



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, spring TV shows

Closing Date **4/23/2018**

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

AUGUST/SEPTEMBER #133

PRODUCTS & TOOLS ISSUE

Iconic products, make-up podcasts and new techniques

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 **10/19/2018**

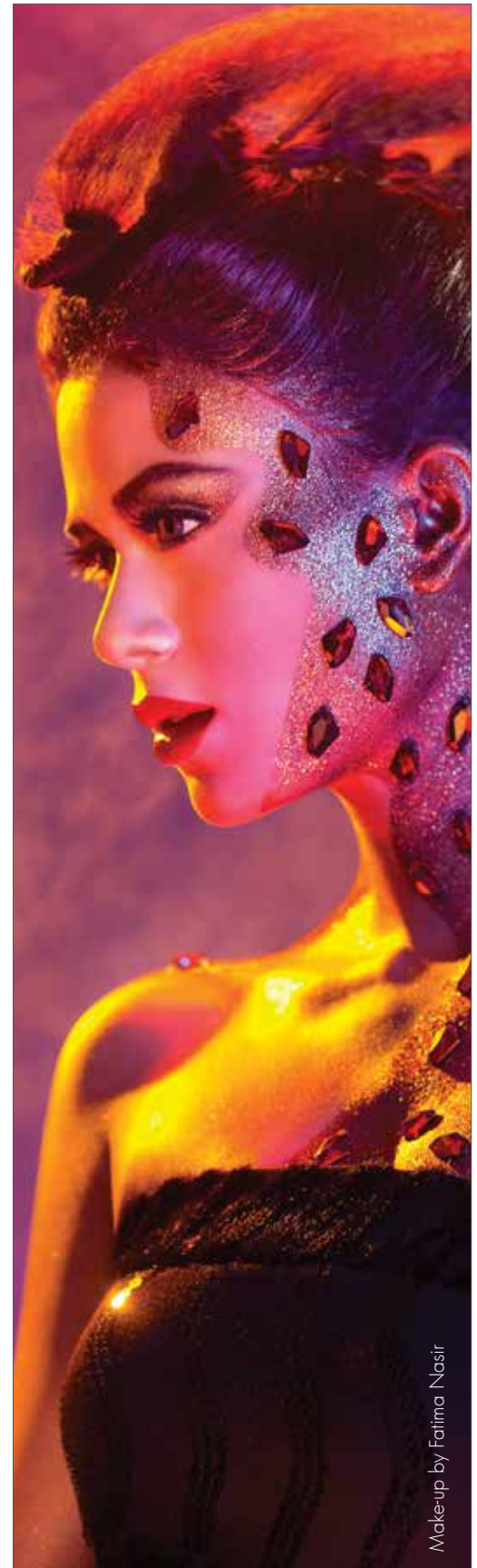
DECEMBER/JANUARY #135

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:

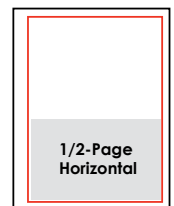
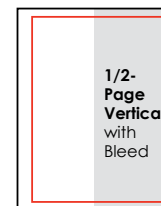
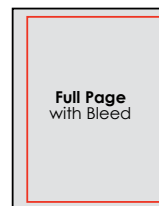
Premium Positions	x1	x3	x6
Inside Front Cover (Page 2)	\$3,000	\$2,600	\$2,400
Inside Back Cover	2,600	2,450	2,250
Back Cover	3,500	2,850	2,500
Inside Front Cover Full-Page Spread (Pages 2 and 3)	5,000	4,700	4,500
Standard Spread	4,700	3,700	3,500
Standard Rates*	x1	x3	x6
Full Page	\$2,500	\$2,200	\$2,000
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 Sales Assistant Brooke Burgess: brookeb@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
130 JOBS	Feb./March	11/13/17	12/13/17	1/2
131 ART & DESIGN	April/May	2/19	3/21	3/30
132 EDUCATION	June/July	4/23	6/6	6/15
133 PRODUCTS & TOOLS	Aug./Sept.	6/25	7/25	8/3
134 MAKE-UP AROUND THE WORLD	Oct./Nov.	8/27	9/26	10/5
135 COLLABORATION	Dec./Jan.	10/29	12/5	12/14
136 JOBS	Feb./March	12/31	1/23/19	2/1/19

