

BELONG

magazine



media kit

14

ISSUE FOURTEEN
BELONG-MAG.COM

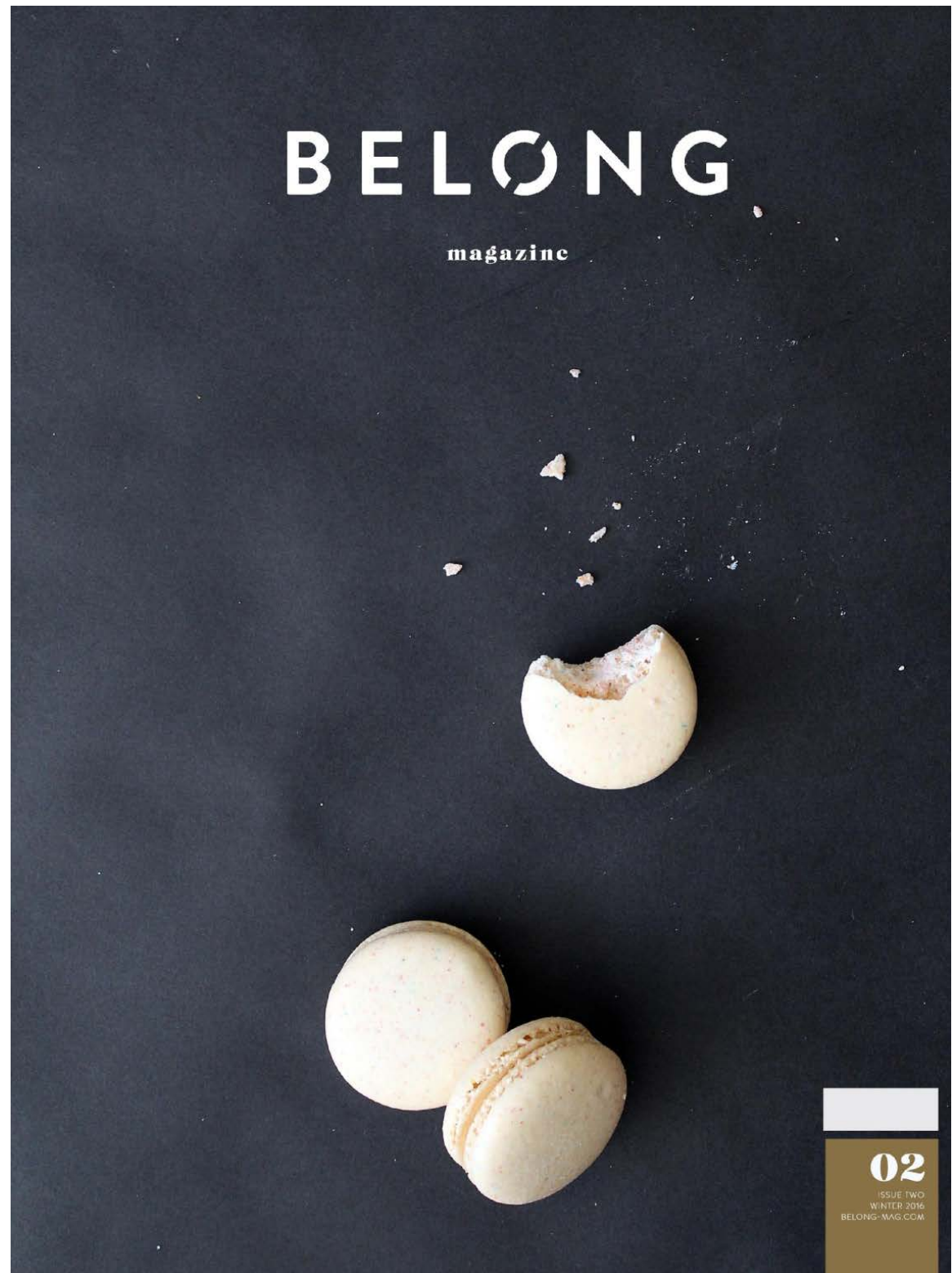
purpose

Belong celebrates creativity and entrepreneurship.

Belong creates community and connections. We know it can be difficult to navigate the massive, online world and Belong serves as a map to guide women to one another in life-giving relationships on and off screen.

about belong

Belong Magazine is a high-quality, niche magazine published quarterly in both digital and print formats. It is the only magazine of its kind on the market. Belong offers an exclusive way to reach micro and macro influencers who are making a difference in the world.

