

ZOOLOOK

2022

IRIEMAG

MEDIA KIT

ROOTS

RESPECT

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



IRIEMAG
ROCK . REGGAE . RESPECT

MEDIA KIT

2022

IRIEMAG.COM



IRIE

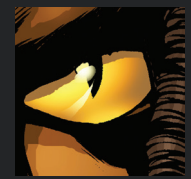
MEDIA KIT / 2022

"When REGGAE MUSIC hits you, you FEEL no pain!"

- IRIE™

Nicholas 'Nico' Da Silva aka ZOOLOOK

Founder/Editor in Chief, IRIE





IRIE AUDIENCE

DEMOGRAPHICS

3.75M

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



28,000

Instagram



6,250

Twitter



505K

Facebook

FOLLOW

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WEBSITE

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



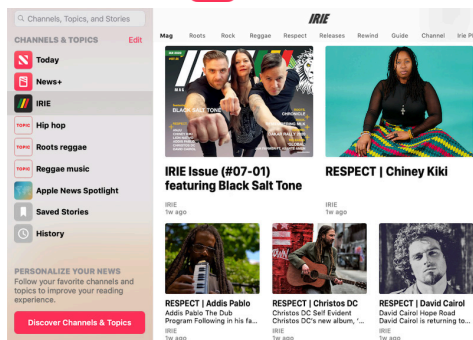
IRIE™ Releases



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

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)
		
Trim: 9" x 6"	4.5" x 6"	3.5" x 6"
Live: 7.75" x 5.5"	4" x 5.5"	3" x 5.5"
Bleed: 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
- All banners must be RGB (No CMYK, Index or PMS)
- Minimum resolution: 72 dpi (Max: 150 dpi)
- 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



EDITORIAL CALENDAR

IRIE™ Magazine

ISSUE	INSERTION ORDER/PAYMENT DUE	AD CLOSE & MATERIALS DUE	RELEASE DATE
JAN 2022 - #09-01	Dec 9, 2021	Dec 23, 2021	Jan 20, 2022
FEB 2022 - #09-02	Dec 23, 2021	Jan 6, 2022	Feb 3, 2022
MAR 2022 - #09-03	Jan 27, 2022	Feb 10, 2022	Mar 3, 2022
APR 2022 - #09-04	Mar 10, 2022	Mar 24, 2022	Apr 20, 2022
MAY 2022 - #09-05	Mar 31, 2022	Apr 14, 2022	May 5, 2022
JUN 2022 - #09-06	Apr 28, 2022	May 17, 2022	Jun 9, 2022
JUL 2022 - #09-07	May 29, 2022	Jun 12, 2022	July 10, 2022
AUG 2022 - #09-08	Jun30, 2022	Jul 14, 2022	Aug 4, 2022
SEP 2022 - #09-09	Jul 28, 2022	Aug 18, 2022	Sep 8, 2022
OCT 2022 - #09-10	Aug 25, 2022	Sep 8, 2022	Oct 6, 2022
NOV 2022 - #09-11	Sep 29, 2022	Oct 13, 2022	Nov 3, 2022
DEC 2022 - #09-12	Oct 27, 2022	Nov 10, 2022	Dec 1, 2022



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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 PLAYLIST

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; release date. Song must be available on platforms by release date. Artists **must follow/share** the IRIE Playlist!
NOTE. For takeover cover we'll need a high resolution file (jpg/tif) of the music artwork without text.

*BEFORE



*AFTER



MATERIALS/PAYMENT DUE

Dec 23, 2021 (JAN 2022)

Jan 6, 2022 (FEB 2022)

Feb 10, 2022 (MAR 2022)

Mar 23, 2022 (APR 2022)

Apr 14, 2022 (MAY 2022)

May 12, 2022 (JUN 2022)

Jun 12, 2022 (JUL 2022)

Jul 14, 2022 (AUG 2022)

Aug 11, 2022 (SEP 2022)

Sep 8, 2022 (OCT 2022)

Oct 13, 2022 (NOV 2022)

Nov 10, 2022 (DEC 2022)

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

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KINDAH

IRIE™ Reggae Directory

KINDAH™, which means '*One Family*', is IRIE's global reggae directory portal featuring resources that cater to the reggae industry and community. If you have a product or service that is reggae-oriented, this is the directory for you. Placement in KINDAH is on a first come-first serve basis. We offer (2) price packages:

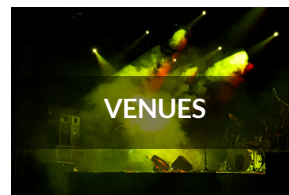
Listing Rates

PRICE PACKAGE

\$420 USD One-time fee per listing

\$710 USD 1st year subscription price if \$710; \$420 USD after first year

Our \$710 subscription package gives you 4 updates (per year) for each listing on KINDAH™. For example, PR listings get (1) press release posted every 3 months while VENUE listings can be updated every 3 months with an updated calendar of shows/events. Don't see your category? Drop us an email at iam@iriemag.com.



CATEGORIES

Cannabis + Hemp

Conferences + Seminars

Music Festivals + Events

Graphic Design

Merchandise

Mixing + Mastering

Music Videos

Photography + Videography

Public Relations

Social Media

Web Design

Venues



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SPONSORED CONTENT

ROCK FEATURE

Our ROCK feature is a sponsored content section of IRIE Magazine. We offer companies and individuals the media space to promote their products or service to our readers. Every ROCK feature gets published in our magazine (interactive pdf); online (website), and on our IRIE on APPLE NEWS channel. APPLE NEWS has an monthly active user base of 100 million readers. IRIE trends on the Roots Reggae & Reggae Music Topic.

Editorial Rates

PRICE PACKAGE

\$420 USD	Includes (1) full image cover page plus 1 editorial pages (200 words maximum)
\$710 USD	Includes (1) full image cover page plus 2 editorial pages (400 words maximum)
\$1500 USD	Includes (1) full image cover page plus 4 editorial pages (800 words maximum)

Press Releases

IRIE also offers PRESS RELEASES on our site which gets your release featured on IRIE on Apple News. The fee is \$250 USD and the featured press release stays on our site indefinitely. You can include your website link for viewers to come back to your site. For an additional \$50 USD, we include one social post that gets published to our social media pages (Facebook, Twitter and Instagram). We ask for a 1080px x 1080 px image with a one sentence description.

PR Rates

PRICE PACKAGE

\$250 USD	Includes (1) full image plus press release; one video/image (250 words)
\$50 USD	Includes (1) social image post on Instagram; add \$25 for each (Facebook/Twitter)

EDITORIAL CALENDAR

IRIE™ Guide

ISSUE	INSERTION ORDER DUE	AD CLOSE & MATERIALS DUE	RELEASE DATE
Spring 2022	Feb 6, 2022	Feb 20, 2022	Mar 20, 2022
Summer 2022	May 10, 2022	May 24, 2022	Jun 21, 2022
Autumn 2022	Aug 11, 2022	Aug 25, 2022	Sep 22, 2022
Winter 2022	Nov 9, 2022	Nov 23, 2022	Dec 21, 2022
Spring 2023	Feb 6, 2023	Feb 20, 2023	Mar 20, 2023
Summer 2023	May 10, 2023	May 24, 2023	Jun 21, 2023
Summer 2023	Aug 11, 2023	Aug 25, 2023	Sep 22, 2023
Winter 2023	Nov 9, 2023	Nov 23, 2023	Dec 21, 2023



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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.