

Media Information
The Yellow Cover Magazine Inc

PRINT | DIGITAL

2024

WWW.THEYELLOWCOVER.COM

© 2024 BY THE YELLOW COVER (YC) MAGAZINE INC™

Our
Stories

YELLOW

COVER MAGAZINE

Winter 2023



INCREDIBLE
STORYTELLING

AUDIO SEASON

Starring Chelsea Wright
of Modus AV

WWW.THEYELLOWCOVER.COM

Audio Season
WINTER 2023 ISSUE

THE **YELLOW** COVER MAGAZINE

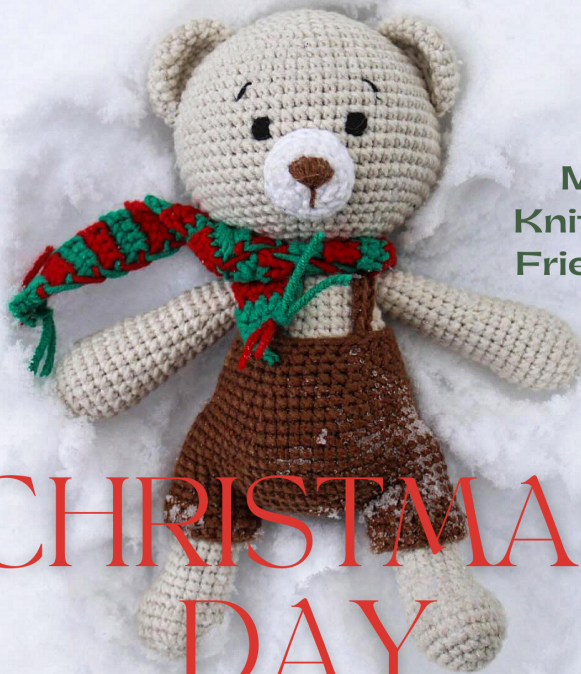
We exist to tell brand stories with simplicity, memorable creativity, and kindness. We allow even the smallest business to gain from our advanced design layout marketing approach. Our publication is free of vulgar language, gossip, and brand demeaning.

© 2024 BY THE YELLOW COVER (YC) MAGAZINE INC™

YELLOW

COVER MAGAZINE

PHOTOGRAPHY BY *Emily Allen*



Meet
Knitted
Friends

CHRISTMAS DAY

We're rolling in our first-ever Christmas Day issue with heartwarming, fun, and colorful ready-to-order brands

WWW.THEYELLOWCOVER.COM

Christmas Day
HOLIDAY 2023 ISSUE

THE YELLOW COVER
THE YELLOW COVER
THE YELLOW COVER
THE YELLOW COVER
THE YELLOW COVER



Audience Profile

433K

READERSHIP & SURVEYS
BASED ON A 4 YEAR ANALYSIS

16-80

MEDIAN AGE

\$35-K-\$500-K

MEDIAN INCOME

65%/35%

FEMALE/MALE %

THE COVER MAGAZINE
YELLOW

The Yellow Cover Magazine is quarterly, with a few notable releases published annually. Our digital readership actual clicks and surveys are 433K based on a four-year score. Circulation includes digital and print editions.



Celebrity Stories

© 2024 BY THE YELLOW COVER (YOC) MAGAZINE INC.™

THE YELLOW

COVER MAGAZINE

DEC 2022



PRESENTS

CHRISTMAS STORIES

WITH EGYPT SHERROD

FROM HGTV'S TOP RATED SHOW
MARRIED TO REAL ESTATE



COLLECTORS ISSUE

Christmas Stories
HOLIDAY 2022

Egypt Sherrod Winter 2023 Issue



Egypt Sherrod

Owner of
Indigo Road Realty
Star of Married to Real Estate
on HGTV

Indigo Road Winter 2023 Issue



Indigo Road

© 2024 BY THE YELLOW COVER (YOC) MAGAZINE INC.™

THE YELLOW

COVER MAGAZINE

MEN OF SUMMER

STARRING CELEBRITY CHEF
Chris Scott

www.theyellowcover.com



Men of Summer
SUMMER ISSUE 2023

Chris Scott Summer 2023 Issue



Chef
Chris Scott

Owner of

Butterfunk Biscuit

Runner up The Great Soul Food Cookoff

Finalist Top Chef Season 15. Also seen on the Food Network and Epicurious.

