thread
Ohio University’s only online fashion publication

**media kit:** spring 2013

October 2012

December 2012
mission statement:
Thread magazine (www.outhreadmag.com) is the guidebook for encouraging the creation of a personal style through confident self-expression while showcasing Athens fashion culture. Also, we hope to highlight a fashion identity through activism and cultural influence.
basic threads: thread is a bi-quarterly online magazine that launched in April 2010.

Sections:
Seams focuses on adapting national looks to students and profiling local styles of Athens residents and students. This will zoom in on clothing trends, personal style and unique self-expression in Athens.

D.I.Y. displays style that goes past just shopping. It will showcase interior design style and crafty ways of putting a personal touch on popular trends and designing a unique look.

Who, What, Wear will be much more than just covering bands or art. It will be about the influence of an event or behind a group. It will not be exactly what a band is wearing, but why they are wearing it and the influences behind their look.

Recurring Themes:
Haute Online is a department showcasing online blogs and interactive fashion websites.

Runway Realway is a department that takes two looks from the runway and re-creates the look through Athens clothing stores and price ranges.

In Good Fashion will be a feature each issue dedicated to being fashionable through charitable activity and activism.

Design:
The Thread website, which includes executive biographies and blogs, is optimized for reading our magazine both for web reading and tablet devices.

The digital magazine has all the design and photography aspects of a print publication but is accessible through the Internet. The digital medium is different than printed magazines for many reasons. For example; viewers can skip to the desired feature, and video can be embedded within the layout.
# flaunt your threads:

<table>
<thead>
<tr>
<th></th>
<th>1 Issue</th>
<th>2 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full:</strong></td>
<td>$100</td>
<td>$150</td>
</tr>
<tr>
<td><strong>Full:</strong> (with bleed)</td>
<td>$100</td>
<td>$150</td>
</tr>
<tr>
<td><strong>Half:</strong></td>
<td>$50</td>
<td>$75</td>
</tr>
<tr>
<td><strong>Hot Links:</strong></td>
<td>$25</td>
<td>$25</td>
</tr>
</tbody>
</table>

(A link from your ad to your website.)

**Commercials**

Thread will come to your business establishment and film a one minute YouTube video to be placed in the magazine.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$85</td>
<td>$160</td>
<td>$375</td>
</tr>
</tbody>
</table>

**Dimensions:**
- Full Page (Bleed): 32p3 x 49p6
- Full Page (no bleed): 29p3 x 46p6
- Half Page (horizontal): 29p3 x 22p11

*All ads need to be at least 300 dpi
**Prices may change from issue to issue
Thread magazine aims to appeal to the diverse community found on college campuses, specifically Ohio University. We speak to students of all interests, origins and lifestyles from greek life to indie culture, as well as professors and residents of Athens from all walks of life. Thread features content that is relatable to this community because it is both chosen and written by a multitude of community members.

FIND US ONLINE: @THREADMAG ON TWITTER, FACEBOOK.COM/THREADMAG, @THREADMAGAZINE ON INSTAGRAM, PINTEREST.COM/THREADMAGAZINE

social media buzz

“Just finished reading @threadmag and I have to say I’m impressed. 64 pages? That thing was epic. Great photography”
@WesleyLowery

“@OhioU @scrippsjschool students launch online fashion magazine @threadmag. I agree with @wesleylowery that it’s epic!”
@OhioJProf (Hans K. Meyer)

“Thread blogs have been added to athensi.com’s Bobcat News section... Blog on.”
Bob Stewart (Facebook)

“It looks fabulous! Congrats Thread!”
Paige Alexandria (Facebook)

“Impressive April 2010 issue! Congrats!”
Lynne Francisco (Facebook)

“Holla to @threadmag for representing all shapes, colors, sizes and fashions!”
@SnackFace

“Just finished reading through the first issue and it looks great! Congrats! Keep up the good work.”
@MeghanVentura

“GREAT JOB!! The first edition of Thread shows both style and substance. Hats off to leadership and everyone on the team!”
Linann Miller Teggart (Facebook)

“The magazine looks AMAZING!! Great job to everyone!!”
Annie White (Facebook)

“@ThreadMag was great!!! everyone should check it out! Only thing I wish: there would be some sort of buyer’s guide in the back.”
@RoseFinnerty
Thread magazine connects with readers at schools across the country. We connect with other schools via Twitter including special events like Campus Fashion where students and student publications from campuses across the country come together to discuss fashion and fashion and magazine related careers.

FIND US ONLINE: @THREADMAG ON TWITTER, FACEBOOK.COM/THREADMAG, @THREADMAGAZINE ON INSTAGRAM, PINTEREST.COM/THREADMAGAZINE

friends & readers at other universities

CLUTCH MAGAZINE
- FSU

ZIPPED MAGAZINE
- UC Berkley

BAM MAGAZINE
- UC Berkley

LITTLE RED BOOK
- University of Georgia
the benefits of flaunting your threads:

- *Thread* magazine is the first of its kind in Athens, Ohio
- Full color ads
- Free design service
- Online medium creates unique opportunities for your advertisement(s)
  - Hot Links (A link from your ad to your website.)
  - Your advertisement is not limited to being predominantly viewed in Athens
  - You have the ability to link to the magazine & advertisement from any website
  - You have the ability to email a link to your advertisement in the magazine

thread site traffic

April 2010 - 160 pages
December 2013 - 224 pages
54,778 visits
42,105 returning visitors
76.86% hits

City Hit Count:
- Athens 32,015
- Columbus 2,188
- New York 924
- Cincinnati 661
- Canton 465

Hits from Over 100 Countries:
- USA 52,278
- UK 298
- Canada 261
- Germany 185
- Brazil 175

thread praise

Would you please pass along my congratulations and admiration to the editors, staff, and yourself on the latest *Thread* issue? It was professionally produced, well-written, and well-edited. I was particularly blown away by the professional layout and stunning photography. The magazine has vision, style, and voice. Again, congratulations. Beautifully done.

— Ed Simpson, E.W. Scripps School of Journalism Professor

promote your thread of athens culture.
contact info:

www.outhreadmag.com
outhreadmag@gmail.com

Contacts:
• Business Manager - Scott Lambert
  SL384910@ohio.edu \ 937-825-0863

• Public Relations Executive - Nicole Ranieri
  NR324709@ohio.edu \ 412-477-3720

feel free to contact us with questions or concerns.
This is a required form for those interested in advertising, regardless of where the design originates. Payment can be made through Chubb Hall or in person and checks can be made out to *Thread Magazine*.

Company name: ____________________________________________________________

Address: __________________________________________________________________

Contact info (please specify what contact info is directly for the ad):

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Size of ad: _____________________________________________________________

Hotlink: ________________________________________________________________

Design specifications:

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
creative brief

What message are you trying to convey to the reader?:
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

What action do you want the reader to take after seeing your ad?:
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

(Not included in ad unless specified)
Facebook: _______________________  Twitter: _______________________
