROS)
	<ul style="list-style-type: none"> • Ad “Post” in Rotation in MawNews Email (ROS)
Martial Arts Business Innovations (Video PODcast)	<ul style="list-style-type: none"> • Longform Interview PODcast, featuring your company, product, information, or newsworthy story. (Co-Promotional, Including Email Campaigns, Lead Capture and Hand Off, etc.) – (1X per year)
	<ul style="list-style-type: none"> • Shortform Commercial insert into Martial Arts Business Innovations PODcast – in Rotation (ROS)
	<ul style="list-style-type: none"> • Sponsor Logo on Martial Arts Business Innovations Video Player – In Rotation (ROS) – (While Space is Available)
MawNews Social Media	<ul style="list-style-type: none"> • Company/Product Profile Posted to Feed – (ROS)
	<ul style="list-style-type: none"> • Industry Innovations News Article Posted to Feed – (ROS)
	<ul style="list-style-type: none"> • Ad “Post” Shared to MawNews FB Group in Rotation (ROS)
Other Benefits	<ul style="list-style-type: none"> • Opportunity to provide ‘sponsored’ content (250 Word, Industry Innovations News Item) 1X per year.
	<ul style="list-style-type: none"> • Special Discounts and Placement Preference for Live Event Booths and Packages
	<ul style="list-style-type: none"> • Official Sponsor Certificate

Many Other Options and Packages Can Be Arranged, the Above are Our Most Popular Packages. For Options and Details;
Email Us at: Sponsors@MartialArtsWorldNews.com – Or Call Jeff at – 407-895-1996 ext. 122

BROWN BELT LEVEL SPONSORSHIP	RED BELT LEVEL SPONSORSHIP	BLACK BELT LEVEL SPONSORSHIP	MASTER LEVEL SPONSORSHIP
1/4 Page Ad	1/2 Page Ad	Full Page Ad	2 Page Spread or 2 Full Page Ads
			
			
			
			
Small Square	Small Rectangle	Large Square	Large Rectangle
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
12 Month Sponsorship – Call 407-895-1996 ext. 122 for Custom Quote	12 Month Sponsorship – Call 407-895-1996 ext. 122 for Custom Quote	12 Month Sponsorship – Call 407-895-1996 ext. 122 for Custom Quote	12 Month Sponsorship – Call 407-895-1996 ext. 122 for Custom Quote

GENERAL SPECIFICATIONS

DIGITAL MAGAZINE ADVERTISING

To make sure your digital publication looks as good as your PDF, we recommend you follow these PDF specifications:

- PDF is not secured
 - PDF only contains single pages
 - Used fonts are embedded in the PDF
 - Texts are intact and in vector form, so no outlines or bitmap (note: you should be able to select and copy the text from the PDF file)
 - PDF contains no hidden layers (e.g. no old text layers with other objects placed over it)
 - PDF is optimized to (a minimum of) 180 DPI
 - Ads are cropped and contain no visible cutting lines
-

ONLINE ADVERTISING

- The preferred digital file format is a jpg or png file
 - All advertisements must be RGB images
-

GENERAL TERMS & CONDITIONS

All sponsorship bills are due with the completed insertion order. Sponsors and advertising agencies assume all liability for content (including text, representations, illustrations) of advertisement printed, and also assume responsibility for any claims made against the publisher. Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition or event beyond the control of the publisher affecting production or delivery in any manner. Publisher reserves the right to mark “Advertisement” on advertising copy that readers might confuse with editorial content. The publisher reserves the right to accept or reject any advertising submitted..

Sponsorship rates do not include art services charges, which will be billed at a rate of \$150.00 per hour, one hour minimum charge. Any corrections or changes made to digital files by *Martial Arts World News Magazine* will be billed at this rate.

Please contact the Editor at **Sponsors@MartialArtsWorldNews.com** or
1-800-275-1600 ext. 105 for more information.