Butterfunk Biscuits Summer 2023 Issue



Butterfunk Biscuit

THE COVER MAGAZINE
YELLOW

Based in Alpharetta, GA, our storytelling brand-building expertise has grown from a magazine working with local brands to a global magazine and performance.

BIG Wall Décor Winter 2023 Issue



BIG Wall Décor

Seen In

Real Estate Today &
Selling Sunset

THE COVER MAGAZINE
YELLOW

It's not just a picture for us; it's the brand's vision and the hard work, long days, and sleepless nights, and our goal is effective human communication.

© 2024 BY THE YELLOW COVER (YOC) MAGAZINE INC™



THE YELLOW

COVER MAGAZINE
SPRING STORIES

The
power
of bees

THE AWE OF SPRING *with* BREEGAN JANE

SPRING 2023 | \$20.95

Awe of Spring
SPRING 2023 ISSUE

Breegan Jane
Spring 2023



Breegan
Jane

HOST OF HGTV'S DREAM HOME
Cover Girl for The Yellow Cover Spring 2023 Issue

THE COVER MAGAZINE
YELLOW

As we define the future of 'storytelling brand marketing, we commit to remaining in lockstep with a primary objective rather than a magazine that's all over the place. It's not just a picture for us; it's the brand's vision and the hard work, long days, and sleepless nights.

Jacfit Winter 2023 Issue



Jaclyn Cordeiro

Founder CEO of JACFIT 5am Club

Registered Nurse & Model

Girlfriend of Alex Rodriguez

Who played 22 seasons in the Major League

THE COVER MAGAZINE
YELLOW

The Yellow Cover reaches an audience directly and indirectly based on exposure from the brand stories, direct social platforms, and internal announcements and relationships, focusing on working now with apartment communities, building communities, retail bookstores, and realtors to showcase and spread the word about brands. More than 60% of the magazine's viewing comes from our center-focused marketing.

© 2024 BY THE YELLOW COVER (YC) MAGAZINE INC™

THE YELLOW

COVER MAGAZINE SPECIAL EDITION MAY 2022



A MATTER OF SPRING

BRAND STORYTELLING IN A YELLOW INSPIRED FEATURE!

PLUS
A SPECIAL EXCLUSIVE
WITH THE OWNER OF
PEP PRODUCTIONS



WEST ELM AVALON

A Matter of Spring
SPRING 2022 ISSUE

THE COVER MAGAZINE
YELLOW

**Our vision is modest, and we renowned
for delivering highly effective editorial
and branding for local businesses in many
different cities and bringing it to our
readers' attention.**

Modus Av Winter 2023 Issue



Modus AV

Chelsea Wright is an avid music lover, tech enthusiast, and art aficionado. She is also the Cover Girl for The Yellow Cover Winter Issue Audio Season

THE COVER MAGAZINE
YELLOW

Our design advice empowers brands to express themselves confidently with marketing additives that compel attention and live in the moment. We speak of the excitement of a brand announcement with visually compelling and entertaining design — stories.

Laurence Basse Winter 2023 Issue



LAURENCE BASSE
PARIS

Laurence Basse

Founder CEO of [Laurencebasse.com](https://www.laurencebasse.com)

Runner Up on the EMMY AWARD winning show PROJECT RUNWAY.

THE **YELLOW** COVER MAGAZINE

For every story, we bring you an audio segment that will mirror our print and with the partnerships of our sponsors — specifically presenting in every issue and on all three platforms.

