

Martial Arts World **News** MAGAZINE



MEDIA KIT

WELCOME

Martial Arts World News Magazine is the industry's leading publication 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 advertise in *Martial Arts World News Magazine* you're choosing to support our industry and get the exposure you need for your products and services.

To place an ad or article in *Martial Arts World News* send inquires to Sponsors@MartialArtsWorldNews.com

Customization of Sponsorship Opportunities:

Since every business is different, and has unique needs, I recommend we 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 Magazine* 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 martial 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

29,000

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
distributed to

12,000

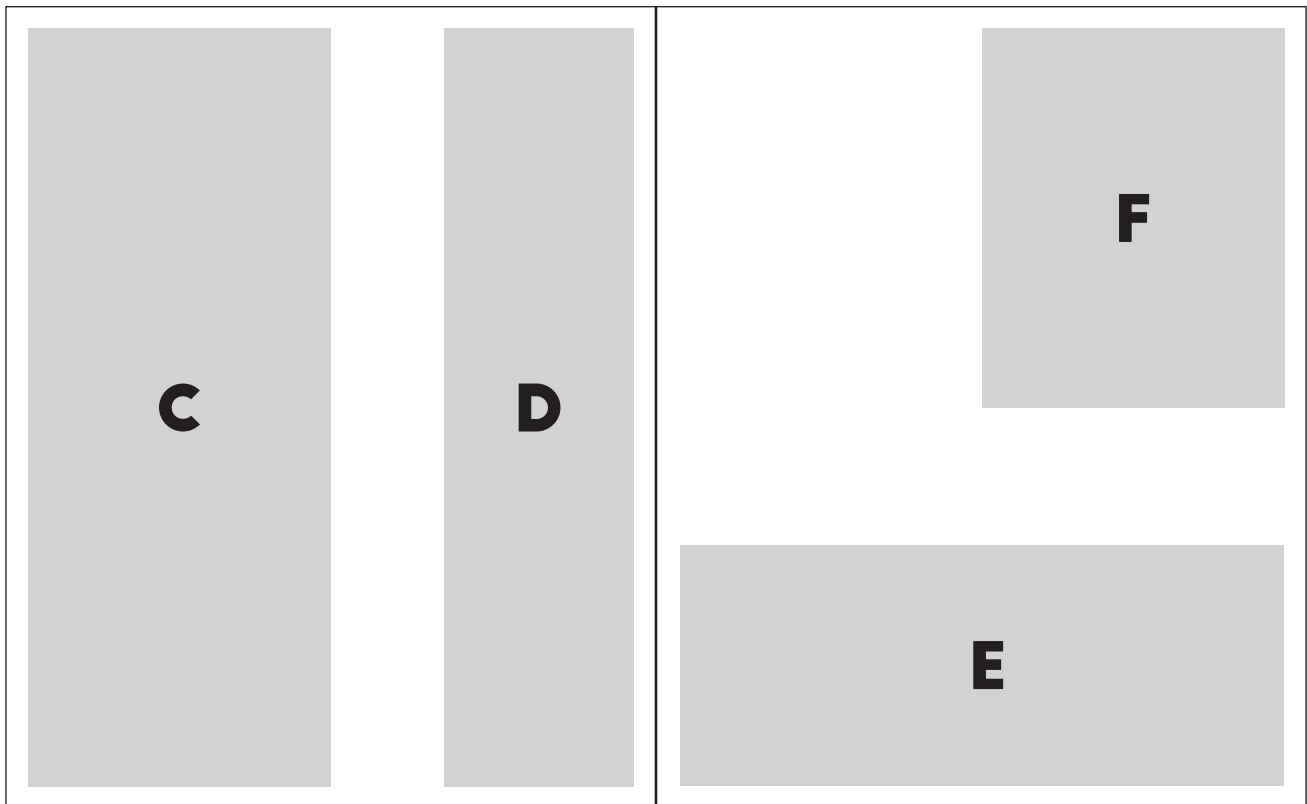
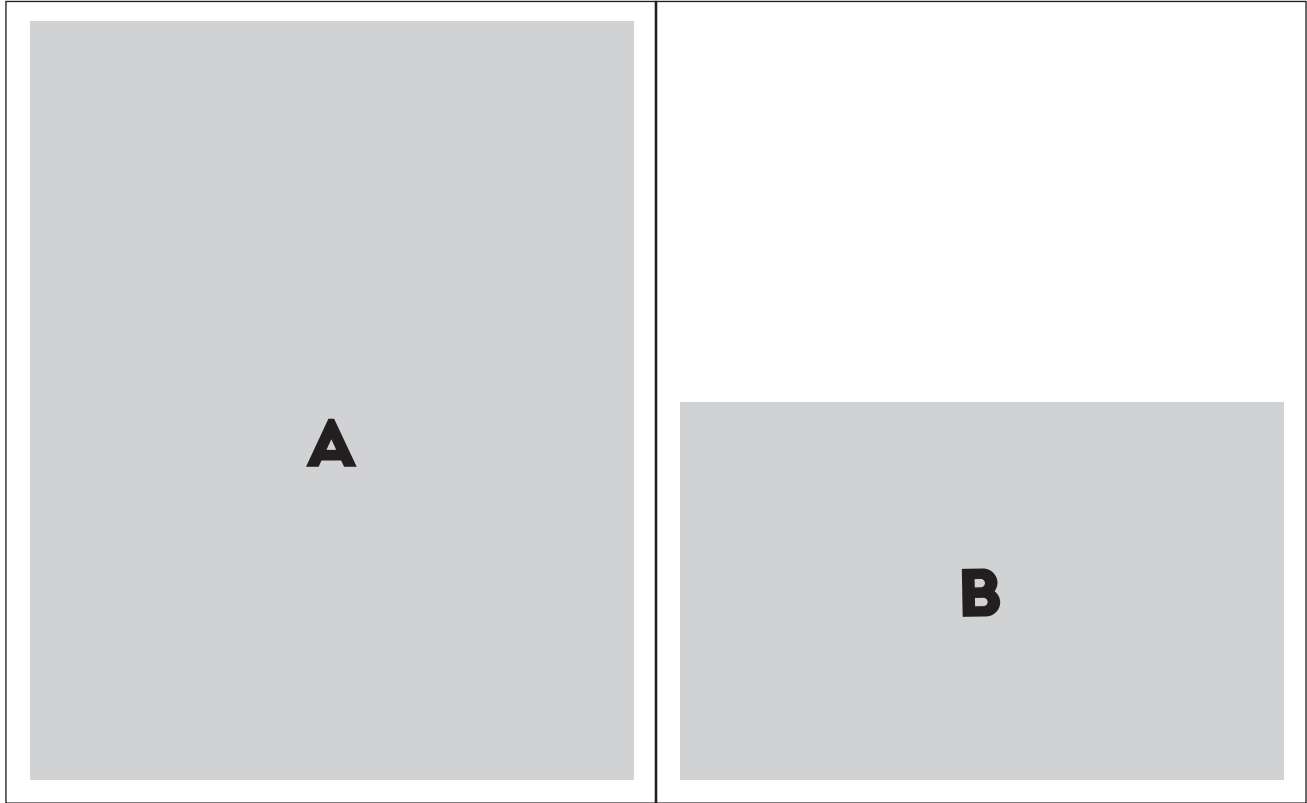
School Owners and
Instructors in Our Private
Facebook News Group

