



+MEDIA KIT 2017

mous.
magazine



live/inform/design/create/fornicate

WHO IS MOUS?

+ Mous Magazine is a collaboration of over 25 writers, photographers, artists and graphic designers based between Brisbane, Melbourne, Adelaide and New York.

+ Mous Magazine encourages its readers to think, question and delve deeper. It is an outlet for creative and intellectual development of art, design and journalism.

+ mous. magazine online has five sections: live, inform, design, create, and fornicate.

TARGET DEMOGRAPHIC

- + Mous Magazine targets a reader who is intellectually engaged and design savvy.
- + They are interested and involved with tertiary education and their professional development.
- + They are in the process of creating a home that reflects their passion for design and creativity.
- + They are both economically and environmentally aware, and loyal to brands which align with their formed ideologies.

AGE: 20-28

INCOME: \$45,000 – \$70,000

OCCUPATION: Many of our readers have transitioned from tertiary study to full time employment. As a result their financial responsibilities are minimal, disposable income is high and spent on travel, experiences & 'lifestyle loves'.



PRINT CIRCULATION & INFORMATION

- + Mous Magazine is currently distributed in over eight countries including China, Indonesia, Singapore, UAE, Taiwan, Australia, NZ, America and countries throughout the UK and Europe.
- + Mous Magazine currently has a circulation of 1000 with plans for expansion to 1500 for issue #3.
- + Mous Magazine has over 230 stockists internationally.
- + Mous Magazine is a 130 page, perfect bound publication printed on FSC approved paper.
- + Mous Magazine includes a maximum of 12 advertisements per issue, ensuring visibility for each brand.
- + Mous magazine is platform for Australian arts and culture to be presented to the international creative community.
- + Our upcoming issue, mous magazine issue #3 has been selected by Eight Point Distribution to feature in an upcoming international marketing campaign which will ensure prime placement in stockists.
- + Please see our website for full stockist list: <http://www.mousmagazine.com/stockists>

ONLINE STATISTICS

SOCIAL MEDIA

- + Accounts: Facebook, Instagram & Twitter
- + Facebook Individual Post Organic Reach: 3.7K
- + Facebook Likes: 1,319
- + Social Media Audience: 70% Women
- + 60% aged 18-34
- + Location: Brisbane, Melbourne, Sydney, London & New York.

WEBSITE:

- + Audience Size: 11,447
- + Page Views: 22,285
- + Max Individual Post Views: 1,281

Note: Statistics from squarespace analytics.



HOW ARE WE DIFFERENT?

+ Mous Magazine has a strong focus on experiential audience engagement meaning we engage with our readers through multiple platforms. These include our print magazine, online magazine, creative workshops, panel discussions, clothing brand, social media, online video content and our Paddington shop and creative space. This means our readers have a deep and authentic connection with our brand.

+ Mous Magazine does not underestimate its readers. We engage their intelligence without repressing their creativity.

+ We understand the importance of having something aesthetically pleasing that our readers can touch, smell and display on the coffee table.

STRATEGIC SPONSORSHIPS

- + We offer a range of advertising solutions and strategic partnerships for brands that align with our ethos and wish to expand their audience to a national and international market.
- + Mous Magazine's advertising strategy is based around maximising targeted brand exposure while using integrated \ minimalist design to avoid bombarding readers.
- + Mous Magazine offers;
 - Print partnerships.
 - Online partnerships.
 - Workshop, panel discussion or event sponsorship.





In a 2010 TEDx talk, Jesse McComb said gamers are virtuosos at winning a fight against failure. There's a lot of interesting research that shows that as few people bother after we play a game with frustration, if they're better on their own. And the reason is, it takes a lot of time to play a game with frustration. We think that they will spend their time with us, that they will play by the same rules, while the same goal, they're only one step away from it. Gaming has become a nightmare way to deal with people, possibly with a higher hit rate than reading some version of a book and having like had you have the same interest, it also allows you to strengthen relationships, and exercise attention for those you love by letting them be there while you take a look, the ultimate wonder again.

It's also been well documented in multiple studies that gaming, it's not just a game that you play in the real world, gaming can improve memory, hand-eye coordination, cognition, problem-solving skills, complex strategy skills and so much more. There's a whole range of games that are really specifically to train your brain and body, such as World of Warcraft games and the classic Dr. Kawashima's Brain Training. It even shows that it's not just a game, something can improve communication, vocabulary and attention span. And gaming is increasingly incorporating a social element, encouraging real-world interaction and moving away from the idea of gaming as a conduct for escape.