© 2024 BY THE YELLOW COVER (YC) MAGAZINE INC™



THE YELLOW

COVER MAGAZINE

WEDDINGS

CHANCEY TIMMONS

1961 INSPIRED
WEDDING
GOWN
ROMANCE
ISSUE

PLUS
CELEBRITY
MODEL
ACTRESS
CLAUDIA
JORDAN

6 50971 45442 7
A YELLOW COVER MAGAZINE PUBLICATION
2021
\$10.95 US

Romance Issue
SPRING 2021 ISSUE

Miguel Wilson Collection Winter 2023 Issue



Miguel & Chancey Wilson

Celebrity fashion designer Miguel Wilson & Wife
Owners of The Miguel Wilson Collection

Chancey is the Cover Girl for The Yellow Cover Spring 2021 Issue

THE COVER MAGAZINE
YELLOW

More value, more meaning is our promise to bring you the most heartwarming stories that tie in with our focus theory. We care about people and invite brands to be part of a life-changing platform.

© 2024 BY THE YELLOW COVER (YC) MAGAZINE INC.™

THE YELLOW

AUGUST 2022

COVER MAGAZINE SUMMER & FALL EDITION

I Am
Nathasa
Rae



PRESENTING
BUSINESS IS THEATRE

Business is Theatre

FALL 2022 ISSUE

Nathasa Rae Fall 2022 Issue



Nathasa Rae

THE COVER MAGAZINE
YELLOW

**More value, more meaning is our promise
to bring you the most heartwarming
stories that tie in with our focus theory.
We care about people and invite brands to
be part of a life-changing platform.**

© 2024 BY THE YELLOW COVER (YOC) MAGAZINE INC.™

THE YELLOW

COVER MAGAZINE SPECIAL EDITION

Presents
Family Time
A Children & Family Inspired Issue
Summer/Fall | 2022



Cover Story /Page 23, Promise Baby, Brand
Shoot With Child Model Aaliyah

Family Time
SUMMER/ FALL 2022

THE COVER MAGAZINE
YELLOW

The audio story ideas we deliver for our clients are just as crucial as visualization. We pay close attention to dramatics, minimalism, thoughtfulness, accuracy, tonality message, and overall brand.

