

CHIC

C O M P A S S

MEDIA KIT



VISIT US ONLINE!

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 audience. 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 now reaches a worldwide audience. The magazine intends to grow beyond a classic coffee table publication to a major regional magazine seeking expanded distribution and media exposure.

STRATEGIC DISTRIBUTION

Chic Compass distributes the traditionally printed magazine to high-end spas, boutique hotels, selected restaurants, design firms, VIP airlines, galleries, and specialty retail boutiques. The Company also focuses on increasing market share as a digitally distributed magazine. Our digital distribution continues to grow year over year. The magazine has also 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 several weekly blogs for our ever-growing fan base across social media platforms.

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 October 2024

Website: 31,764 Unique Monthly Readers

Monthly Facebook Page Reach: 17,300

Post Engagement: 6,600

2024 Instagram Reach: 7,458

Social Media Fans & Followers: 21,000+ People

CHIC

C O M P A S S

PUBLICATION AD RATES

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

ADVERTISEMENT SIZE/LOCATION

PRINT

Back Cover

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

Contact us for more information

Inside Cover (Front or Back)

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

Contact us for more information

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"

\$800

Horizontal Half Page

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

\$800

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

FOR AD INSERTION

Ann Parenti

ann@chiccompass.com



Discover a world of beauty, fashion & culture with us!





CHIC

C O M P A S S S

