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?
Reach the right demographic with the most disposable income!

READER SUMMARY

According to our market research, 70% of Diabolique readers are aged 18-50.

40% of Diabolique readers check the site at least once per day. A further 29% check it several times per day.

71% of Diabolique readers collect physical media.

47% of the Diabolique demographic read books on a daily basis.

56% of the Diabolique demographic read genre comics.

33% of Diabolique readers consume their music through digital streaming services; 30% prefer digital downloads; 37% still collect CDs or Vinyl.

81% of Diabolique readers subscribe to movie streaming services.

80% of Diabolique readers drink alcohol.

71% of Diabolique readers collect pop culture memorabilia.

75% of Diabolique readers buy clothes based on/inspired by their favorite pop culture.

92% of Diabolique readers are fans of independent cinema and seek it out regularly.
**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

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**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**

- **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”
- **Quarter Page Vertical:** 4.125” x 5.375”
- **Eighth Page:** 8.25” x 2.6875”
- **Business Card:** 3.5” x 2”
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

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