Audience

Our audience is virtually 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.



MAGAZINE ADVERTISING SPECIFICATIONS



A 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

D ONE-THIRD VERTICAL PAGE
Trim: 2.625"w x 10.875"h
Live area: 2.125"w x 10.375"h
Bleed: 2.75"w x 11.125"h

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

E ONE-THIRD HORIZONTAL
Trim: 8.375"w x 3.625"h
Live area: 7.875"w x 3.125"h
Bleed: 8.625"w x 3.875"h

B HALF PAGE HORIZONTAL
Trim: 8.375"w x 5.5"h
Live area: 7.875"w x 5"h
Bleed: 8.625"w x 5.75"h

F QUARTER PAGE
Size: 3.375"w x 5"h

C HALF PAGE VERTICAL PAGE
Trim: 4"w x 10.875"h
Live area: 3.5"w x 10.375"h
Bleed: 4.25"w x 11.125"h

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

*** FREE BONUS:** Half-page and larger advertisers can also display an online ad on martialartsworldnews.com at no extra charge. Full Page advertisers receive a Leaderboard (in rotation) and Large Square ad. Half Page advertisers receive a Small Rectangle ad.

MAGAZINE AD PRICES

FULL COLOR	1X	3X	6X	12X
Back Cover	\$2,800	\$2,400	\$2,200	\$2,000
Inside Front Cover	\$2,300	\$2,100	\$2,000	\$1,900
Inside Back Cover	\$2,250	\$2,050	\$1,950	\$1,850
Double Page Spread	\$2,950	\$2,850	\$2,750	\$2,650
Full Page	\$1,550	\$1,450	\$1,350	\$1,250
1/2	\$1,300	\$1,200	\$1,100	\$1,000
1/3	\$1,000	\$950	\$850	\$750
1/4	\$900	\$800	\$700	\$600

