



DIABOLIQUE[®]

MAGAZINE

*The Acclaimed Cinema,
Art and Culture Magazine*

MEDIA KIT 2017

Why Advertise in Diabolique?

DIABOLIQUE is a lavishly illustrated print and digital magazine exploring every aspect of genre film, literature and art. The magazine brings fresh perspective to subjects old and new, foreign and domestic—from ancient folklore and Gothic classics to contemporary film releases and modern literary gems. Each issue brims with insightful commentary, analysis and engrossing information complemented by photos, illustrations and handsome full-color design.

*Engage your heart, your mind
and your taste for terror
within the pages of
Diabolique.*



DIABOLIQUE is already being acknowledged by critics, movie studios and fans alike, as one of the best genre magazines in the world!

Since its inception in 2011, Diabolique and its writers and artists have been nominated for 17 Rondo Hatton Classic Horror Awards, including Best Magazine, Best Article, Best Interview, Best Cover, Best Theme Issue, and Best Overall Issue.



In 2015, the magazine won the Rondo for Best Overall Issue. Past issues have included contributions from such horror luminaries as Jonathan Rigby, David Del Valle, David Huckvale, Paul Murray, and Elizabeth Miller.

Diabolique is published three times per year, in both print and digital formats.

DID YOU KNOW THAT...

Most DIABOLIQUE readers collect and keep all their issues for future reference. This means they will continue to see your ad over and over again for a very long time!





The Diabolique brand is also present online, publishing fresh daily content on its website and social media platforms.

With 50000 unique visitors per month and over 20000 followers on social media platforms, including Facebook and Twitter, it engages its readership on a daily basis.

53% of Diabolique readers are male, though in recent months the female demographic has increased substantially to 47%.

Diabolique readers are educated genre film enthusiasts with an avid interest in cinema, literature and art.

Diabolique provides its readers with an array of content; from critical essays, reviews of the latest DVD and Blu-ray releases, and interviews with notable persons within the genre entertainment industry.

WHAT'S IN IT FOR YOUR BRAND, PRODUCT, OR SERVICES?

PRINT AND DIGITAL

Deal Number One

Half page ad in 1 print and digital issue. Plus a web banner ad for 4 months (side bar), 1 social media post on both Facebook and Twitter - \$500

Deal Number Two

Full page ad in 1 print and digital issue. Plus a web banner ad for 4 months (side bar), 1 social media post on both Facebook and Twitter - \$700

Deal Number Three

Full back cover ad in 1 print and digital issue. Plus a web banner ad for 4 months (side bar), 1 social media post on both Facebook and Twitter - \$800

