



## OUR MISSION:

**THE FIRST** of its kind, *Make-Up Artist* magazine is the industry's go-to source for complete information about practical effects and beauty make-up.

With engaging how-tos, photo stories and features on industry leaders, *Make-Up Artist* is a source for creative inspiration and education. The magazine creates a community where make-up professionals can share their knowledge and inspire innovation and change.

## EDITORIAL FOCUS:

**EDUCATION AND INNOVATION** are key to *Make-Up Artist* content. On this basis, we concentrate on these elements:

**Inspiration:** Capturing the details of work by innovative make-up artists

**Education:** Sharing the knowledge and experience of the industry's top talent

**Productivity:** Reporting on techniques, tools and products

**Collaboration:** Creating community by working with make-up artists and companies around the world

**TOPICS SUBJECT TO CHANGE**

**FEBRUARY/MARCH #130**

**THE JOBS ISSUE**

Also: Darkest Hour Part Two, Anastasia Soare

Closing Date **11/13/2017**

On-Sale Date **1/2/2018**

**APRIL/MAY #131**

**THE ART AND DESIGN ISSUE**

Also: IMATS L.A. recap, spring movies

Closing Date **2/19/2018**

On-Sale Date **3/30/2018**

**JUNE/JULY #132**

**THE EDUCATION ISSUE**

Also: IMATS New York and London recaps

Closing Date **4/23/2018**

On-Sale Date **6/15/2018**

**AUGUST/SEPTEMBER #133**

**THE PRODUCTS & TOOLS ISSUE**

The stories behind iconic products

Closing Date **6/25/2018**

On-Sale Date **8/3/2018**

**OCTOBER/NOVEMBER #134**

**MAKE-UP AROUND THE WORLD**

Features top international make-up artists  
Also: IMATS Toronto recap, Fall TV

Closing Date **8/27/2018**

On-Sale Date **10/5/2018**

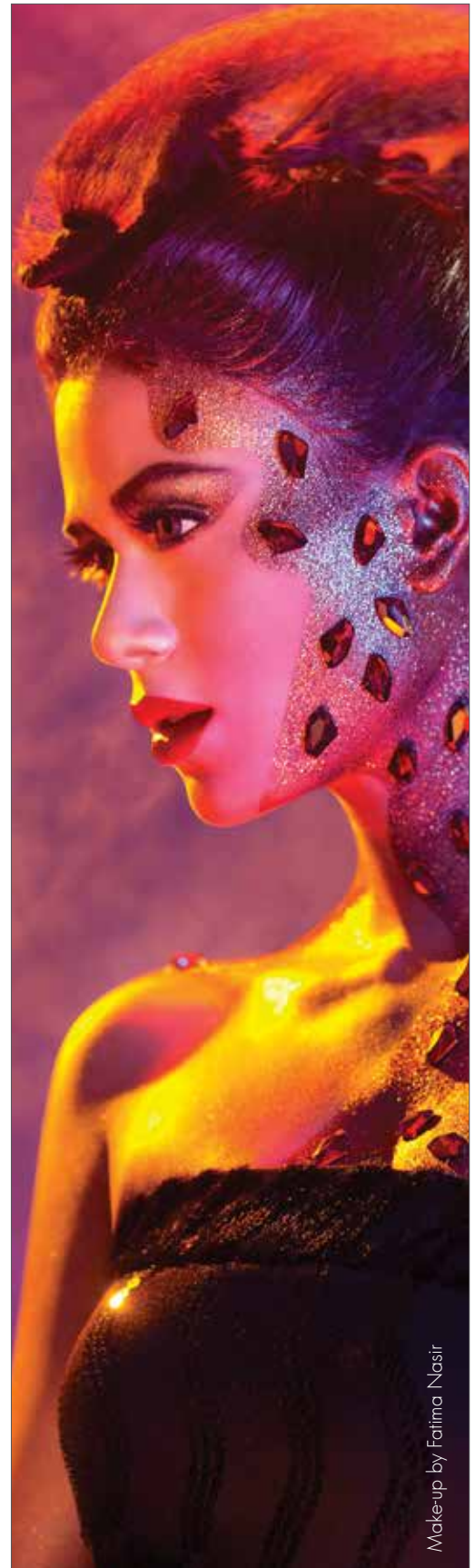
**DECEMBER/JANUARY #135**

**COLLABORATION ISSUE**

Also: IMATS Vancouver, and Atlanta recap

Closing Date **10/29/2018**

On-Sale Date **12/14/2018**



Make-up by Fatima Nasir

**PROFESSIONALS • DEPARTMENT HEADS • UNION LEADERS •  
ACADEMY MEMBERS • EDUCATORS • STUDENTS**

in film, television, theater, print, effects shops, advertising, retail, manufacturing and freelance

**6,314**

**PRINT  
DISTRIBUTION**

