



## 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

**February/March #124**

### The Jobs Issue

Also: Profile on M.A.C.'s Lyne Desnoyers, IMATS New York Preview

Closing Date **11/21/2016**

On-Sale Date **1/3/2017**

**April/May #125**

### The Art and Design Issue

Also: IMATS London preview, spring movies

Closing Date **1/23/2017**

On-Sale Date **3/14/2017**

**June/July #126**

### The Education Issue

Also: IMATS Vancouver preview

Closing Date **3/20/2017**

On-Sale Date **5/16/2017**

**August/September #127**

### The Technology, Techniques & Tools Issue

Also: IMATS, movies

Closing Date **5/22/2017**

On-Sale Date **7/18/2017**

**October/November #128**

### Make-up Around the World

Features top international make-up artists  
Also: Halloween photo feature, IMATS, movies

Closing Date **7/24/2017**

On-Sale Date **9/12/2017**

**December/January #129**

### The Year in Review

Also: Oscar watch, Fall TV, IMATS Sydney preview

Closing Date **9/18/2017**

On-Sale Date **11/7/2017**



Make-up by Alex Lipmarsh

Demographics:

Professionals // Department Heads // Union Leaders // Academy Members // Educators // Students  
in film, television, theater, editorial & print, effects shops, advertising, retail, manufacturing and freelance


13.5k  
PRINT  
DISTRIBUTION

1947  
ONLINE  
SUBSCRIBERS

22k  
MAKE-UP ARTIST  
PRO-CARDS ISSUED

112k  
MAKEUPMAG.COM  
AVG. MONTHLY  
PAGE VIEWS\*\*

21.6k  
SCHOOL DIRECTORY  
AVG. MONTHLY  
PAGE VIEWS\*\*

 686k  
 57.6k  
 82.5k

Additional Outlets:

IMATS  
37.8k  
YEARLY ATTENDANCE  
WORLDWIDE

IMATS.NET  
344k  
AVG. MONTHLY  
PAGE VIEWS\*\*\*

82.9k  
EMAIL  
SUBSCRIBERS

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

**Advertisement rates and positioning:**

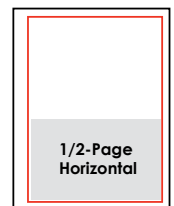
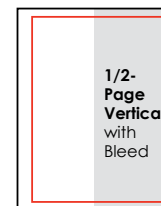
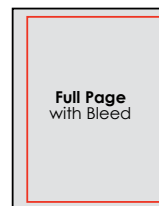
Premium Positions	x1	x3	x6
Inside Front Cover (Page 2)	\$3,000	\$2,600	\$2,400
Inside Back Cover	2,600	2,450	2,250
Back Cover	3,500	2,850	2,500
Inside Front Cover Full-Page Spread (Pages 2 and 3)	5,000	4,700	4,500
Standard Spread	4,700	3,700	3,500
Standard Rates*	x1	x3	x6
Full Page	\$2,500	\$2,200	\$2,000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

## 2017 Schedule:

Issue	Artwork	Ships	On Sale
<b>125</b> April/May	1/23	2/22	3/14
<b>126</b> June/July	3/20	4/26	5/16
<b>127</b> Aug./Sept.	5/22	6/28	7/18
<b>128</b> Oct./Nov.	7/24	8/23	9/12
<b>129</b> Dec./Jan.	9/18	10/18	11/7
<b>130</b> Feb./March	11/13	12/13	1/2/18