WEB ADVERTIZING

Horizontal Ad (Under All Articles) - \$200/month

\$325/2 months

\$450/3 months

\$650/6 months

Horizontal Ad (Bottom of Website) - \$175/month

\$300/2 months

\$425/3 months

\$600/6 months

Vertical Banner Ad in Side Bar - \$150/month

\$250/2 months

\$400/3 months

\$550/6 months

TECHNICAL SPECIFICATIONS FOR PRINT & DIGITAL ADS

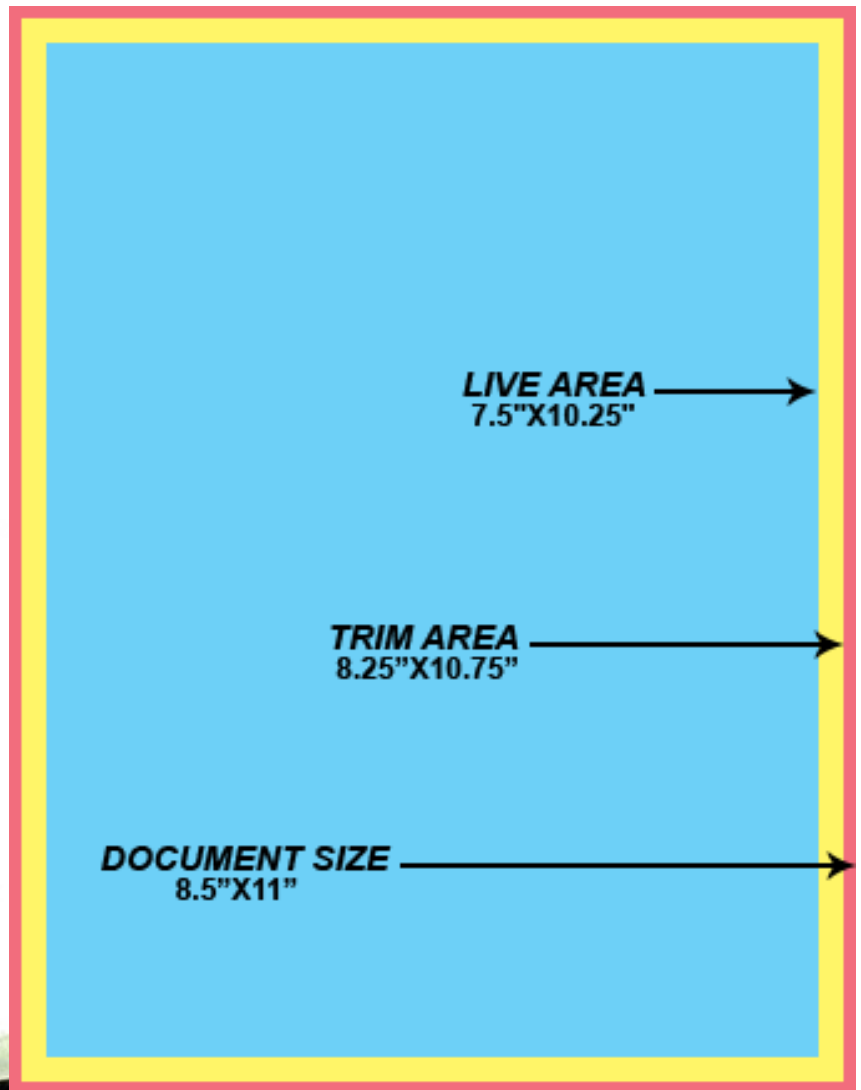
Document Size: 8.5"x11"; Live Area: 7.5"x10.25"; Trim Area: 8.25"x10.75" Add a 0.125" bleed on all four sides.

Spread:	16.5" x 10.75"
Full Page:	8.25" x 10.75"
Half Page Horizontal:	8.25" x 5.375"
Half Page Vertical:	4.125" x 10.75"

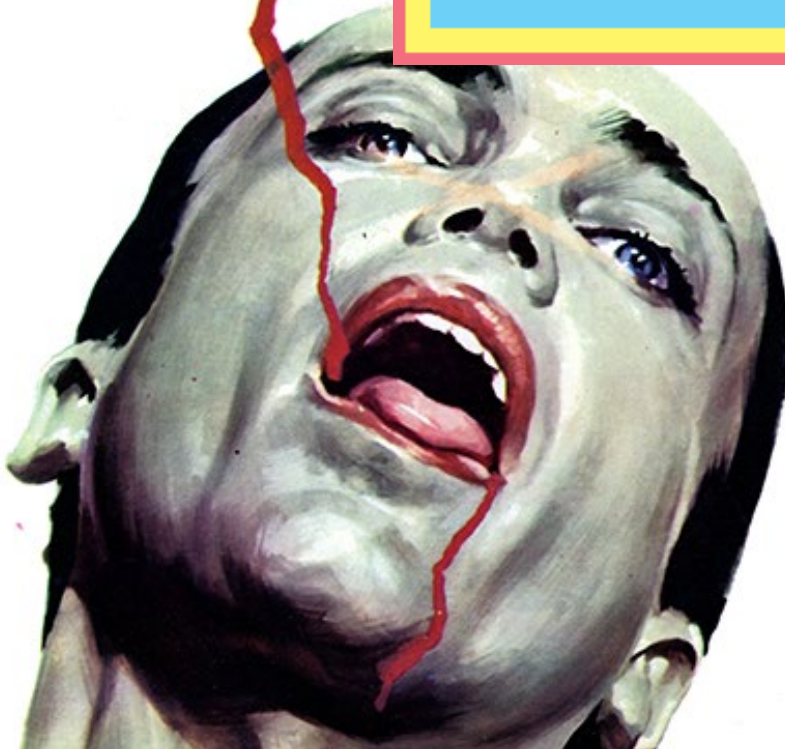
SEE BELOW for a Visual Display of Ad Sizes.

