



2022 | 2023 MEDIA KIT



360 is an innovative fashion, lifestyle and culture magazine. We will introduce cutting edge brands, entities and trends to tastemakers within their respective communities. Our founding members have over 30 years of collective experience both as notable talent and uber professionals, within the fashion, music, art, design and entertainment sphere. 360 represents more than just a magazine comprised of journalists; we embody the movement of social awareness and progressive change.

We are a LGBTQ and POC inclusive publication. The magazine portrays a contemporary look and appeal through high standards for quality art and content. 360's content appeals to a broad community of readers because our content is entertaining, newsworthy, and thought-provoking. No magazine like it is available today. We strive to showcase the talents of racially and sexually diverse creators across all forms of media.

360®

FASHION | ART | MUSIC | DESIGN



Previous Print Issues

360's content has featured major talents like Beyonce, will.i.am, Avril Lavigne, Pharrel Williams, David Guetta, Keith Urban, Julian Lennon, Zedd, Demi Lovato, Sanaa Latham, Fifth Harmony, Benny Benassi, The Who, Steve Aoki and Bella Thorne who have graced both our pages and covers.

Brands such as Jaguar, Rolls Royce, American Idol, Tidal, Revolt TV, Animal Planet and Volvo have utilized 360 Magazine to launch their live campaigns.

1,900,000 downloads | 670,000 visitors | 110,000 print

Globally our audience mainly consists of 19 to 39 year-old college educated trendsetters. They have a strong interest in music, travel, auto, health, fashion, philanthropy, art, design, and entrepreneurship



FASHION | ART | MUSIC | DESIGN



Back Issues

The Barbary Lion issue showcased Lady Gaga, Katy Perry, Sir Paul McCartney, B-Glo, Delan, Rolls-Royce, BMW, Chrysler, Kinko + Indrani, Bow Wow, Zoe Kravitz, Kiss and Led Zepplin.

Past issue covers and pages have been graced by Swedish House Mafia, 3Sixty, EVE, Carly Rae Jepsen, The All-American Rejects, Mark Baker, Carroll Shelby, Noel Fisher, Jayson Blair, Zang Toi, and Ivanka Trump.



FASHION | ART | MUSIC | DESIGN



360 constantly raises the bar within a highly competitive publishing arena during turbulent economic times.

In Spring of 2009, the inaugural online issue was published with rave reviews at both bookseller and distributor conventions. The cover was profiled on Sprint TV and mentioned by featured band The All-American Rejects on MTV's TRL.

Following the select distribution of the printed version, we released another digital issue of our current Art Issue, coupled with interactive barcoding for mobile use.

Additional platforms have been created to increase brand awareness. **360TV** is a recognized title on IMDb. With various on air personalities, we have been able to secure interviews with the following: Bethany Frankel, Nelly, Trey Songz and Ryan Sheckler. In addition to celebrity candids, a few years ago we began our coverage of breaking news. Our executive director, Vaughn Lowery, was the first person to air a sit-down with initial accusers in the Kevin Clash Elmo Sex Scandal, Shelden Stephens.

After two million views on our YouTube channel, we began production on original programming for Vimeo. The first show was a sketch comedy with a diverse youthful ensemble cast. In addition, our dedicated TV & Film Department has created various scripted series and films which are currently being optioned by production houses.



360[®]

FASHION | ART | MUSIC | DESIGN



The task is to reach and inform the target market.

Our strategy is based on serving a clearly defined niche market well. 360's strategy is to combine sampling, direct e-mail, deliverables (i.e. film festivals, NYE EVENT), guerrilla marketing and group membership solicitation to build circulation through both subscriptions and newsstand distribution.

By having an identifiable market with available lists and related memberships, the management of 360 strongly believes we can exceed publishing industry standards for conversion of potential subscribers. Each has a differing margin structure, but the combination will maximize the potential reach of the magazine.

Our passionate and loyal clientele are committed to entertainment industry professionals.

Merging Verses NFT

The future of fashion is the merging of two verses, the virtual world (metaverse) and the physical world. We explore this through the unity of traditional photography and animation—where humans and AI co-exist.

The NFT world is something that is growing and still confusing for many people not directly involved in the producing and purchasing of these new age art pieces. 360 MAGAZINE was able to interview several people directly involved in the production side of NFTs, including producer and model Bee Davies and photographer Jacques Burga.





.....

We have teamed up with several philanthropic organizations to increase both brand awareness and community outreach.