Contemporary gaming is diversifying the idea of a game as a fun, mobile, rapid pace shown in Doodle Dash and whacking away at a first-person RPG shooter in the main's excitement. Indie games, art-house indie phone games, game... that most of the... is the new... comes...

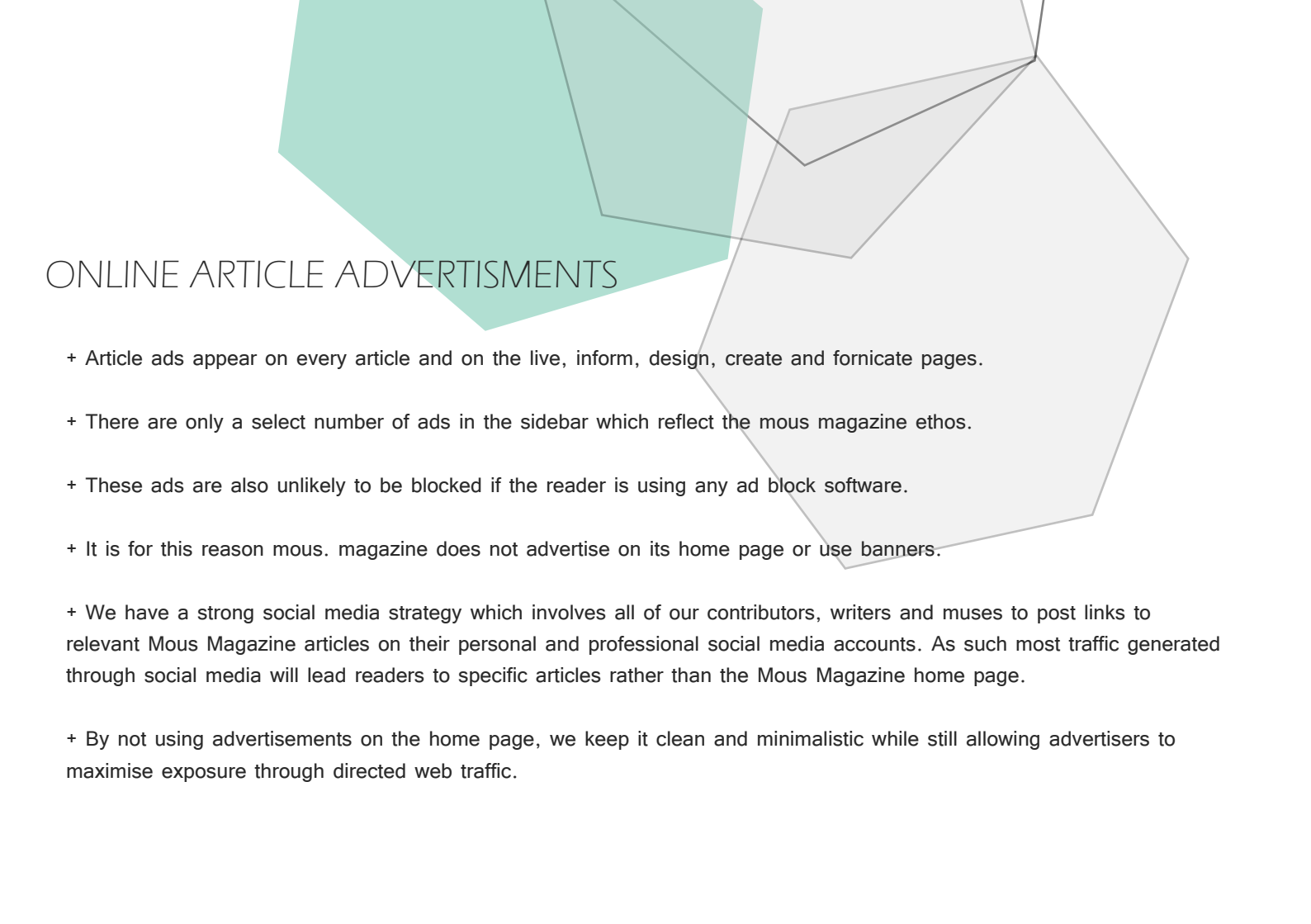
McComb says that gaming, apart from having mental health benefits for the individual, has clearly had reaching effects on social relationships and positive learning. He says, "Games have... and... OK, think of this as a defense against... immediately to battle an obstacle, combined with the belief that you have a reasonable hope of success... Games offer you companionship, who immediately want to collaborate with you. They who put their complete trust in you. They also offer you a task, as a solution, that is perfectly matched with your skill set, and although it may seem to be the same, the more experienced and capable you are, the more the game evolves. It's a very... you are and so you know better. It's a very... could be used to train real-world... And these skills train, and often do, transfer over into everyday life.

