

The Yellow Cover Magazine Inc™  
The Brand Storytelling  
Digital, Print + Audio  
Scandinavian Design Style Magazine

# The Magazine That Tells The Beautiful Side Of Your Story

MEDIA KIT

The **Yellow** Cover Magazine Inc™  
The Brand Storytelling  
Digital, Print + **Audio**  
Scandinavian Design Style Magazine

## About Us

(The Yellow Cover Magazine Inc™ ) Our innovative brand storytelling advertising includes Digital, Print & Audio storytelling with a Scandinavian Design-Style aesthetic. Our magazine produces four yearly issues in spring, summer, fall, and winter. We connect the world to entrepreneurs' stories, and our competent team of experts pays close attention to minimalism, thoughtfulness, accuracy, beauty, and overall brand. We are sponsored-supported and don't charge a traditional advertising fee. In The Yellow Cover, our entrepreneurs get the whole page, not half, and In most cases, more, paying only a one-time design fee for a lifetime digital + audio feature.

Storytelling, by definition, is the social and cultural activity of sharing stories, sometimes with improvisation, theatrics, or embellishment, in collaboration with our sister company **YC—23.™** we introduce Audio Storytelling to the world, and it will be a remarkable piece to our business flow and a future additive to our brand.

# How we collaborate

# YC—23.

In collaboration with our sister company YC—23.<sup>TM</sup> we introduce Audio Storytelling to the world, and it will be a remarkable piece to our business flow and a future additive to our brand.



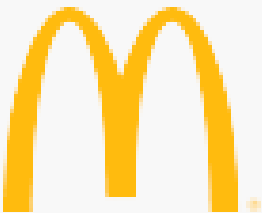
Brands Seen In The Yellow Cover Magazine Inc™



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GORDIAN RUGS

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BREEGAN JANE



VOLCANICA COFFEE COMPANY



CLAUDIA JORDAN



EGYPT SHERROD





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## FOCUS

The Yellow Cover Magazine delivers quarterly and currently has a digital readership based on actual clicks and surveys of 301K, based on a two-year analysis, with a targeted digital distribution in many cities where our entrepreneurs who showcase or advertise with us are based. The Yellow Cover reaches an audience directly and indirectly based on exposure from the brand stories, direct social platforms, and internal announcements and relationships, with a focus on working now with apartment communities, building communities, and realtors to spread the word locally about brands. More than 60% of the magazine's viewing comes from our center focus marketing and targeted partnerships.

We seek to create value for our readers, and no one does print as we do. Our book-Scandinavian Design Style paid print is a collector's item keepsake producing four yearly issues in spring, summer, fall, and winter.

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# Demographics Covered

We Have worked with brands and entrepreneurs in Atlanta, Chicago, Michigan, Tennessee, Florida, Dallas, Mississippi, New York, Washington DC, California, Portland, Utah, and Seattle, featuring editorial stories from Sweden, Botswana, Brazil, Paris & Dominican Republic. Don't hesitate to contact us if you are still waiting to see your city or country; we would love to talk to you.



# Numbers

**Readership & Surveys: 301K (Digital)**

**Median Age: 18-70-Year-Olds**

**Median Household Income: \$35-K-\$300-K**

**Homeowners 25% & Renters 17%**

**Entrepreneurs: 43%**

**Celebrities: 15%**

**Gender: Female/ Male 65%/35%**

**Factored by Survey Monkey Enterprise.**

**Updated July 2023**



# Sponsor & Brand Cost



Media Information

Our sponsors support us with a complete marketing package that includes coverage throughout all four issues in digital print & audio. The Yellow Cover Magazine Inc™ has served as a platform for businesses. And a launchpad for new entrepreneurs and product announcements. All brand advertising stories will pay a one-time design fee with no exceptions. The Yellow Cover Design team offers ideas and introductions that shape the print, digital, and audio advertisement environment today and in the future. The Yellow Cover Magazine Inc™ does not change ads or files. Retention of materials is archived on our website, and can request for free. Contact: Chris Deruji for sponsorship interest by phone at 770-217-0999 or [contact@theyellowcover.com](mailto:contact@theyellowcover.com)

**All Brand Advertising Stories Incur A Design Fee Costs \$355.20 per selected issue title, including two pages in digital and print plus audio.**

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# Design Requirements

Advertiser logo (vector-based preferred)  
and url; material

Inclusions:

Product, image or headshot & up to 240 words of  
promotional storytelling  
image (high-resolution, 300 dpi)

We look forward to working with you; please contact  
us today at [designteam@theyellowcover.com](mailto:designteam@theyellowcover.com).

Follow us on Instagram @yellowcovermagazine  
#yellowcover

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Get in touch with us:

770-217-0999  
[contact@theyellowcover.com](mailto:contact@theyellowcover.com)