We are proud partners of:

Amnesty International (Amnesty.org) - Amnesty International is a worldwide movement of people who campaign for internationally recognized human rights to be respected and protected.

Falling Whistles (FallingWhistles.com) - An organization that supports the war affected children in the Congo.

Pink United (PinkUnited.net) - Increases cancer awareness and education for both men and women.

Jenesse Center, Inc. (Jenesse.org) - A domestic violence program for women and children. Currently, Halle Berry is the chairperson.

AYM (AwakeningYoungMinds.com) - Workshop that helps our indigent youth within inner cities with gang violence, depression and suicide.

Alex's Lemonade (AlexsLemonade.org) - Raises money to fight childhood cancer. Includes history of the little girl who began the effort, how to run a stand and procure grants for the cause.

Downtown Artwalk (DowntownArtwalk.org) - Downtown Los Angeles Art Walk is a monthly showcase and celebration of the best galleries, artists, photographers, and designers.

.....

Media + Distribution Information

We are a quarterly print publication with a target audience of college educated individuals between the ages of 19 and 39.

These individuals are tastemakers within their respective communities and look to us to bring them information on cutting edge brands, trends and entities.

Our readers have strong interests in **FASHION, HEALTH, MUSIC, AUTO, ART, DESIGN** and **INNOVATION**.

EDITORIAL CALENDAR

Compendium Issue - January 15

Culmination of the year's most discussed events.

Spring Art + Fashion Issue - March 15

Showcases architecture, sculptures and artisans from around the world.

Entertainment Issue - May 15

Showcases emerging talent within music, TV, film and streaming services.

Summer Issue - July 15

Issue embracing everything of Summer - food, fun, fashion and the sun.

Fashion Music Motion Issue - October 15

Introduces the hottest trends in fashion, music and auto.

Digital
Newstands



App Store

(over a million subscribers worldwide)



Google Play Magzter App

(over 5 million subscribers worldwide)



Print to Order

Blurb



Now Available On

FLIPBOARD



Coming Soon

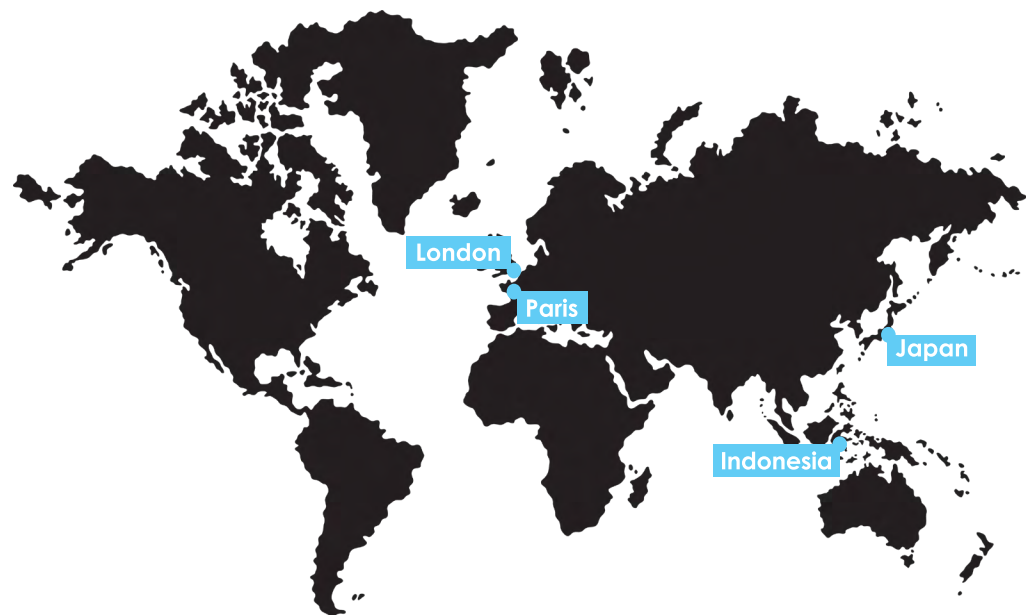
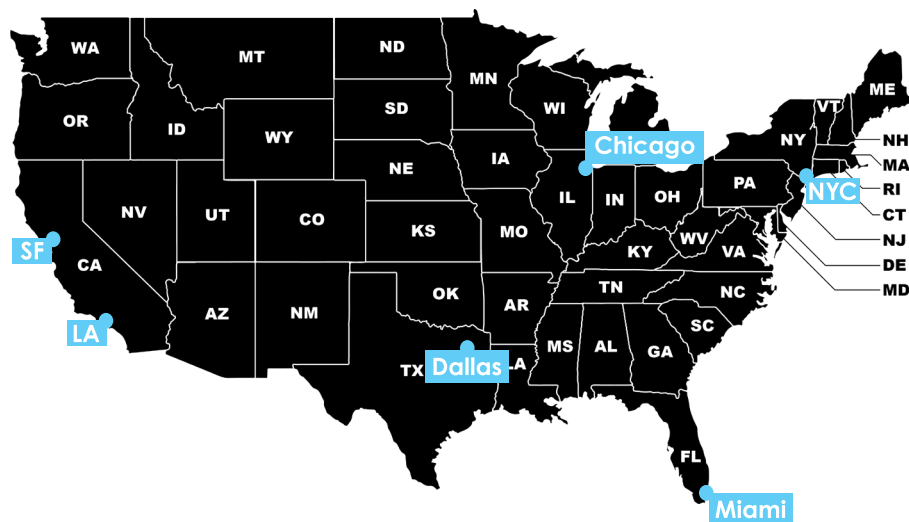
Newstand



