

NUMiNOUS

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NUMiNOUS Magazine is a seasonal fine art and high fashion publication created by artists for artists. The magazine displays pieces from artists around the globe. In every medium, from fashion photography to illustration, NUMiNOUS is meant to inspire, encourage, and enlighten. Our collection is scouted from the brightest submissions.

NUMiNOUS was founded in September 2013 by owner & designer, Stephanie Price. It is a Philadelphia-based, female-operated publication spearheaded to open the door to elegant presentation and collaboration for artists, and the artistic community.

WHY ADVERTISE?

-Magazines and magazine ads capture focused attention: The focused process of magazine reading leads to less media multi-tasking, ensuring singleminded attention to advertising.

-Magazine advertising is targeted: Magazines engage readers in very personal ways. There's a magazine for every passion and a passion for every magazine. Use magazines to reach your target audience in a meaningful way — a way in which social media just can't compare. Plus magazine readers reach the affluent, those with disposable income to buy advertised brands.

-Magazine advertising is relevant and welcomed: Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.

-Magazines are credible: Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.

-Magazines offer a lasting message: Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits. Consumers clip and save magazine ads for future reference.

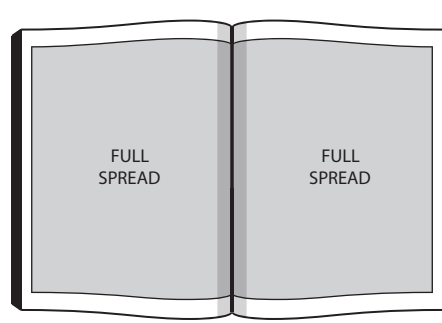
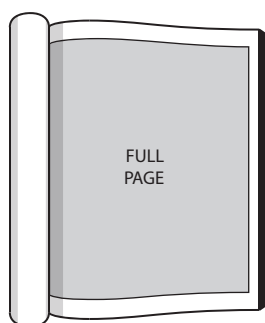
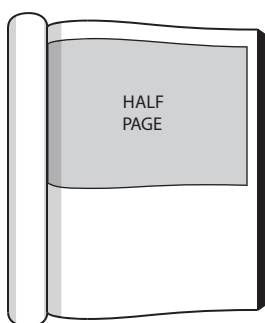
-Magazines deliver brand relevant imagery: Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.

-Magazine advertising drives web searches and visits: Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.

-Magazines drive the purchase funnel: Magazines are effective across all stages of the purchase funnel, especially brand favourability and purchase consideration, the most sought after metrics that are hardest to sway.

-Magazines sell: Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

AD PRICING



*Advertising spaces offered in full color format, arranged in the magazine at key page locations for optimum exposure.

HALF PAGE	FULL PAGE	FULL SPREAD
\$100	\$150	\$300

SOLD TO DATE (PRINT)	SOLD TO DATE (DIGITAL)	ISSUES RELEASED (TO DATE)	FACEBOOK LIKES (TO DATE)	ACTIVE FOLLOWERS (INSTAGRAM)	LIKES ON AVERAGE (INSTAGRAM)	WEBSITE VISITS (VISITS)
700	250	13	1,430	985	50	4,000