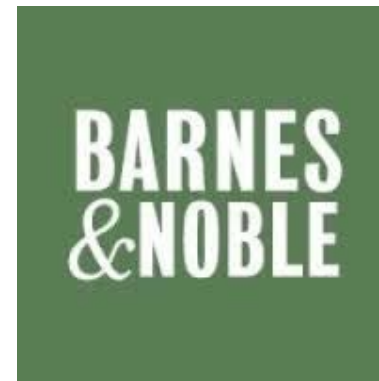




2000%

INCREASE IN DISTRIBUTION IN 1 YEAR

30k+
ISSUES DISTRIBUTED
+ DOWNLOADED
WORLDWIDE IN
2 YEARS



DISTRIBUTED IN
BARNES & NOBLE
STORES
THROUGHOUT
THE US

30k+ 4.5k+



20k

MONTHLY WEBSITE
PAGEVIEWS

audience

- FEMALE
- 58% MARRIED
- 42% HAVE CHILDREN
- 93% COLLEGE EDUCATED
- NEARLY ALL WORKING:
 - 60% ENTREPRENEUR
 - 37% OTHER EMPLOYMENT
 - 3% NON-EMPLOYED
- AGES 18 to 55
 - 14% 18-24
 - 44% 25-34
 - 27% 35-44
 - 15% 45+
- 50% ANNUAL INCOME OVER \$75K



30%

BUY FROM THE MAG

77%

READ 30 MIN OR MORE

90%

KEEP THE MAGAZINE
AS A RESOURCE

Information from reader survey January 2017

BELONG

magazine

the art + community of blogging



what our readers are saying

"I absolutely adore the magazine. I have read from front to back three times! I never read an entire magazine all the way through. I swear each article was speaking to me!"

– Bree Iman, The Iman Project
+ Lavender & Mint



“You have put together such thoughtfully curated content—it is encouraging, inspiring, extremely helpful, and delivered in such a stunning way!”
– Jackie

"Belong Mag has changed my life. Belong has allowed me to find out that I'm not alone in this crazy dream. It's helped me feel like I have a voice and that my voice matters. Belong has connected me with so many great resources and so many great people who are able to help me do this think that makes my little heart flutter."

– Brittany

”

"Found Belong at Barnes & Noble, and it's INCREDIBLE. Just ordered 4 things from the market guide!"
– Anastasia Casey,
The Identité Collective



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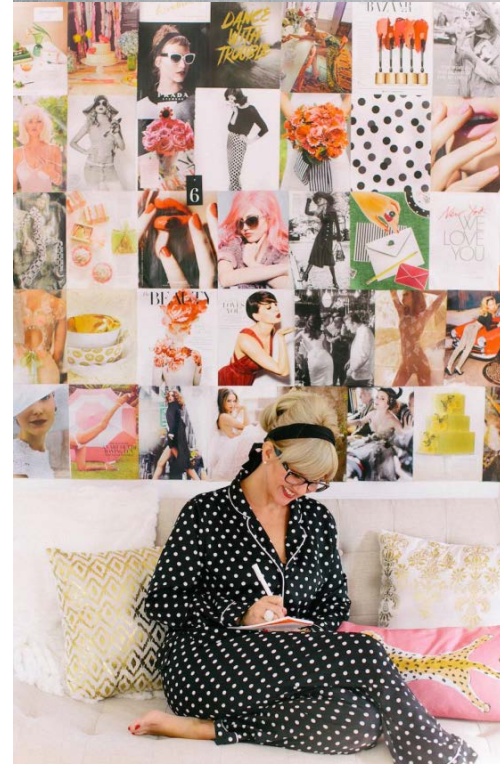
THE PILOT ISSUE
SEPTEMBER 2015
BELONG-MAG.COM

meet elizabeth

She is the typical *Belong Magazine* reader. Between **18-45**, she is a **mom, friend, fashionista, entrepreneur, homemaker, wife, student, volunteer, crafter, cook, career woman and more**. She is a **creative soul** (or wants to be), always **multi-tasking**. Her workspace is overrun with different tasks she is managing, but usually displays a fresh bouquet—preferably peonies. She is interested in **design and fashion** and she likes to stay current—a philosophy that applies to music as well. She believes in getting dressed well every morning—which includes makeup, but pants are optional—but not because she feels pressured or cares what other people think, but because **she cares how she feels about herself**. It's not uncommon to find her in heels when she's working at home or wearing a dress to the grocery store. Though time is limited, **she loves to read** (the classics, but secretly loves chick lit too) and a plethora of magazines, and is addicted to netflix and hulu. She is **smart, savvy and also knows the value of high quality**—such as a great bag with provenance that will last. She is **health conscious but not consumed**; she exercises regularly, but her treats are a must (ice cream anyone?). Family and friends, with whom she adores laughing, call her “Elle”. She also enjoys **meaningful connections with like-minded women**. She considers herself a **hospitable homebody**, doesn't dream of exotic vacations, but would rather go on a date to dinner and a movie (though, she will admit, the buzz of NYC, San Francisco, Austin and Portland do appeal to her). It's not uncommon to find her **online, shopping or scouring pinterest** for style tips, chic decor finds, business advice and pretty, everyday solutions to managing it all. She **carries a beverage** with her everywhere—coffee, soda, tea, water...because it keeps her hands busy when it's inappropriate to be on her phone, which Elizabeth doesn't go anywhere without. How else would she stay current on **instagram**?! Or anything else for that matter! Because of her many interests and responsibilities, **she often feels lost in the traditional stereotypes and just wants to find place where she belongs**.

