

ZOOLOOK

2021

# IRIEMAG

MEDIA KIT

ROOTS

RESPECT

“When REGGAE  
MUSIC hits you,  
you FEEL no pain!”



MEDIA KIT

2021

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# IRIE

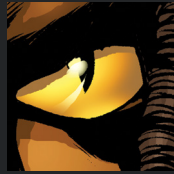
**MEDIA KIT / 2021**

*“When REGGAE MUSIC hits you, you FEEL no pain!”*

- IRIE™

Nicholas ‘Nico’ Da Silva aka ZOOLOOK

Founder/Editor in Chief, IRIE





# IRIE AUDIENCE

## DEMOGRAPHICS

1.75M

Total Audience

52% / 48%

Male / Female Audience

69%

Median Age (18-34)

85%

College or Higher Education

\$88,000

Median HHI

59% / 41%

Single / Married

## SOCIAL



28,500

Instagram



5,300

Twitter



525K

Facebook

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WEBSITE

[www.iriemag.com](http://www.iriemag.com)



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# IRIE BRAND

## Explore Our Brands

The IRIE™ brand includes IRIE™ Magazine, the #1 official Reggae publication; IRIE™ Releases, our monthly publication dedicated to new music releases which includes the IRIE™ on Spotify Playlists; IRIE™ Guide, our reggae lifestyle magazine; IRIE™ Channel/IRIE™ on ROKU, our edutainment channel featuring reggae music videos, documentaries, & films and IRIE™ PR, our exclusive pr service for reggae artists worldwide.

### IRIE™ Magazine



### IRIE™ Guide



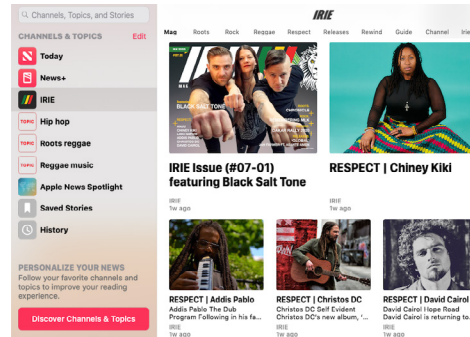
### IRIE™ Releases



### IRIE™ Channel



### IRIE™ PR



### IRIE™ Podcast



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# MAGAZINE RATE CARD

## IRIE™ Magazine - Online, Print & Interactive PDF

### Standard Ad Rates

AD UNIT	AD SIZE (width x height)	1-3 ISSUES	4-6 ISSUES	7-9 ISSUES	10-12 ISSUES
Full Page	9" x 6" Inches	\$2500	\$2000	\$1500	\$1250
1/2 Page (Vertical)	4.5" x 6" Inches	\$1500	\$1250	\$1000	\$710
1/3 Page (Vertical)	3.5" x 6" Inches	\$1250	\$1000	\$710	\$420
Inside Front Cover (IFC)	9" x 6" Inches	\$3000	\$2500	\$2000	\$1500
Inside Back Cover (IBC)	9" x 6" Inches	\$3000	\$2500	\$2000	\$1500
Back Cover (OBC)	9" x 6" Inches	\$3500	\$3000	\$2500	\$1500
2-Page Spread	18" x 6" Inches	\$5000	\$2350	\$2200	\$2000

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### Production Requirements

#### PAYMENT POLICIES

Payment in advance is required

#### DESIGN TIPS

- Print Ads (CMYK); Digital Ads (RGB)
- Minimum resolution: 300 dpi
- Black & White ads (Grayscale)
- File formats: .jpg, .tif or .png

#### AD PREVIEW SIZE (Inches)

Full Page	1/2 (Vertical)	1/3 (Vertical)
<b>Trim:</b> 9" x 6"	4.5" x 6"	3.5" x 6"
<b>Live:</b> 7.75" x 5.5"	4" x 5.5"	3" x 5.5"
<b>Bleed:</b> 9.25" x 6.25"	4.75" x 6.25"	3.75" x 6.25"



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# ONLINE RATE CARD

## IRIE™ Website Advertising

### Web/Social Ad Rates

BANNER AD UNIT	BANNER AD SIZE (pixels)	MAX FILE SIZE	WEEKLY RATE	MONTHLY RATE
Super Header	1280 x 720 pixels	200 KB	\$250	\$1000
Header	1280 x 200 pixels	200 KB	\$200	\$750
Sky Banner	1280 x 100 pixels	200 KB	\$150	\$500
Full Banner	728 x 90 pixels	100 KB	\$125	\$400
Half Banner (Artist/Album)	240 x 90 pixels	50 KB	\$75	\$250
Large Rectangle	650 x 250 pixels	150 KB	\$150	\$500
Medium Rectangle	450 x 250 pixels	150 KB	\$125	\$400
Small Rectangle	300 x 250 pixels	100KB	\$100	\$350
Square	400 x 400 pixels	150 KB	\$125	\$400
SOCIAL AD UNIT	BANNER AD SIZE (pixels)	WEEKLY RATE	WEEKLY RATE	MONTHLY RATE
Facebook	1200 x 630 pixels	200 KB	\$250	\$1000
Instagram	1080 x 1080 pixels	200 KB	\$200	\$750

