

# CHIC

C O M P A S S

## MEDIA KIT



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[WWW.CHICCOMPASS.COM](http://WWW.CHICCOMPASS.COM)



## ABOUT CHIC COMPASS

Chic Compass is an innovative and sophisticated magazine first published in August 2018. The magazine strives to provide compelling stories and meaningful content for its readers. Chic Compass is all about culture, art, music, dance, fashion, fine dining, hospitality, and travel, with a strong focus on organizations and talented individuals who give back to their communities. Since its inception, the publication has grown considerably, and with the recent addition of Cashman Photo and the Silveridge Group as strategic and operating partners beginning in 2023, the magazine intends to grow beyond a classic coffee table publication from a major regional to an international magazine seeking expanded distribution and media exposure. In 2023, Chic Compass aligned with Zinio, a platform that is considered a newstand to the world. Our publication is now available to an extensive domestic and international audience.

## STRATEGIC DISTRIBUTION

Chic Compass will continue to distribute the traditionally printed magazine to high-end spas, boutique hotels, selected restaurants, design firms, VIP airlines, galleries, and specialty retail boutiques. The Company will also focus on increasing market share as a digitally distributed magazine. The magazine has extended beyond the limited runs for special events and launch parties. The focus has shifted to producing high-level content for our consistently growing readership. In addition to the Chic Compass magazine, our team also produces the Chic Compass Connection podcast and releases compelling blogs for our ever-growing fan base.

## DEMOGRAPHICS & STATISTICS

Average Age: 30-65

Gender: 57% Female / 43% Male

Highest Level of Education: 65% College / 25% High School / 10% Other

Occupation: 65% Professionals / 25% Other / 10% Retired

Household Income: 45% \$100K+ / 25% \$50K or less / 30% unknown

### Statistics as of November 2023

Website: 17,456 Unique Monthly Readers

2023 Facebook Page Reach: 222,349

2023 Post Engagement: 20,500

2023 Instagram Reach: 9,188

Social Media Fans & Followers: 21,000+ People

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### PUBLICATION AD RATES

Full color, gloss included; rates are NET per insertion.

#### ADVERTISEMENT SIZE/LOCATION

##### Back Cover

Bleed 9" x 11.5"; Trim 8.5" x 11"; Live Area 8" x 10.5"

#### PRINT

\$1,500

##### Inside Cover (Front or Back)

Bleed 9" x 11.5"; Trim 8.5" x 11"; Live Area 8" x 10.5"

\$1,500

##### Full Page

Bleed 9" x 11.5"; Trim 8.5" x 11"; Live Area 8" x 10.5"

\$1,200

##### Vertical Half Page

Bleed 4.75" x 11.5"; Trim 4.25" x 11"; Live Area 3.75" x 10.5"

\$600

##### Horizontal Half Page

Bleed 9" x 6"; Trim 8.5" x 5.5"; Live Area 8" x 5"

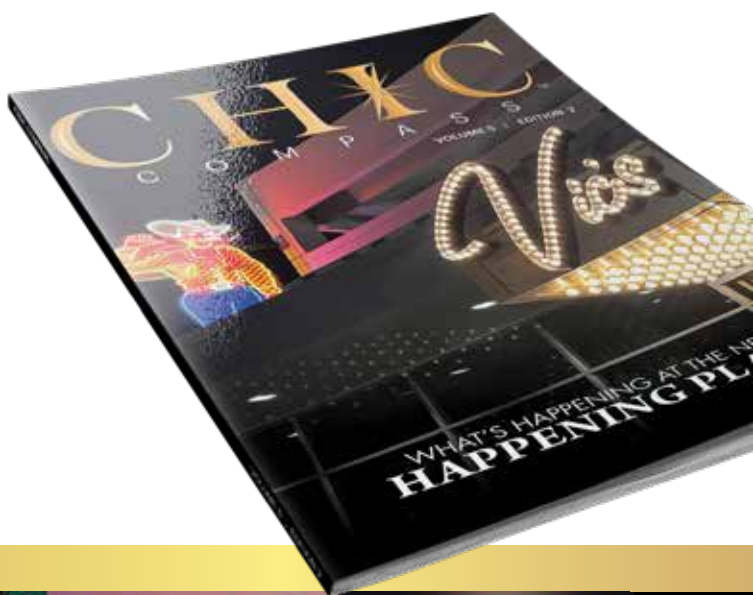
\$600

Design Rates: Full Page \$250+ | Half Page \$200+  
Photography: Call for Rates

### FOR AD INSERTION

[info@chiccompass.com](mailto:info@chiccompass.com)

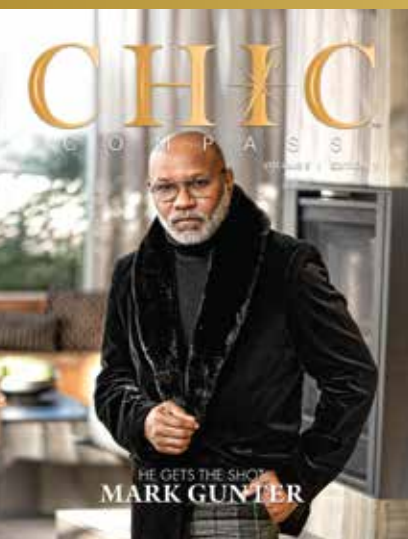
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*Discover a  
world of  
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