

TATTOO



ADVERTISING MEDIA KIT

TATTOO



2018 Editorial Profile & Calendar

What Makes *Tattoo* Unique?



Stunning Photography



Inspired Flash Art



Shop Profiles

THE MOST-READ TATTOO MAGAZINE ON THE PLANET

Each issue offers in-depth articles and interviews about the tattoo artists, collectors, shops, and tattoo conventions that drive this multi-billion dollar industry. Tattooing is an art form, and skin art offers a way to mark moments of meaning in life's journey. In *Tattoo* magazine, these "rites of passage" are showcased and celebrated.

2018 Editorial Calendar

Spring 2018

HEAVY HITTERS OF TATTOOING
6-page poster and 2018 Tattoo Calendar

Summer 2018

THE CONVENTION ISSUE
Plus 6-page Poster

Fall 2018

INTERNATIONAL INK
Plus 6-page Poster

Winter 2018

THE JAPANESE ISSUE
Plus 6-page Poster

For additional information please contact:

Tammy Porter Director of Advertising x1265 TPorter@paisanopub.com

Paisano Publications, LLC • 28210 Dorothy Drive, Agoura Hills, CA 91301 • (818) 889-8740 • PaisanoPub.com

TATTOO



Demographic & Psychographic Profile

Demographics

Male 65.6%

Average Age 35.6

Median HHI \$43,212

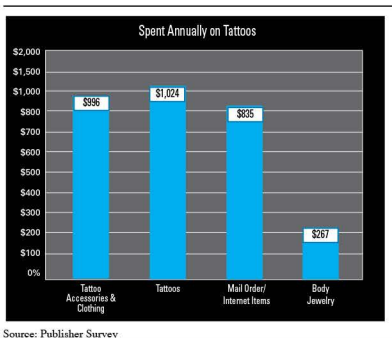
Married 45.2%

Have 4 Or More Tattoos.... 75.7%

Have Piercings 59.0%

The tattoo lifestyle has never been more popular. Reach the prime 18-34 year old demographic through *Tattoo* magazine which keeps reader's fingers on the pulse of this exciting lifestyle. More than 90% of the readers have more than one tattoo and they've been interested in tattoos for more than ten years.

Reach Active Buyers



For additional information please contact:

Tammy Porter Director of Advertising x1265 TPorter@paisanopub.com

Paisano Publications, LLC • 28210 Dorothy Drive, Agoura Hills, CA 91301 • (818) 889-8740 • PaisanoPub.com

TATTOO



2018 Advertising Deadlines & On-Sale Dates

Plan Ahead to Coordinate Your Advertising Message

Winter Most people think about their next tattoo for months, reach them as they are planning.

Spring Draw people to your displays at major tattoo conventions.

Summer The perfect time to promote skin care products and cool summer clothing.

Fall Promote new products in time for Christmas.

Tattoo magazine is available to readers six weeks prior to the issue date. You can plan ahead and coordinate your advertising message at the time and season you want to reach customers. Please note production schedules are subject to change, so call for the latest information or for deadline extensions.

Production Deadlines

Issue	Ad Closing	Art Due	On Sale
Spring '18	10/13/17	10/20/17	12/12/17
Summer '18	01/12/18	01/19/18	03/13/18
Fall '18	04/13/18	04/20/18	06/12/18
Winter '18	07/13/18	07/20/18	09/11/18

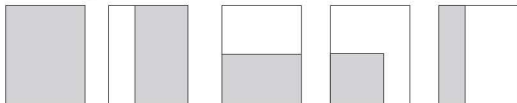
For additional information please contact:

Tammy Porter Director of Advertising.....x1265.....TPorter@paisanopub.com

Paisano Publications, LLC • 28210 Dorothy Drive, Agoura Hills, CA 91301 • (818) 889-8740 • PaisanoPub.com

Advertising Digital Mechanical Requirements

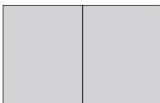
Magazine Trim Size: 8 3/8" x 10 3/4"



NON-BLEED	Full Page 7 1/8" W x 9 9/16" H	2/3 Vertical 4 11/16" W x 9 9/16" H	1/2 Horizontal 7 1/8" W x 4 11/16" H	1/3 Square 4 11/16" W x 4 11/16" H	1/3 Vertical 2 1/4" W x 9 9/16" H
------------------	--	---	--	--	---

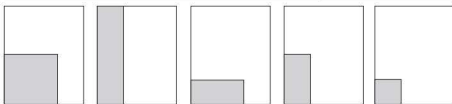
TRIM-BLEED-	8 3/8" x 10 3/4" 8 5/8" x 11"	5 1/4" x 10 3/4" 5 3/8" x 11"	8 3/8" x 5 3/8" 8 1/2" x 5 1/2"	5 1/4" x 5 3/8" 5 3/8" x 5 3/8"	2 7/8" x 10 3/4" 3" x 11"
--------------------	----------------------------------	----------------------------------	------------------------------------	------------------------------------	------------------------------

TRIM-BLEED-	2-Page Spread 16 3/4" x 10 3/4" 17" x 11"
--------------------	--



NOTE: For all bleed ads, please keep non-bleed images and text 1/4" from the trim.

NON-BLEED Ad Sizes for General Store ▼



1/3 Square 4 11/16" W x 4 11/16" H	1/3 Vertical 2 1/4" W x 9 9/16" H	1/6 Horizontal 4 11/16" W x 2 1/4" H	1/6 Vertical 2 1/4" W x 4 11/16" H	1/12 Square 2 1/4" W x 2 1/4" H
--	---	--	--	---

Advertising file format/basic requirements ▼

Paisano Publications, LLC utilizes a 100% digital workflow, therefore, ad materials are accepted in **digital format only**.

Please submit your ad in a "flat file" format. To ensure the ad will reproduce as you intended, follow these guidelines:

- Create ad in professional layout or drawing program such as: Quark, Illustrator, Photoshop or InDesign
- CMYK format (no RGB images)
- 300dpi minimum (ad and all images within the ad must be 300dpi)
- Do not use TrueType fonts
- Flat file format preferred: PDF/X1 • Also accepted: Press quality (high resolution) PDF, TIFF, and JPG
- All ads must be submitted with a **FINAL HARD COPY PROOF**.

Send ad to Tammy Porter
 Email: TPorter@paisanopub.com
 FTP site: ftp://titan.easyridders.net (or ftp://64.60.102.61)
 Login: advertiser
 Password: paisano

Please notify Tammy Porter once the ad has been downloaded: (TIP - problem w/the FTP? Under your Internet Options/Properties, make sure "passive" transfer setting is turned OFF) Web: Hightail.com

If you have any questions regarding the submission of your ad material or deadlines, please contact Tammy Porter @ 818-889-8740, Ext. 1265 or email Tammy at: TPorter@paisanopub.com