

if you thought print was dead

THINK
AGAIN

beauhème
press

2022 MEDIA KIT



WELCOME TO BEAUHEME PRESS

Beauhème Press is a local publication for the Southeast Texas community that highlights the authentic stories of business owners right here in Southeast Texas. Beauhème Press is a resource that fuels Beauhème Collective's mission of authentic brand storytelling through editorial features, focused advertising, and cross-promotion distribution.

We strategically select businesses who we believe will benefit from the advertising opportunities and featured content in our publication.

OUR MANTRA

THE UNTOLD STORIES

This is a lookbook of stories about passionate people in southeast Texas. This is about the movers and shakers - the ones who hustle. It's familiar faces you've seen around town, and the stories that have been waiting to be told.

AUTHENTICITY

This is an authentic look inside the heart of people who believe that happiness grows where you plant it, and community is an extension of the people in it. This is about the people who will leave it better than when they found it.

LOCAL BUSINESS

This is about the locals - the ones you should support. They're the heartbeat of your community. Read their stories. Live and breathe their stories. One day, it might be your own.

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For questions or advertising inquiries email us at hello@beauhemecollective.com
To book your ad space, visit <https://www.beauhemecollective.com/press>

(beau)hèmepress A PUBLICATION BY BEAUHEME COLLECTIVE | AUTHENTIC BRAND STORYTELLING



PUBLICATION SCHEDULE

ISSUE 03 - FALL 2022

AD SPACE DEADLINE	AD SUBMITTAL	PUBLICATION DATE
June 30	July 31	Est Sept 2022

ISSUE 04 - SPRING 2023

AD SPACE DEADLINE	AD SUBMITTAL	PUBLICATION DATE
November 01	December 31	Est Feb 2023

AD BENEFITS

FEATURE OPPORTUNITIES

Advertisers are part of the pool of businesses we choose from for specialty content or additional story features in the magazine.

HIGHER ROI LOCALLY

Advertising in a local publication ensures your business will be right in front of LOCAL consumers who are more likely to buy, shop or dine in this area than followers on the internet who might not ever step foot in Southeast Texas. Our goal is to target locals to help you see higher returns on your advertising dollars in this market.

FOCUSED DISTRIBUTION CHANNEL

Our distribution channels have a more focused target demographic, which we believe is more effective in reaching local consumers. We utilize a cross-promotions system where each of our featured businesses and advertisers will receive a bundle of magazines to give to their customers, in an effort to expand the customer base of all of our advertisers.

LIMITED AD SPACE = LESS SATURATION

Ad space is limited - on purpose. This keeps your impressions less saturated and increases your brand's visibility.

ADDITIONAL PERKS

- Custom ad creation
- Social media plugs
- Magazine distributor perks (push traffic to your business just by setting a stack of magazines in your office or store!)
- 10% off Beauheme Collective branding and web services
- 10% discount on ad bookings in future publications (valid with consecutive issues only)
- Book two consecutive ads and save 20% off your total price.

Consumers consistently rate print advertising as one of the most trustworthy. In fact, 82% of consumers report that they trust print ads.

Source: International News Media Association

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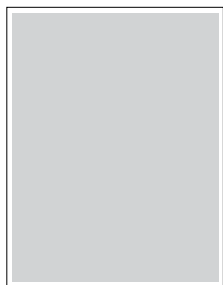
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AD SIZE + RATES

AD SIZE

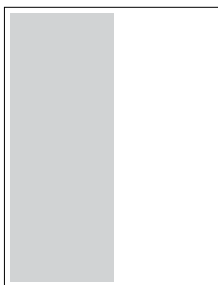
Print is still one of the most trusted sources of advertising. We offer full and half-page ads to ensure that your ad is not only effective, but that it also stands out. We want your business and your message to truly resonate with our readers, and we want your advertisement to be an extension of the content in our magazine.

FULL PAGE AD



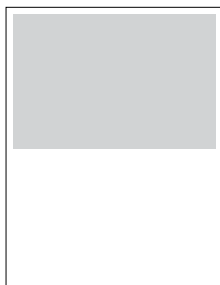
8.5" x 11"

1/2 PAGE VERTICAL



4.125" x 11"

1/2 PAGE HORIZONTAL



11" x 4.125"

2022 RATES

Full Page	\$1500
1/2 Page Vertical	\$850
1/2 Page Horizontal	\$850

PREMIUM POSITION

Full Page - Inside Front Cover 2	\$1650
Full Page - Inside Front Cover 3	\$1650
Full Page - Inside Back Cover 4	\$1650

Full page - \$0.30/impression | Half page - \$0.17/impression | See Terms and Conditions for additional information.



The typical visitor to a digital news site sticks around for less than five minutes. By contrast, print readers usually spend 20 minutes or more with their publication in hand, and they read far more stories and engage with a greater volume of content.

Source: International News Media Association

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TERMS + CONDITIONS

- Advertisers must pay in advance to secure a spot in the publication. As this is an exclusive opportunity, spots are limited.
- Ads must be approved by Beauhème Collective, and we have the right to reject your ad if visual standards are not met.
- If ads are not submitted by the ad deadline, we reserve the right to remove them as an advertisement.
- If ads do not meet size requirements, we reserve the right to remove them as an advertisement.
- Businesses that receive free design with their ad purchase will be emailed an electronic proof for approval and allowed one round of design edits (minor design changes only).
- Businesses must pay for ad space in full and send in ads by the given deadlines.
- There will be no refunds given for any ad cancellations once the business has paid for ad space. All sales are final.
- Beauhème Collective is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in numbers, spelling, etc. or for changes made after the deadline.
- Cancellations of any kind are not allowed after closing dates.
- Beauhème Collective has the right to insert the advertisement anywhere in the magazine at its discretion unless you've purchased premium space. Orders or copy instructions involving the placement of an advertisement will be treated as a positioning request only and cannot be guaranteed.
- Magazine distribution dates are approximate and not guaranteed to publish on exact day of publication.
- Magazine distributions to advertisers will be delivered within 10 business days of publication date unless otherwise noted.
- Distribution amounts will vary based on the number of advertisers and the increase of publication prints each quarter.
- Beauhème Collective reserves the right to modify these terms and conditions at our discretion.
- All ads must be submitted to hello@beauhemecollective.com on or before the scheduled deadline. Please title the email with the following details - AD SUBMISSION, ISSUE No, BUSINESS NAME.

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