Bianca D'Alessio

Winter 2023 Issue

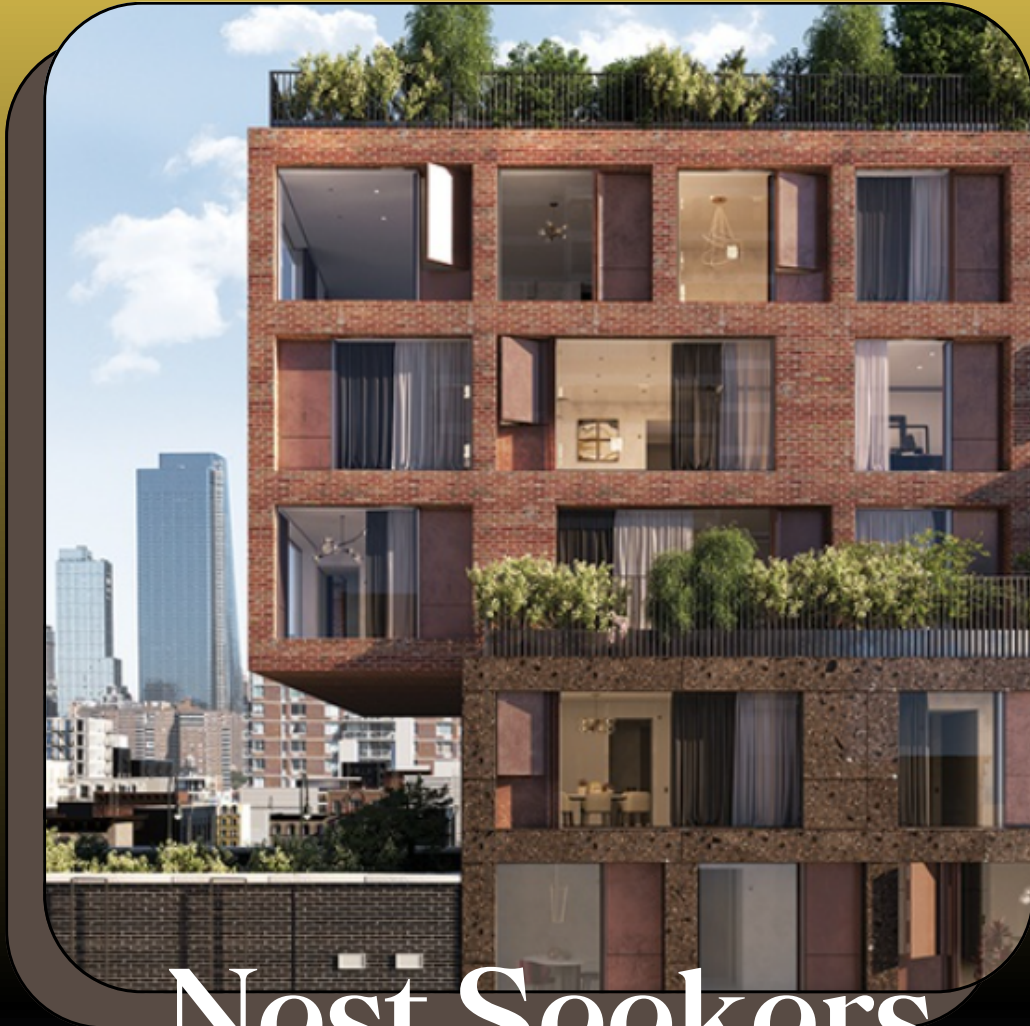


Bianca D'Alessio

Owner of

The Masters Division at Nest Seekers
International & Star of Selling
The Hamptons on HBO

The Masters Division Winter 2023 Issue



Nest Seekers International

THE COVER MAGAZINE
YELLOW

Today, The Yellow Cover has worked with brands from all across the world from Atlanta, Chicago, Miami, Michigan, Tennessee, Florida, Dallas, New York, Washington DC, California, Portland, Utah, and Seattle, featuring editorial stories from Canada, Sweden, Switzerland, Botswana, Brazil, Paris & Dominican.

Memor Fragrances
Winter 2023 Issue



Memor
Fragrances

THE COVER MAGAZINE
YELLOW

**Our team will proudly serve clients with
incredibly spoken informational marketing
assistance that will mirror print applications.**

Sienna Spirits Winter 2023 Issue



Sienna Spirits

THE COVER MAGAZINE
YELLOW

In such a time as now, with Artificial intelligence as a new leader, we invite brands to work with us to advance messaging.

Evan Millard
Summer 2023 Issue



Evan Millard

THE COVER MAGAZINE
YELLOW

We connect the world to entrepreneurs' stories, and our competent team of experts pays close attention to minimalism, thoughtfulness, accuracy, beauty, and overall brand purpose.

Angie Thomas
Winter 2023 Issue



Angie
Thomas
Real estate

THE COVER MAGAZINE
YELLOW

**The Yellow Cover Magazine is honored as
the best in entrepreneurial, creative layout
marketing with extensive experience in
business development.**

CK Custom Accents Winter 2023 Issue



CK Custom Accents

THE COVER MAGAZINE
YELLOW

We are the Future Of Storytelling Brand Building, and you've never seen anything like the quality of our flow. Our book-style print magazines, with the ultimate uniqueness and care in the making, are raved as the finest work seen on paper.

Nick Ahlberg
Summer 2023 Issue



Honey
Jewelry

THE COVER MAGAZINE
YELLOW

We introduce the power of AUDIO as an excellent spoken informational tool to improve business. Our thoughtful skills and voice narrators are writers, singers, precise readers, and the best in class for eloquently speaking volumes to your brand in promo.

Greg White
Summer 2023 Issue



White House
Construction

L.A. White
Winter 2023 Issue



White House
Construction

THE COVER MAGAZINE
YELLOW

The Yellow Cover's strength is connecting people tangibly with our creative canvas. It unlocks the steadfast efforts of our kind work.

Lawrence Lee Wallace
Summer 2023



Deep
Production
Studios

THE COVER MAGAZINE
YELLOW

We connect with our brands with an emotional combination of writing and layout brand work that offers thought-provoking reactions.