**86,919**

**MAKEUPMAG.COM  
AVERAGE MONTHLY  
PAGE VIEWS\***

**656**

**ONLINE  
SUBSCRIBERS**

**11,384**

**SCHOOL DIRECTORY  
AVERAGE MONTHLY  
PAGE VIEWS\***

**38,182**

**EMAIL  
SUBSCRIBERS**

**23,431**

**MAKE-UP ARTIST  
MAGAZINE PRO-CARDS  
ISSUED**

**FOLLOWERS:**



**693,866**



**100,199**



**57,900**

**ADDITIONAL OUTLETS:**

**IMATS**

INTERNATIONAL MAKE-UP ARTIST TRADE SHOW

**36,773**

**YEARLY ATTENDANCE  
WORLDWIDE**

**312,995**

**IMATS.NET AVERAGE  
MONTHLY PAGE VIEWS\***

**ADVERTISEMENT RATES AND POSITIONING:**

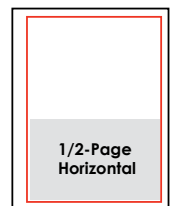
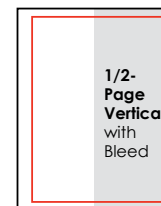
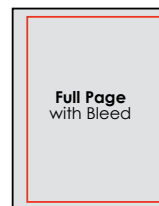
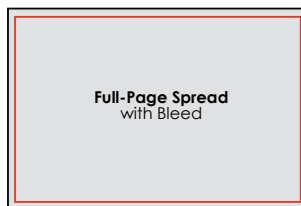
Premium Positions	x1	x3	x6
Inside Front Cover (Page 2)	\$3,000	\$2,600	\$2,400
Inside Back Cover	2,600	2,450	2,250
Back Cover	3,500	2,850	2,500
Inside Front Cover Full-Page Spread (Pages 2 and 3)	5,000	4,700	4,500
Standard Spread	4,700	3,700	3,500
Standard Rates*	x1	x3	x6
Full Page	\$2,500	\$2,200	\$2,000
1/2 Page	1,700	1,600	1,400

**All rates are net.** Rates are subject to change without notice. Premium positions are available on a first-come, first-served basis.  
\*Black-and-white rates available upon request.

**ADVERTISEMENT SPECS:**

Page Sizes	Live	Trim	Bleed
Full-Page Spread	15.75" x 9.375"	16.75" x 10.875"	17" x 11.125"
Full Page	7" x 9.375"	8.375" x 10.875"	8.65" x 11.125"
1/2-Page Vertical	3.875" x 9.375"	4.125" x 10.975"	4.25" x 11.125"
1/2-Page Horizontal	7.5" x 5"	n/a	n/a

Placement: All ads should be designed for a right-page placement.



**SUBMITTING FILES:**

- Email: Artwork smaller than 5MB may be sent to Customer Service Manager Misty Faler: [mistyf@kpgmedia.com](mailto:mistyf@kpgmedia.com)
- Note: If your file exceeds 5MB, please send via DropBox, WeTransfer or your preferred file transfer website.
- Once the file is uploaded, please notify us immediately.
  - *Make-Up Artist* will not be held responsible for ad reproduction errors in files submitted after the artwork deadline.
  - The publisher retains the right to reject any advertising not suitable or at variance with *Make-Up Artist's* standards.