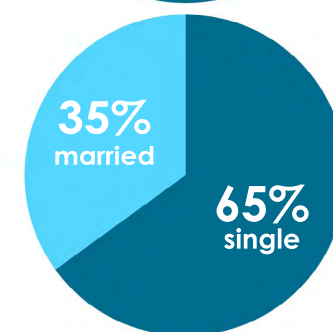
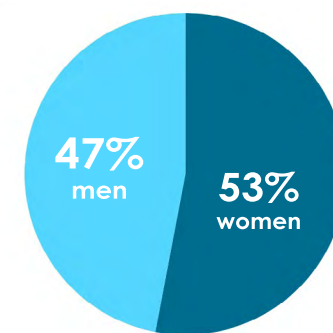
FASHION | ART | MUSIC | DESIGN

Publication Distribution + Target Markets

27 median age \$87,673 median HHI



Projected Circulations



FASHION | ART | MUSIC | DESIGN

Past Awards



AWARD



2021 Best Culture & Fashion Lifestyle
Publication - USA



Social Media

1.9 Million downloads

online presence **670,000+** hits a month the360mag.
com



12,880 Followers



14,400 Followers



18,555 Likes



2,114 Followers



2,500 Followers



346 Subscribers

Advertising

PRINT AD RATES (1.5 month run)

Back Cover \$11,250

Full Page \$8,250

Double Page \$9,750

1/2 Page \$4,500

1/3 Page \$3,000

1/4 Page \$2,000

WEB BANNER RATES (1 month run)

\$2,250 for cover page

\$1,250 in a section

Some of our past sponsors include:

One Concierge
Perfect Vodka
Paramount Business
Jets
Skechers
Fulani
Life After Denim
Moods of Norway
Punkrose (Soho Lab)
Rebel
Liverty International
Comisario Tequila
Ice Tropez
Arta Tequila
Asics Tiger
AYM
Falling Whistles
Flawless Vodka
Kenzo Parfum
Pink United
DAMA Tequila

CODA
Prometheus Springs
Aqua Hydrate
ZARA
Converse
Baby G-Shock
Royal Oak Offshore
Samsung
Maker's Mark
Chanel
BMW
Aston Martin
Fender
JanSport
Deep Eddy Vodka
Bärenjäger
AirFrance
Becks Beer
Martin Miller's Gin
Subaru
Scion

Bentley
Mini Cooper
Uber
Retrospec Bikes
Visine
Nivea
Ivy Park
Himiway





360[®]

**LA**

PO BOX 361566
Los Angeles, CA 90036
la@the360mag.com

NY

460 E. Fordham Rd #8030
Bronx, NY 10458
ny@the360mag.com

DALLAS

2149 San Simeon
Dallas, TX 75006
dallas@the360mag.com

CHICAGO

chicago@the360mag.com

MIAMI

miami@the360mag.com

LONDON

323 Sansom Road
London Leytonstone
E11 3HQ
london@the360mag.com

PARIS

8 Rue Baudelique
75018
Paris, France
paris@the360mag.com

JAPAN

japan@the360mag.com

SOUTH AFRICA

sa@the360mag.com

360[®]