ONLINE ADVERTISING SPECIFICATIONS

BIG RECTANGLE
300px X 450px

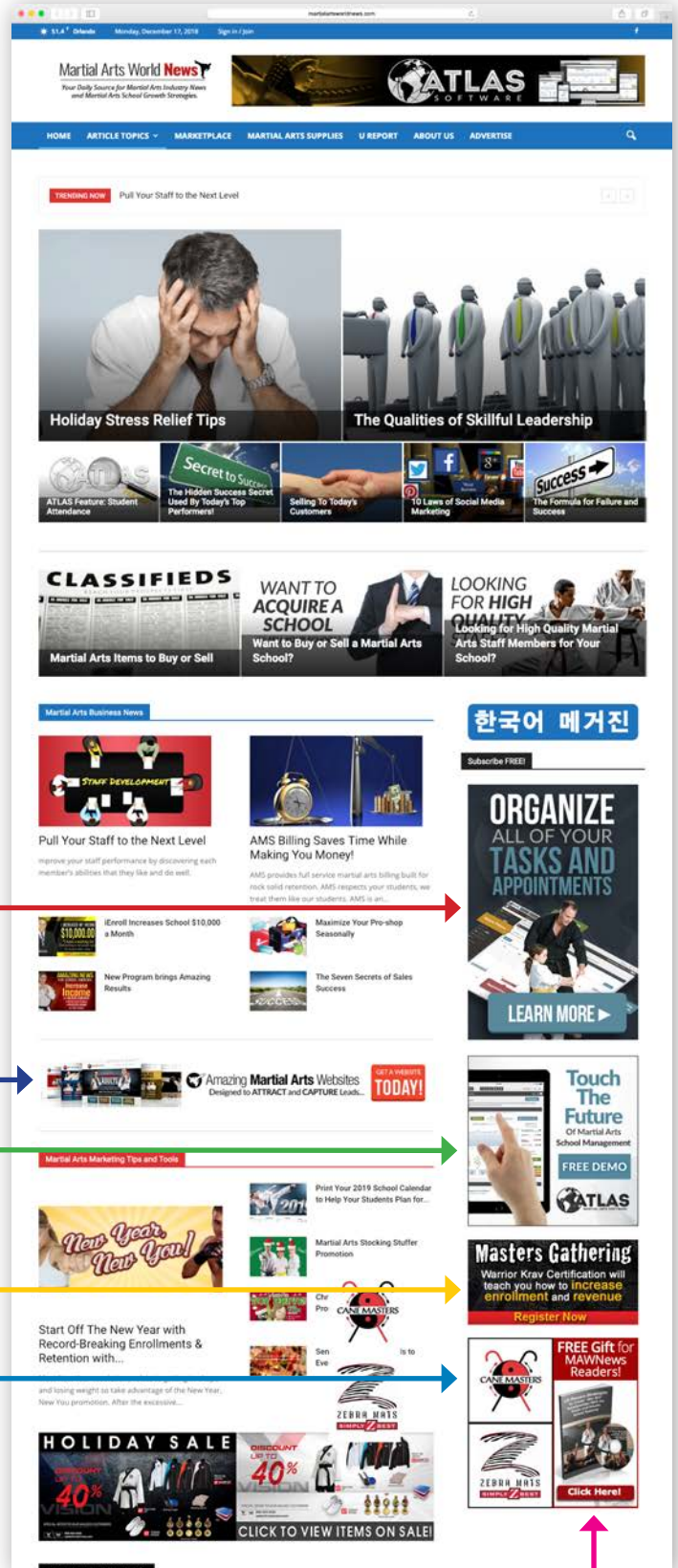
LEADERBOARD
728px X 90px

LARGE SQUARE
300px X 300px

SMALL RECTANGLE HORIZONTAL
300px X 150px

SMALL SQUARE
150px X 150px

SMALL RECTANGLE VERTICAL
150px X 300px



ONLINE RATES

FULL COLOR	3Mo.	6Mo.	12Mo.
Leaderboard (in rotation)	\$300	\$250	\$200
Big Rectangle	\$300	\$250	\$200
Large Square	\$200	\$200	\$150
Small Rectangle	\$200	\$150	\$100
Small Square	\$150	\$100	\$50

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)
- **MartialArtsWorldNews.com** – Email Newsletter Campaign Sponsorship
- **MartialArtsWorldNews.com** – Facebook Group Sponsorship
- **MartialArtsWorldNews.com** – Facebook LIVE Webinar Sponsorship
- ***Martial Arts World News Magazine*** – Business/Product Profile Spotlight
- ***Martial Arts World News Magazine*** – Business/Product Review
- ***Martial Arts World News Magazine*** – Organization or School Profile Spotlight
- ***Martial Arts World News Magazine*** – Guest Columnist/Contributor
- ***Martial Arts World News Magazine*** – Live Links Drive Traffic Directly to Your Website

...and MANY more opportunities to "get in front" of the Martial Arts Audience!

GENERAL SPECIFICATIONS

PRINT ADVERTISING

- The preferred digital file format is a flattened pdf.
 - All ads must be accompanied by a proof.
 - All images must be CMYK images at 300 dpi.
 - *Martial Arts World News Magazine* cannot be held responsible for accurate color reproduction if a matchproof or an approval proof is not provided.
-

ONLINE ADVERTISING

- The preferred digital file format is a jpg or png file.
 - All advertisements must be RGB images.
 - Ad files must be attached to an Email or posted to our ftp site.
-

GENERAL TERMS & CONDITIONS

All advertising bills are due with the completed insertion order. Advertisers 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.

Ad 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.