

Bliss

BE DELIBERATE. AWAKEN. TRANSFORM.

2016 MEDIA KIT

Delivering heart-based content that helps you live your life with more authenticity, clarity and joy.

SHARE YOUR STORY • INSPIRE OTHERS

INSPIRE

MOTIVATE

AWAKEN &
TRANSFORM

BLISS



MESSAGE FROM THE PUBLISHER

Bliss Magazine is more than a publication; it is an experience. It is a journey to the center of you, one that will inspire you to look into the places you hide, heal, soften, let go, awaken, transform and make a deliberate decision to live the life you were truly meant to live. Bliss will incite in you the fire you have been seeking; and through living with passion and responsibility, encourage others to truly awaken. Come journey with us and create the life you have always dreamed of.

Hamid Hamid

"These stories will help give readers a connection with those who have travelled along similar paths as they have."

VISION

Bliss Magazine is a quarterly digital and print publication that is a resource for women and men. As a lifestyle magazine, with a global reach, it provide feature stories that focus on inspiring readers to live their best life by uncovering, awakening, inspiring and deciding. Bliss Magazine delivers writing content that supports readers in their emotional, intellectual and spiritual growth. Bliss Magazine will inspire to you uncover the parts of you that are hidden, set free the parts that you need let go, and encourage you to live a life with more authenticity, clarity and joy.

Each issue will provide information on spiritual, mental, emotional

enhancement, including stories, tools, resources and educational articles. Bliss Magazine will have a mix of reader-generated content as well as content by professional writers. The stories will feature men and women from all walks of life, income levels, cultural, religious and spiritual backgrounds. These stories will help give readers a connection with those who have travelled along similar paths as they have, overcome obstacles, blazed new paths, continue to use their lives to enhance the human existence, and create joy every day. Bliss Magazine helps companies keep advertising costs low, while ensuring you meet valued target markets. Using a mixture of print, online, newsletter and social media outlets, we will make sure that your content is delivered into the hands of your target demographic.



INFLUENCE

Bliss Magazine is influential, relevant and credible. Publisher **Maimah Karmo** is a sought after speaker and author, who has appeared in hundreds of media outlets, to include O, the Oprah Magazine, Essence, Ladies Home Journal, Cosmopolitan, Seventeen, Good Housekeeping, Harper's Bazaar, Marie Claire, Redbook Women and Cancer, Cure Magazine and more. She has also been featured on Fox 5, ABC 7, CBS, the Oprah Winfrey Show, Good Morning America. Editor-in-Chief **Val Cavalheri** is a former editor of various magazines and gifted writer and photographer.



BLISS FACTS

- Bliss is one of the only magazines locally and nationally that focuses on the “heart” of you, your family and your business. Our goal is to inspire you to have fulfillment in every aspect of your life. We also want you, as a business owner, to share your passion and your entrepreneurial spirit, with your customers, so that they are engaged with you, your success and growth.
- We reach more than 50k individual people in the Washington DC Metropolitan area and nationally.
- In addition to our online and print presence, we have monthly and quarterly events that reach your target market.
- We feature men, women and youth making a difference in the community, which translates into reader engagement and support of your business, not just from a commercial standpoint, but also ensuring readers make a heart connection with the business owner and your personal life mission.
- Bliss will be distributed in locations where your target market frequents – spas, doctor's offices, health centers, gyms, health food stores, restaurants and book stores.
- We offer you social media exposure, through Facebook, Twitter, LinkedIn and newsletters.



ABOUT THE PUBLISHER

Bliss Magazine is published by **Maimah Karmo**, founder and President of the Tigerlily Foundation. She is also the author of *Fearless: Awakening to My Life's Purpose Through Breast Cancer*. Maimah is a nine-year survivor of breast cancer, a health advocate and speaker. She has appeared in *O, the Oprah Magazine*, *Essence*, *Ladies Home Journal*, *Cosmopolitan*, *Seventeen*, *Good Housekeeping*, *Harper's Bazaar*, *Marie Claire*, *Redbook* *Women and Cancer*, *Cure Magazine* and more. She has been featured on Fox 5, ABC 7, CBS, the Oprah Winfrey Show, Good Morning America and numerous national radio stations. Most dear to her heart is her beautiful daughter, Noelle. Maimah was born in Liberia, West Africa and is the oldest of four.