## File formats and requirements:

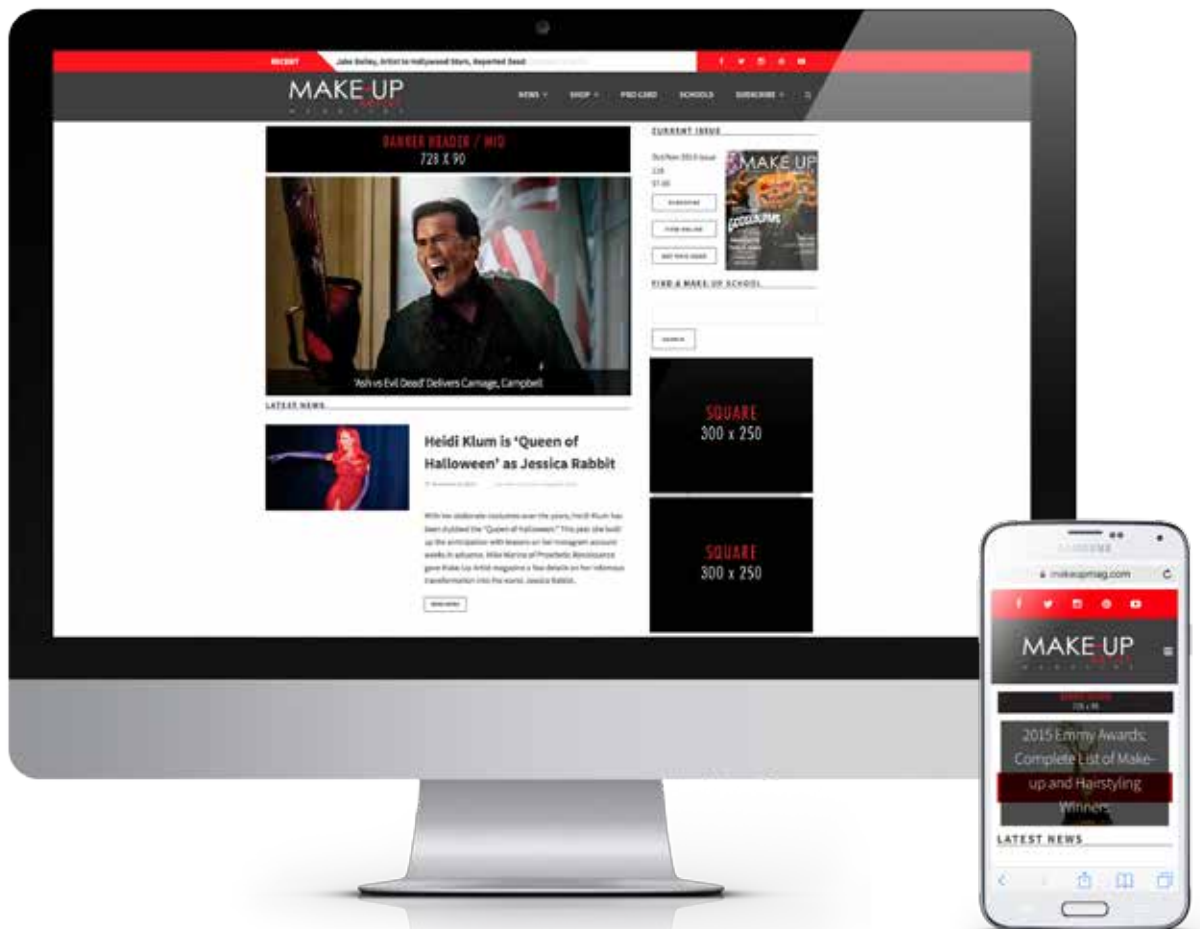
- Digital files only at 100 percent of ad size.
- **Formats:** Hi-res PDF (PDF/X-1a) or flattened TIFF. Illustrator EPS with fonts converted to outlines is acceptable.
- **Color:** CMYK. DO NOT send artwork with spot, Pantone or RGB colors.
- **Images:** Must be 300 DPI and flattened.
- **Fonts:** Must 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



## 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

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

### General listing:

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

## 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, CA, USA

**Dates:** January 13-15, 2017

**2016 Tickets Issued:** 10,447

**Established:** 1997

## IMATS NEW YORK

**Location:** Pier 94, New York City, NY, USA

**Dates:** April 7-9, 2017

**2016 Tickets Issued:** 9,178

**Established:** 2011

## IMATS LONDON

**Location:** Olympia National, Kensington, Central London, U.K.

**Dates:** May 19-21, 2017

**2015 Tickets Issued:** 6,109

**Established:** 2002

## IMATS SYDNEY

**Location:** Royal Hall of Industries, Moore Park, Sydney, AUS

**Dates:** July 22 - 23, 2017

**2016 Tickets Issued:** 3,601

**Established:** 2009

## IMATS TORONTO

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

**Dates:** August 26 - 27, 2017

**2016 Tickets Issued:** 5,403

**Established:** 2009

## IMATS VANCOUVER, BRITISH COLUMBIA

**Location:** Vancouver Convention Centre West, Hall B, Vancouver, B.C., CAN

**Dates:** October 14 - 15, 2017

**2016 Tickets Issued:** 3,133

**Established:** 2010