So perhaps the reason we're so into games is if they were real, we would be... of some subconscious part, but... a lot of ways, gaming is helping... the real world the more better... between what is considered... life (things like skills, how to... money, taxes) is helping... become real in a way... you achieve... of... that, I think... of... and two more...

ALLEN... to achieve... of... that, I think... of... and two more...

PRINT PARTNERSHIPS

- + With a maximum of 12 advertisements placed strategically in each issue of mous magazine you don't run the risk of going unnoticed by our readers.
- + We call it strategic sponsorship and when referring to your brand we will use language such as; industry partner, sponsor or proud supporter.
- + This immediately builds a positive relationship between your brand and our readers. Your brand is positioned as supportive and sincere, strengthening the authenticity of your brand to our readers.
- + For large brands this also helps humanise your brand by supporting a publication they have a pre-established relationship with.



ONLINE ARTICLE ADVERTISEMENTS

- + Article ads appear on every article and on the live, inform, design, create and fornicate pages.
- + There are only a select number of ads in the sidebar which reflect the mous magazine ethos.
- + These ads are also unlikely to be blocked if the reader is using any ad block software.
- + It is for this reason mous. magazine does not advertise on its home page or use banners.
- + We have a strong social media strategy which involves all of our contributors, writers and muses to post links to relevant Mous Magazine articles on their personal and professional social media accounts. As such most traffic generated through social media will lead readers to specific articles rather than the Mous Magazine home page.
- + By not using advertisements on the home page, we keep it clean and minimalistic while still allowing advertisers to maximise exposure through directed web traffic.



Prices

Print

FULL PAGE STRATEGIC SPONSORSHIP (FIRST 2 PAGES)

\$1000

FULL PAGE STRATEGIC SPONSORSHIP (PAGES 3-6)

\$750

FULL PAGE STRATEGIC SPONSORSHIP (LAST 6 PAGES)

\$550

Online

ONLINE ADVERTISEMENT ONE MONTH

\$200

ONLINE ADVERTISEMENT SIX MONTHS

\$1000



COMPETITION SPONSERS.

Don't want to pay money for advertising? Mous Magazine runs monthly panel discussions and workshops, and occasional competitions and giveaways which we will promote across our social media accounts. Sponsoring a competition, workshop or panel discussion is a great way to get exposure for your brand without a substantial monetary outlay.

Baggage

Words by Margaret Collins
Illustrated by David Glaser

My car started to shake and growl in peak hour traffic for the third time that week. Obviously it would crescendo and I was sure it could take no more, and then, thump, it would really give a little jump and then start its pathetic little process all over again. (thump, crescendo, thump, Crescendo, Crescendo, thump, Crescendo, Crescendo, thump)

People on the sidewalk looked at me in my little rumbling box with a mix of sympathy and fear, as if my car could explode at any moment. While they felt for me, surely I can get out of this god damn way in case I just really explode because they don't feel like having their day ruined by my exploding car.

You could see this on their faces. A lot more strongly than you could see any fear of sympathy.

I had been on the verge of exploding for days now. And I was sure passengers—probably even I did. Worse than that, everyone knew to me I could and so I woke up at our house the morning after my birthday party. One part of me, one part occasional lover, set parts someone else's boyfriend.

"Half the reason I am leaving is to get away from him," I said to my best friend the next day. "Nothing changes if I stay here."
"I know," she said. "You can and change your mind if you want to, no one would judge you to think any less."
"No, I want to go, not at what I want to do."



Packing up your life is hard. It's hard physically and emotionally. But it's also a little opportunity to get rid of the baggage you don't need.