ABOUT THE EDITOR-IN-CHIEF

Val Cavalheri has over 30 years of experience in the publishing world previously working at Viking Press/Penguin Books in New York City and as the Editor for three Northern Virginia magazines. She is a prolific writer and has reported for the *Washington Post-Loudoun Edition*, written articles for various magazines and technical manuals and training for businesses. Val is also a talented and award winning photographer whose work has been featured both on magazine covers, and in several published books. She is a lover of life, hopeless romantic, wife and mother of two boys. Val is currently working on her first novel *The Name of My Father*.



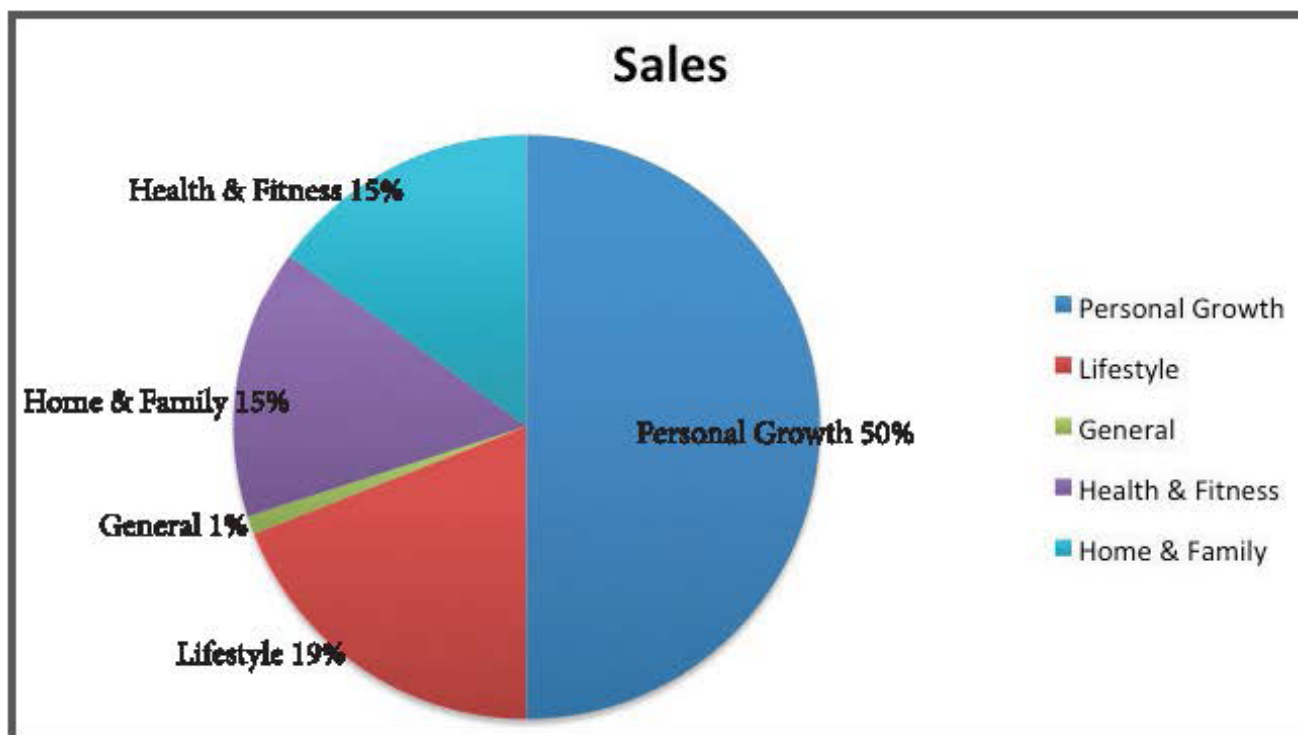
WHY ADVERTISE WITH BLISS MAGAZINE?

Unique. We are a rare breed in the publishing industry. We are not focused on selling beauty products, body enhancements, sex or glamour. Our emphasis is on what matters most – your heart and the heart of your customer. We are comprised of reader-generated articles that are written to expand joy, passion, strength, confidence, heart, authenticity, integrity and “being” in every aspect of the reader’s life. As an advertiser, we want the reader to connect with you as an individual and feel the passion you have about your business. Loyal customers come back because they like you, not just what you do. Bliss Magazine uses a multimedia platform – print, web, events, newsletters and social media to share your message with the masses. This ensures that we maximize your marketing dollars while delivering your message right into the hands of your target market.