**2018/2019 SCHEDULE:**

ISSUE		ARTWORK	SHIPS	ON SALE
<b>130 JOBS</b>	Feb./March	11/13/17	12/13/17	1/2
<b>131 ART &amp; DESIGN</b>	April/May	2/19	3/21	3/30
<b>132 EDUCATION</b>	June/July	4/23	6/6	6/15
<b>133 PRODUCTS &amp; TOOLS</b>	Aug./Sept.	6/25	7/25	8/3
<b>134 MAKE-UP AROUND THE WORLD</b>	Oct./Nov.	8/27	9/26	10/5
<b>135 COLLABORATION</b>	Dec./Jan.	10/29	12/5	12/14
<b>136 JOBS</b>	Feb./March	12/31	1/23/19	2/1/19

**FILE FORMATS AND REQUIREMENTS:**

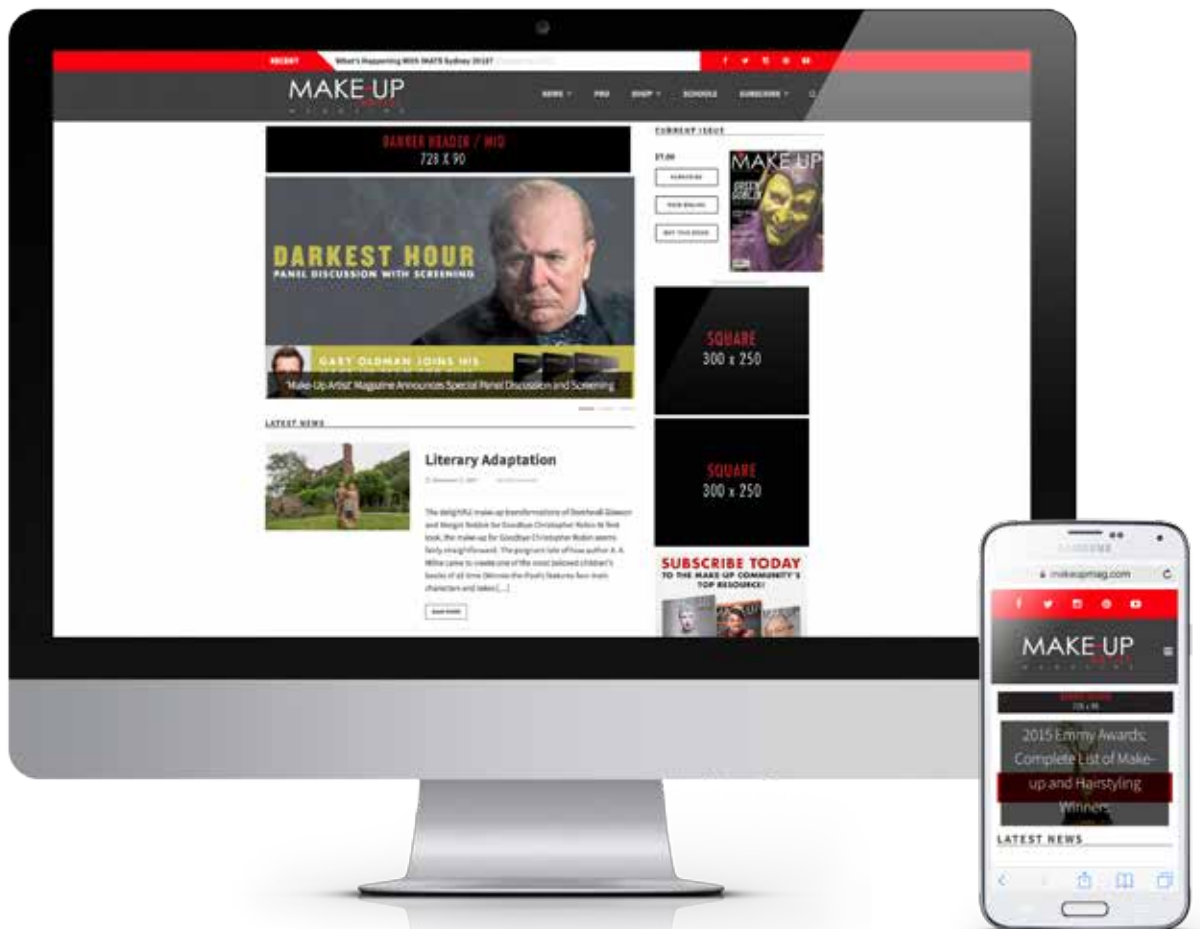
- Digital files only at 100 percent of ad size.
- Formats: Hi-res PDF (PDF/X-1a) or flattened TIFF. Illustrator EPS with fonts converted to outlines is acceptable.
- Color: CMYK. DO NOT send artwork with spot, Pantone or RGB colors.
- Images: Must be 300 DPI and flattened.
- Fonts: Must be embedded or converted to outlines.
- Files submitted that are improperly linked, contain low-res artwork or require missing fonts must be altered before being accepted. A fee of \$150 will be charged for in-house alterations made to bring artwork to print specifications.