CAMERA READY ARTWORK MAY BE SUPPLIED IN THE FOLLOWING FORMATS:

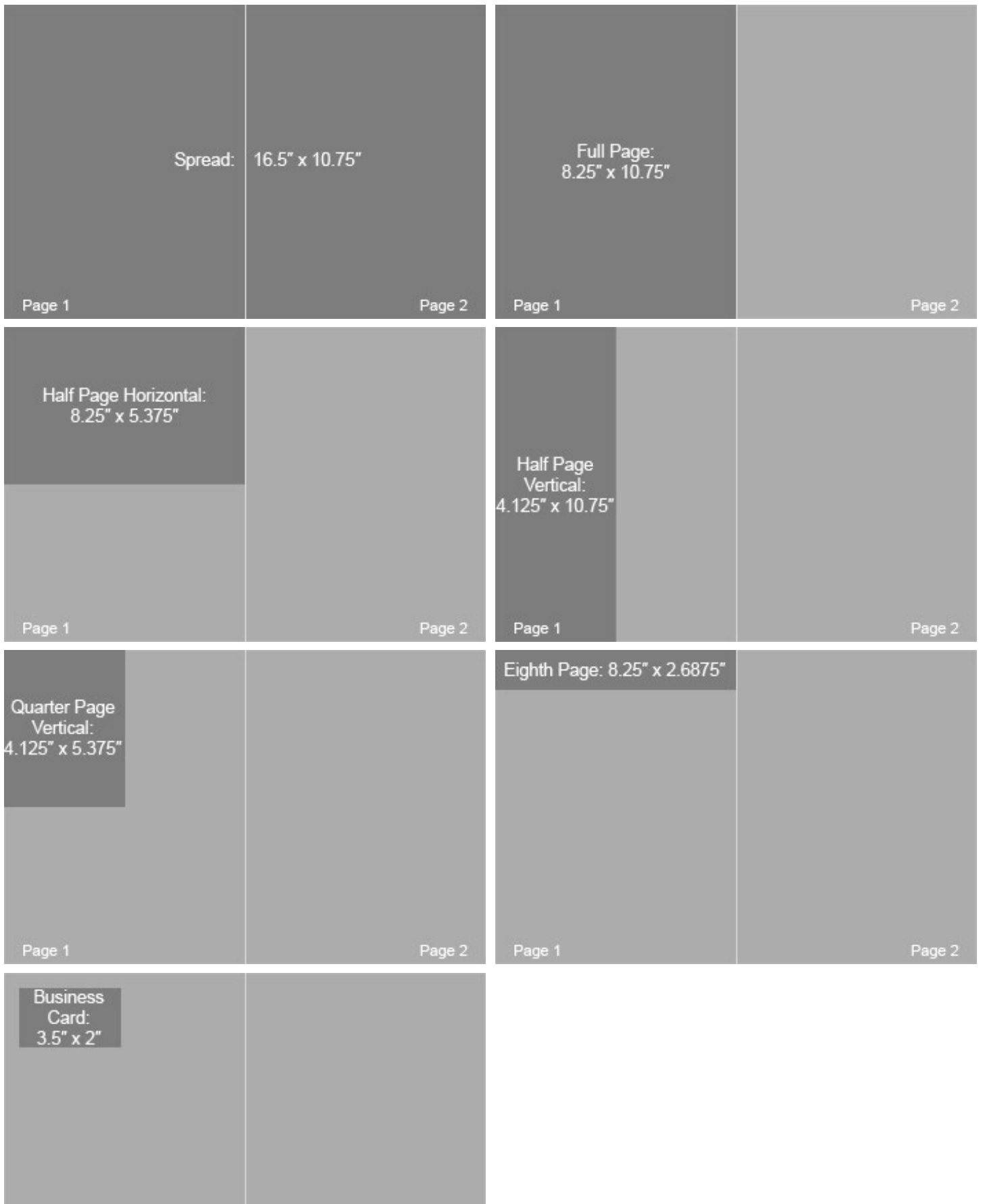
- PDF
- PSD
- TIF (compressed)
- JPG (minimal compression)
- Minimum resolution: 300 dpi



PLEASE NOTE: All text must be within the "live area." Diabolique Magazine will not be responsible for cropped text outside the live area. All artwork is subject to approval.



VISUAL DISPLAY OF PRINT AD SIZES



WEB AD SIZES

Horizontal (Under Articles) Banner:	620 x 90 px
Horizontal (Bottom of Site) Banner:	728 x 90 px
Vertical Sidebar Banner Ad:	300 x 250 px

FINISHED AD MAY BE SUPPLIED IN THE FOLLOWING FORMATS:

- PDF
- PSD
- TIF
- JPG

CONTACT US

Contact our Marketing Manager, Kieran Fisher

Email: kieranfisher@horrorunlimited.com