Volcanica Coffee Summer 2023



Volcanica Coffee

Diop
Summer 2023



DIOP

Chef Global Summer 2023



Chef Global

Val's Cheesecake
Summer 2023



Val's
Cheescakes

Form Kitchens Spring 2023



Form Kitchens

Hulken Bag Spring 2023



Hulken Bag

Blaque Hair Co Spring & Fall 2022



Blaque Hair Co.

Playtime Edventures Spring & Summer 2023



Playtime Edventures

Dior Dinnerware
Spring 2023



Dior

Amehla Co
Spring 2023



Amehla Co

Tile Club Spring 2023



Tile Club

Bachan's Christmas 2022



Bachan's

LaRae Christmas 2022



LaRae

Bridal Concierge Spring 2023



Bridal Concierge

Mersi Cookware Spring 2023



Mersi Cookware

Sharp Crisp Clean Spring 2022



Sharp Crisp Clean

Ecoslay Spring 2022



Ecoslay

The Ginger Room Christmas 2022



The Ginger Room

Keena 360 Christmas 2022



Keena 360

Top Golf Summer 2023



Top Golf

Zen Water Spring 2021



Zen Water

Joshua Smith
Spring 2021



Joshua Smith

Adesola Baddon
Christmas 2022



Badon
Commercial
Real estate

J Bolin
Spring 2022



J Bolin

CREATIVE DIRECTOR | FASHION EXPERT | FASHION STYLIST
Master of Achievable Style!