## WEB ADVERTISING:

- With more than 38,000 unique visitors a month, makeupmag.com draws the attention of key decision makers in the motion picture, television, theater and print industries, as well as prospective students deciding how to move their make-up careers forward.
- **What makes a good web ad?** Something that's simple, clean and to the point. Make sure your logo and product are prominently displayed with a simple call to action (e.g. *Buy Now!*, *Sale Ends Soon*, *Visit makeupmag.com to learn more!*)

## SPECS & RATES

	SIZE (pixels)	1 MONTH	6 MONTH	12 MONTH
Square	300 x 250	\$350	\$325	\$300
Banner Header / Mid	728 x 90	\$400	\$375	\$350



Media Kit 2017 | Updated 11/6/2017

**DIRECTORY DETAILS:**

- *Make-Up Artist* magazine created the Make-up School Directory to provide a comprehensive list of make-up schools from around the world. **Our directory consistently ranks as a top result for “make-up schools” on Google.** The directory is a searchable database of courses, locations, keywords and more. Listings contain fees, accreditation, student-faculty ratios, school details and contact information. There are two types of listings: Featured and General. Details for each are below.

**FEATURED LISTING:**

- Featured on Directory landing page
- Two 350 x 450 pixel images
- 300-word description of school
- **21.6k** average monthly page views\*
- **Cost/Month:** \$350

**GENERAL LISTING:**

- Featured on Directory
- 350 x 450 pixel image
- 150-word description of school
- **Cost/Year:** FREE

\*Source: Google Analytics from Jan. 1 - June 30, 2015

**DIRECTORY-LISTING ARTWORK SPECS:**

- **Image size:** 350 pixels x 450 pixels at 75 DPI
- **Suggested images:** Please supply two images: one that contains your school logo (or name), the second featuring a good example of your students’ work to give prospective students an insight to your school’s teaching methods.

Body context image



## IMATS LOS ANGELES

**Location:** Pasadena Convention Center, Pasadena, California

**Dates:** January 12-14, 2018

**2017 Tickets Issued:** 10,472

**Established:** 1997

## IMATS NEW YORK

**Location:** Pier 94, New York, New York

**Dates:** April 13-15, 2018

**2017 Tickets Issued:** 9,728

**Established:** 2011

## IMATS LONDON

**Location:** Olympia National, Kensington, London, United Kingdom

**Dates:** May 18-20, 2018

**2017 Tickets Issued:** 6,415

**Established:** 2002

## IMATS TORONTO

**Location:** North Metro Toronto Convention Centre, Exhibit Halls B and C, Toronto, Ontario

**Dates:** September 8-9, 2018

**2017 Tickets Issued:** 4,003

**Established:** 2009

## IMATS VANCOUVER, BRITISH COLUMBIA

**Location:** Vancouver Convention Centre East, Exhibition Halls B and C, Vancouver, British Columbia

**Dates:** October 20-21, 2018

**2016 Tickets Issued:** 3,133

**Established:** 2010

## IMATS ATLANTA

**Location:** Georgia World Congress Center, Atlanta, Georgia

**Dates:** November 17-18, 2018