Photos: Sabrina Hill for Belong Magazine

*Bottom left photo: Denise Birdsong for Deluxemodern Design for Belong Magazine
See the belongmag Pinterest board “Elizabeth” for more.*



on sale + closing dates

issue 14 /

CULTIVATE

Resource Guide

close 02.01.19

on sale 03.05.19

issue 15 /

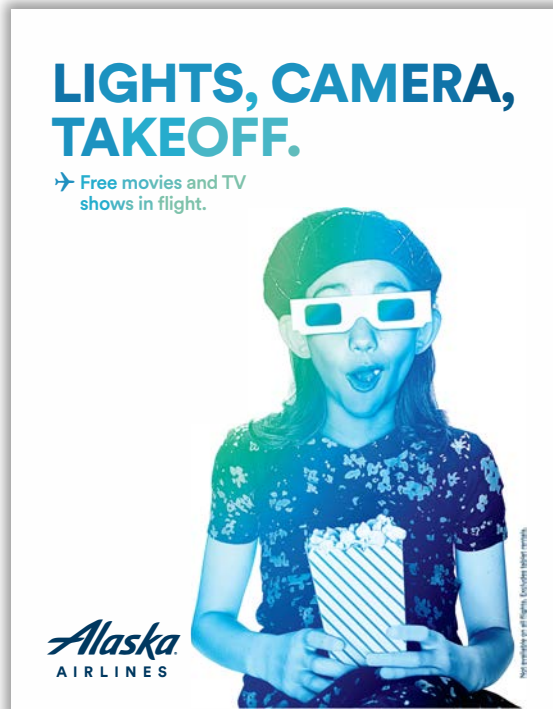
COLOR

Market Guide

close 08.15.19

on sale 09.10.19

FULL PAGE DISPLAY ADS / CUSTOM ADVERTORIAL PACKAGES / PRODUCT PLACEMENT



EMAIL HI@BELONG-MAG.COM TO RESERVE SPACE

BELONG

magazine

Advertising + Sponsorship Rates

Display Ads	
Full Page Display Ad	\$ 500.00
Full Page Display Ad / Back Cover	\$ 750.00
Full Page Display Ad / Inside Front Cover	\$ 650.00
Full Page Display Ad / Inside Back Cover	\$ 650.00
Full Page Display Ad / Inside Facing Front Cover	\$ 600.00
Full Page Display Ad / Two-Page Spread	\$ 800.00

Premium Display Ad Package	
INCLUDES FULL PAGE DISPLAY AD, PRODUCT PLACEMENT OR CREATIVE DIRECTORY LISTING, BLOG POST, AND SOCIAL MEDIA MENTIONS (FB/TW/IN/INST) TO COORDINATE WITH BLOG POST	
Premium Display Ad Package	\$ 750.00
Premium Display Ad Package / Back Cover	\$ 1,000.00
Premium Display Ad Package / Inside Front Cover	\$ 900.00
Premium Display Ad Package / Inside Back Cover	\$ 900.00
Premium Display Ad Package / Inside Facing Front Cover	\$ 850.00
Premium Display Ad Package / Two-Page Spread	\$ 1,050.00

Advertorial Package	
INCLUDES 6-PAGE EDITORIAL FEATURE (written by advertiser in conjunction with Belong), FULL PAGE DISPLAY AD, PRODUCT PLACEMENT OR CREATIVE DIRECTORY LISTING, BLOG POST, AND SOCIAL MEDIA MENTIONS (FB/TW/IN/INST) TO COORDINATE WITH BLOG POST	
Advertorial Package	\$ 2,000.00
Advertorial Package / Back Cover	\$ 2,250.00
Advertorial Package / Inside Front Cover	\$ 2,150.00
Advertorial Package / Inside Back Cover	\$ 2,150.00
Advertorial Package / Inside Facing Front Cover	\$ 2,100.00
Advertorial Package / Two-Page Spread	\$ 2,300.00

Creative Directory / Print + Digital Magazine	
Creative Directory Standard Listing	\$ 100.00
Creative Directory + Small Logo	\$ 150.00
Creative Directory + Large Logo	\$ 200.00
Creative Directory + Large Logo + Feature Box	\$ 250.00

Creative Directory / Online	
Creative Directory Standard Listing	\$ 100.00
Creative Directory + Logo	\$ 200.00

Product Placement	
Featured Finds Page	\$ 150.00

print + electronic edition

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