Creative. If you’re looking for creative ways to showcase your business, we can help you do that. We can assist you in creating content and designing your ad – from concept through print. We will work with you to discuss various options to showcase your business in our various outlets – online, print and social media. We can also market you through our events, so you have the potential of reaching more clients.

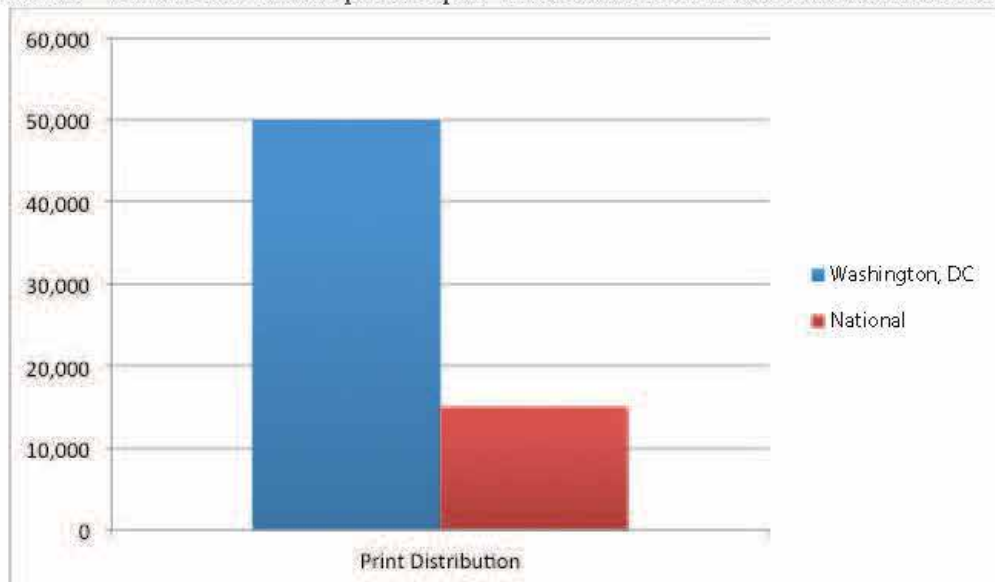
Inspiring Profiles. In our “Heart of the Matter” column, we offer our advertisers the unique option of featuring themselves or their business. If you truly want to connect with your customers, this is an excellent option. We will set up the interview, photograph you and write an in-depth article that will personalize your business and make it one that readers want to visit.

EDITORIAL MIX



REACH

Bliss Magazine is a quarterly digital magazine that will have distribution within the Washington, DC Metropolitan area and nationwide. We will also deliver print copies to select local and national distribution locations.