FILE FORMATS AND REQUIREMENTS:

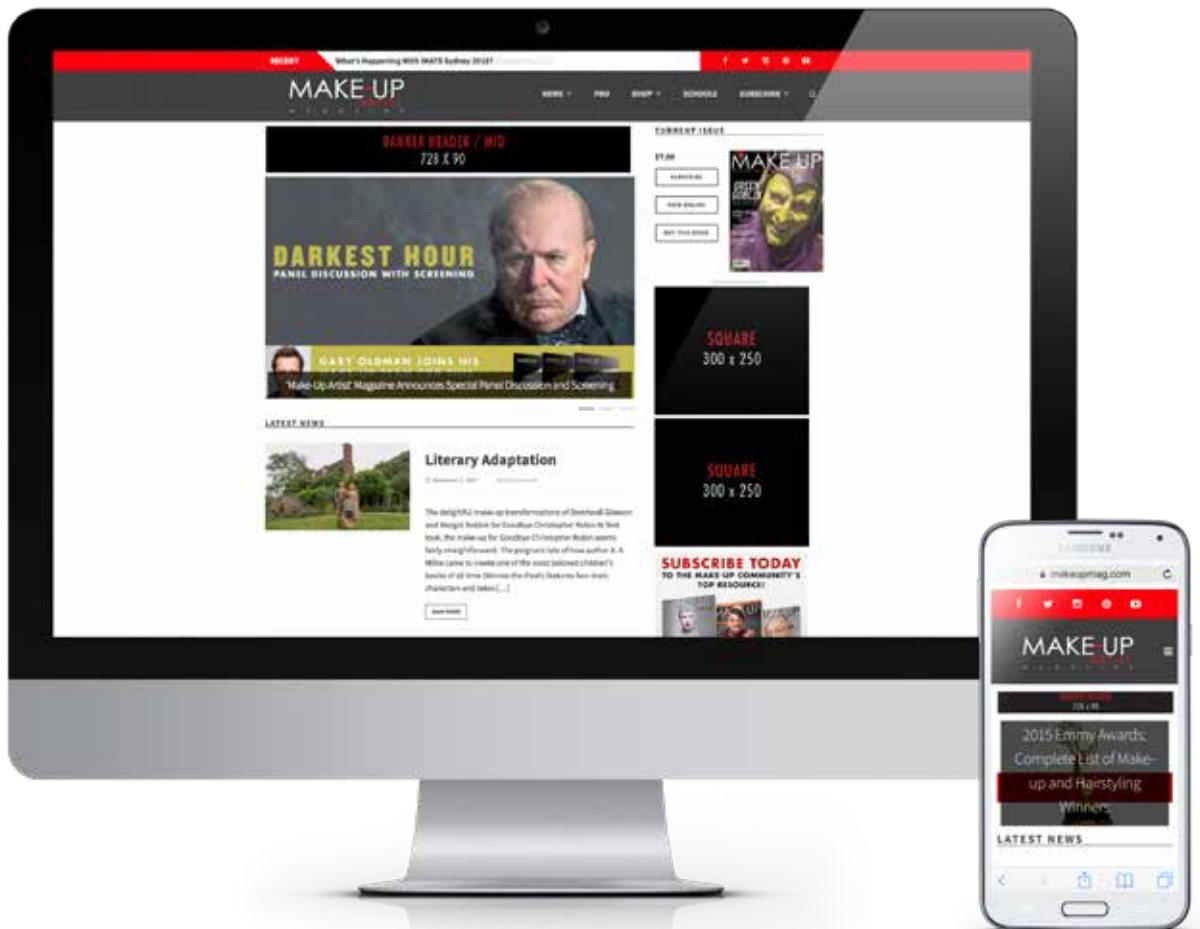
- Digital files only at 100 percent of ad size.
- Formats: Hi-res PDF (PDF/X-1a) or flattened TIFF. Illustrator EPS with fonts converted to outlines is acceptable.
- Color: CMYK. DO NOT send artwork with spot, Pantone or RGB colors.
- Images: Must be 300 DPI and flattened.
- Fonts: Must be embedded or 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 2018 | Updated 4.19.2018

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, 2017

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 22-23, 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