North Point Transportations Christmas 2022



North Point Transportation

Crate & Barrel Christmas 2022



Crate & Barrel

Gordian Rugs Christmas 2022



Gordian Rugs

Suga's Pimento Cheeses
Christmas 2022



Suga's Pimento
Cheeses

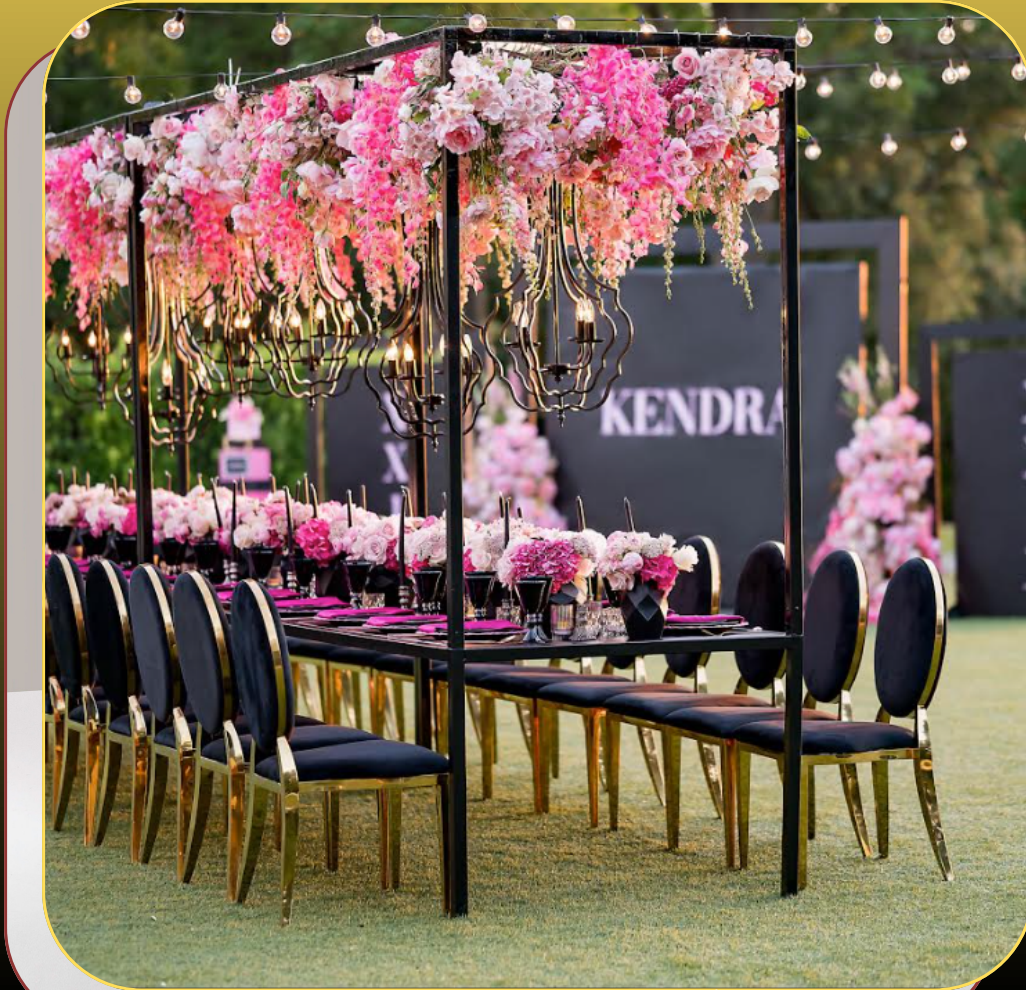
Jeanette Limas Christmas 2022



Jeanette Limas

Top Finalist Season 3 @makingthecuttv
NYC | Philadelphia | Dominican Rep.

PEP
Spring 2022



Priceless Event
Planning

Yumble Spring 2021



Yumble

As Seen on Shark Tank

Bougee Bowtique Spring 2021



Bougee Bowtique

West Elm Fall 2021



West Elm Avalon

Promise Baby Summer/Fall 2021



Promise Baby

Sunglass Hut Summer 2021



Sunglass Hut

E Beauty Co Summer 2021



E Beauty Co.

Sam's Liquor 2020, 2021, 2022, 2023



Sam's Liquor

THE COVER MAGAZINE
YELLOW

The team includes fantastic editors, client advisors, creative directors, marketing directors, photographers, layout advisors, public relations experts, interior designers, style editors, voice narrators, innovative illustrative layouts, and graphic designers.

Shooting Boston Summer 2021



Shooting Boston Photography

Momma Cuisine Holiday 2020



Momma Cuisine

Keyatta Johnson Spring 2022



Keyatta Johnson

Cranky Grannys Spring 2022



Cranky Grannys

In Design Winter 2023



In Design
Kitchen & Bath

The Peters Team Spring 2022



The Peters Team

Hilton Alpharetta Spring 2022



Hilton Alpharetta

Food & Lifestyle TV Spring 2022



Food & Lifestyle
TV

Food & Lifestyle TV

Apple Pay Holiday 2020



Apple Pay

Lincoln Fall 2022



Lincoln

Loyal Q Fall 2022



Loyal Q Smokehouse

SLX Atlanta Spring 2021



SLX Atlanta

Orchestra Noir Spring 2021



Orchestra Noir

Claudia Jordan Spring 2021



Claudia Jordan

Super Fuel Spring 2021



Super Fuel

Intown Salt Room Spring 2021



Intown
Salt Room

Sally B's Spring 2021



Sally B's

Chef Pano Spring 2021



Chef Pano

Pricci Atlanta Spring 2021



Pricci Atlanta

Meesha Summer 2021



Meesha

Verifone Fall 2021



Verifone

Farmers & Fishermen Spring 2021



Farmers & Fishermen

Le Macaron Alpharetta Spring 2021



Le Macaron
Alpharetta

McDonalds Alpharetta Holiday 2021



McDonalds Alpharetta

THE COVER MAGAZINE
YELLOW

**As we continue to define the future
of 'storytelling, we commit to
remaining in lockstep with a primary
objective rather than a magazine
that's all over the place.**

Grub Fresh Bowls & Wraps Spring 2021



Grub Fresh Bowls & Wraps

THE

COVER MAGAZINE

YELLOW

Are you interested in advertising your brand in a story with us? Reach out to contact@theyellowcover.com.

Learn our cost by perusing our rate card information.