

Atlas

MEDIA PACK



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Atlas Magazine is an inspirational print-on-demand and digital magazine for the new generation of fashion creatives.

Thanks to the constant growth of the Internet, bringing together fashion content from all around the world is now possible. Atlas' editorial content covers: fashion photography, illustration, design, and journalism.

With a current readership of 200,000* people and a combined social media following of 51,445*, Atlas has been able to reach a huge range of people all over the globe.

We are looking to collaborate with brands and businesses who have a keen interest in connecting with the next generation of fashion creatives, female photographers and style enthusiasts.

*June 2016





THE ATLAS READER

The Atlas reader is confident with a creative disposition that they apply to their daily life. With a keen interest in the fashion industry they are able to appreciate the growth of new designers and enjoy the constant success of established brands. As an avidly independent individual they dress for themselves and indulge in designer purchases, with a particular fondness for vintage and unusual pieces. They find time to balance their often-hectic work schedule with social pursuits and enjoy weekends away to various cosmopolitan cities - almost always with one more suitcase than is necessary. When they're on the go they remain dedicated to keeping up to date with trends via social media, following trend-setters and fashion industry individuals on Instagram keeps their knowledge fresh. The Atlas reader is extremely ambitious, self motivated and attracted to all things visual. They are blog writers, editorial creators, podcast listeners and book readers. Their office is a homage to their style, mixing their eclectic travel souvenirs and vintage film cameras with their flawlessly ordered magazine collection.



STATISTICS

83% of our readers are women.

54% of our readers are photographers.

11% of our readers are students or interns.

Atlas readers love photography, fashion, and travel the most. They are brand loyal and they love Instagram.

We asked our readers how they felt about fashion advertising. 76% said they like them. 20% didn't mind them.

37% of our readers are from the United Kingdom. 23% are from the United States of America.



Issuu.com/*theatlas*magazine:
 197,630 Reads
 14,014,982 Impressions
 3209 Followers

Mini Atlas - The Noise Issue:
 Launch date: *2nd Aug.2015*
 33,998 Reads

Mini Atlas - The Adventure Issue
 Launch Date: *1st Jun 2016*
 10,603 Reads

Mini Atlas - The Secret Issue:
 Launch date: *2nd May 2015*
 15,840 Reads

Mini Atlas - The Azure Issue
 Launch Date: *1st Mar 2016*
 21,599 Reads

The Sharp Issue:
 Launch date: *September 1st 2014*
 11,862 Reads

Mini Atlas - The Enchantment Issue
 Launch Date: *1st Dec 2015*
 21,587 Reads

The Chrome Issue:
 Launch date: *June 1st 2014*
 7668 Reads

June 30th 2016

Atlas started out as a digital magazine hosted on Issuu.com. We have, therefore, amassed a very large following there, on our website and social media. The visibility of online magazines is enormous, and an ever growing industry that we hope to help pioneer.

Atlas Magazine's website is the blog and website in conjunction with the publications we produce. Featuring exclusive editorials and exciting articles about fashion, art and culture, we receive thousands of readers from all across the globe.

Theatlasmagazine.com (average per month)

23K Page views

11K Sessions

8.5K Users

Facebook.com/theatlasmagazine

11,474 Likes

69% Women

30% Men

57% 18-34 women

@theatlasmagazine (Instagram)

23.7K followers

@myatlasmagazine (Twitter)

2,497 followers

pinterest.com/theatlasmagazine

1,651 followers

Theatlasmagazine.tumblr.com

12,117 followers





With a vast readership, brands are guaranteed visibility across all platforms should they advertise with Atlas. Advertising with us will guarantee brands at least one blog post about their brand or mentioning their product. This can be in the form of an interview, an article, or an editorial. We are always happy to discuss your ideas. We offer various advertising packages. Whether

you want to showcase your brand in Atlas to guarantee exposure and shareability, have us feature your brand on our blog, or have us create an original, bespoke advertorial we've got flexible options which can meet everyone's needs.

WEBSITE RATES

Type	1 Month
Top Banner	200
Side Banner	100
Blog Post	Tailored

ATLAS MAGAZINE

Type	1 Issue (Quarterly)
DPS	£650
Inside Front Cover	£500
Single Page	£300
Half Page	£150
Classifieds (1/8th Page)	£50

For bespoke advertorials, please get in touch.

CONTACT US & FIND US

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Fumie Hoppe
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Kailas
Roxana Enache

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