### Electronic Ad Submissions

#### FILE FORMATS

Acceptable File Formats:

- PNG/GIF/JPG Files
- Minimum resolution: 72 dpi (Max: 150 dpi)
- All banners must be RGB (No CMYK, Index or PMS)
- Animation, Frames & Looping - Not Allowed



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# TV RATE CARD

IRIE™ Channel

## Video Ad Rates

AD UNIT	:06 Seconds	:15 Seconds	:30 Seconds	:60 Seconds	:90 Seconds	:120 Seconds
Program Rate	\$420	\$710	\$1250	\$2500	\$3750	\$5000

## Video Specifications

### Format

Please submit your Ad spot as a Quicktime (.MOV or .MP4) file with one of the following codecs: Apple ProRes 422 (HQ) (preferred), H.264, H.265 (HEVC) or as uncompressed video. Please do NOT send Windows based files such as .avi, Windows Media, image sequence files, or MPEG2.

### Resolution (px)

1920x1080 square pixel aspect ratio

### HD Aspect Ratio

Aspect ratio: 16:9 (4:3 not supported)

### Frame Rate

29.97 interlaced frames per second

### Format

.MP4 or .MOV

### Audio

Channels: Stereo (2-Channel Stereo Audio)

Codec: AAC-LC (Advanced Audio Codec)

Data Rate: 320 kbit/s

Sample Rate: 48 kHz



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# EDITORIAL CALENDAR

## IRIE™ Magazine

ISSUE	INSERTION ORDER/PAYMENT DUE	AD CLOSE & MATERIALS DUE	RELEASE DATE
JAN 2021 - #08-01	Nov 26, 2020	Dec 10, 2020	Jan 14, 2021
FEB 2021 - #08-02	Dec 24, 2020	Jan 7, 2021	Feb 18, 2021
MAR 2021 - #08-03	Jan 21, 2021	Feb 4, 2021	Mar 18, 2021
APR 2021 - #08-04	Feb 18, 2021	Mar 4, 2021	Apr 15, 2021
MAY 2021 - #08-05	Mar 25, 2021	Apr 8, 2021	May 20, 2021
JUN 2021 - #08-06	Apr 22, 2021	May 6, 2021	Jun 17, 2021
JUL 2021 - #08-07	May 20, 2021	Jun 3, 2021	July 15, 2021
AUG 2021 - #08-08	Jun 24, 2021	Jul 8, 2021	Aug 19, 2021
SEP 2021 - #08-09	Jul 22, 2021	Aug 5, 2021	Sep 16, 2021
OCT 2021 - #08-10	Aug 26, 2021	Sep 9, 2021	Oct 21, 2021
NOV 2021 - #08-11	Sep 23, 2021	Oct 7, 2021	Nov 18, 2021
DEC 2021 - #08-12	Oct 21, 2021	Nov 4, 2021	Dec 16, 2021



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\*All Ad Materials/Editorial Content must arrive at IRIE by the due dates posted—there will be NO EXTENSIONS on these dates.





# IRIE ON SPOTIFY

## IRIE™ Releases

IRIE™ Releases is our global monthly publication featuring new music from reggae artists around the world. Each month we publish our playlist featuring new music releases (album, ep, single, riddim or mixtape) on Spotify & Pandora. The songs also make it into the monthly edition of IRIE™ under the RELEASES section.

## Rates

### PRICE PACKAGE

\$50 USD Per music release & platform (*Fee covers administration cost*)

\$250 USD Takeover Cover\* (*Fee covers administration/design cost*)

Materials needed: (1) mp3 or wav; (1) music artwork (3000 x 3000; 300 dpi); Artist name; track title per release; genre; and release date. All tracks must be available on SPOTIFY by release date. Artists **must follow** IRIE on SPOTIFY!  
*NOTE. For takeover cover we'll need a high resolution file (jpg/tif) of the music artwork without text.*

### \*BEFORE



### \*AFTER



### MATERIALS/PAYMENT DUE

Jan 7, 2021 (JAN 2021)

Feb 11, 2021 (FEB 2021)

Mar 11, 2021 (MAR 2021)

Apr 8, 2021 (APR 2021)

May 13, 2021 (MAY 2021)

Jun 10, 2021 (JUN 2021)

Jul 8, 2021 (JUL 2021)

Aug 12, 2021 (AUG 2021)

Sep 9, 2021 (SEP 2021)

Oct 14, 2021 (OCT 2021)

Nov 11, 2021 (NOV 2021)

Dec 9, 2021 (DEC 2021)

*\*Materials/Payment must arrive at IRIE by the due dates posted—there will be NO EXTENSIONS on these dates.*

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# IRIE

**ROOTS / ROCK / REGGAE / RESPECT**

IRIE™ Magazine, IRIE™ Mag, IRIE™ Trax, IRIE™ Dub, IRIE™ Mix, IRIE™ Films, IRIE™ Channel, IRIE™ Releases, IRIE™ Guide, IRIE™ Games, the IRIE™ word-mark, the IRIE™ Icon logo (3 bars), KINDAH™, the IRIE™ Lion and the IRIE™ Bear are trademarks and copyrights of ZOOLOOK. All rights reserved.