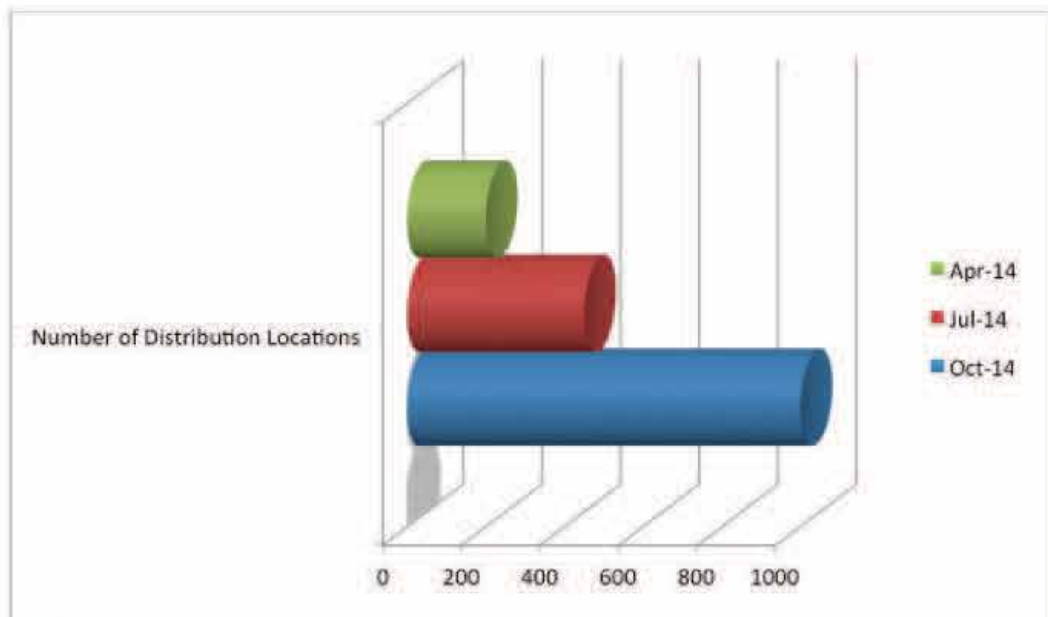


TARGET AUDIENCE

Bliss Magazine will target a culturally diverse range of women and men, including individuals, business owners, decision makers

Annual Income: \$50k+ (Individual), 75+ (Family)

Age: 18+



ADVERTISING RATES

Digital and Print

MAGAZINE Ad Size	Width	Height	1X	2x	4X
1 Page	8.50"	11.25"	\$1,500	\$1,250	\$1,000
½ Page horizontal	7.00"	4.72"	\$1,250	\$1,000	\$750
½ Page vertical	3.41"	9.62"	\$1,250	\$1,000	\$750
¼ Page	3.41"	4.72"	\$750	\$500	\$450



FULL PAGE



1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



1/4 PAGE

Special ad placement

COVERS	1X	2X	3X
Front Inside Cover	\$2,000	\$1,750	\$1,500
Back Inside Cover	\$1,750	\$1,500	\$1,250
Back Cover	\$1,500	\$1,250	\$1,000

Newsletter

Sponsored Newsletter (Prime Spot) \$350

Top Banner		Skyscraper (300 x 600)		In-Line with Text		Footer	
Options	Prime Spot	Options	Prime Spot	Options	Prime Spot	Options	Prime Spot
1	\$1,200	1	\$600	1	\$500	1	\$400
5	\$900	5	\$500	5	\$400	5	\$300
10	\$700	10	\$400	10	\$300	10	\$200
26	\$500	26	\$300	26	\$200	26	\$100
52	\$300	52	\$200	52	\$150	52	\$75

Website

Top Banner (900 x 90 pixels)		Skyscraper (600 x 300 pixels)	
1 week	\$1,000	1 week	\$750
2 weeks	\$1,750	2 weeks	\$1,500
4 weeks	\$3,000	4 weeks	\$2,500
52 weeks	\$41,600	52 weeks	\$40,000

General Information: Do not include trim marks, bleed marks, register marks, color bars or other matter on files.

Preferred File Format: PDF/x1-a. Other acceptable formats include EPS, JPG, or TIFF, in which all fonts and images must be embedded. We will not accept any native application files such as Quark or InDesign. Materials should be supplied on CD or via email. Total ink density should not exceed 300%. All trapping must be included in the file. Use only postscript fonts. Images for 4/C ads must be submitted as high-resolution (300 dpi or higher) CMYK files. Ads created in Microsoft Word, Microsoft Publisher or other word processing program will not be accepted.

Design Services: Bliss Magazine designers can create your advertisement for a rate of \$250.00.

Submission Information: 1) Insertion Order; 2) Ad contract; 3) One full-color copy of the Ad at 100% size;
4) Send Proofs to: advertising@blissmagazine.net

Website Advertising: 1) Banner Ad, Home Page Rotation: \$700/30 days;

2) Banner Ad, Side Page Rotation: \$250/30 days.

Bliss Magazine, 11654 Plaza America Drive, #725, Reston, VA 20190

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EDITORIAL CALENDAR

Publication Months	Ad Due Date	Publication Date	Theme
Spring 2016	March 2016	April 2016	The Power of Intention
Summer 2016	June 2016	July 2016	Authenticity
Fall 2016	September 2016	October 2016	Uncovering Identity
Winter 2016	December 2016	January 2017	Soul Purpose

****Ad Due Date are 30 days prior to publication, if we design; 15 days prior to publication if you design and submit camera ready ad.*

***All articles are due 15 days prior to publication.*

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For more information, to share your story, advertise or subscribe, email editor@blissmagazine.net or visit www.blissmagazine.net