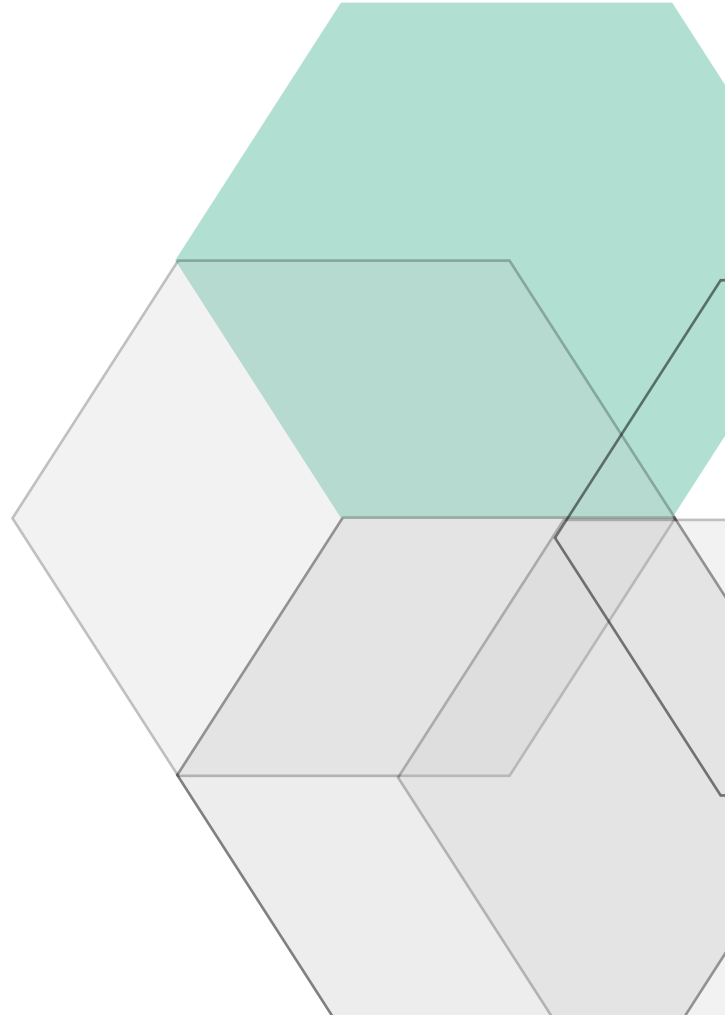
Those mustard jeans you thought were a great idea in 2012? Chuck 'em. That cushion shaped like a star you made in Home Ec when you were 15? Don't need it. The situations you create for yourself in order to hide from real life? Get rid of them. Your piece of shit car which has been at the mechanic four times in the last month? Sell it and make it someone else's problem. The people who take from you but do not give back? Give them the flick. None of this shit will fit in your baggage anyway.

As it turned out, I did explode. I cried every day for a week. I cried over the addiction ads on TV, sobbed in the car when June came on. I lay awake at night listening to the ceiling fan. Thump, thump, thump. That's the ceiling fan, similar to my car, but with no growl. No crescendo. No little jump to finish the sequence. I took my car to an auto electrician and I paid to have it fixed. It didn't start up again. I took myself to therapy and paid to have someone tell me it was OK to leave and that I wasn't running away. That instead I was running to and that might actually be a good thing to leave.

So I stopped crying. I packed my life into two suitcases, a backpack, a canvas bag and a small box of treasures to be mailed to me once I had settled. And I didn't stop again until three months later when I was landing with my new visa and the sweetest announced over the loud speaker: "To those of you living in the New York area... let me be the first to say welcome home."

TECHNICAL SPECIFICATIONS.

- + All ONLINE article advertisements should be submitted as a 300 X 300, 300dpi JPEG file to bonnie@mousmagazine.com.
- + For print partnerships specifications will be given once you confirm your interest.





CHAT TO MOUS.

+ Want to know more about our advertising packages and exclusive industry partnerships? We are more than happy to have a chat with you in our Bardon office or wherever suits you!

+ Please send any inquiries to our Founding Editor & Business Manager Bonnie Stevens at bonnie@mousmagazine.com.

PAST PARTNERSHIPS AND COLLABORATIONS



harley &
händen



BRISBANE
POWERHOUSE
ARTS



Jungle Love
MUSIC & ARTS FESTIVAL



+ Many More