The Yellow Cover Magazine Inc™

MEDIA KIT (2023)

The Magazine That Tells The Beautiful Side Of Your Story

YC • 2023 www.theyellowcover.com

About Us

The Yellow Cover is an American magazine storytelling company that has formulated a space for every entrepreneurial business owner worldwide. The company was established as a problem-solving agent for business relevancy during COVID and is based in Alpharetta, Georgia.

Storytelling by definition is the social and cultural activity of sharing stories, sometimes with improvisation, theatrics, or embellishment. Every culture has its own stories or narratives, which are shared for entertainment, education, cultural preservation, or instilling moral values.

The Yellow Cover Magazine Is The Future Of Storytelling Photojournalism Advertising.
We collectively narrate stories as art to form a primary building or community.

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Why We Exist

The Yellow Cover Magazine told many entrepreneurial stories locally and across the aisle, including working with some of the biggest named celebrities. But we needed to get credit for our great storylines and decided to go in a different storytelling direction. In 2022 we introduced a new way to expand our talents and seek businesses that align with our essential kicker and headline and will only work with some brands based on our new focused-driven mission.

Opening up this focus-driven multi-note explanation helped us grab a broader brand's attention, thus creating a cohesive storytelling style. Our team paused as we became unsatisfied with our one-note work deliverables and layout, and now our advertising medium and purpose have come to life, and we are pleased.

We exist to tell the beautiful side of your story with grace and kindness, moving yet unforgettable.

The Yellow Cover Magazine Inc™

The Industries We Write About

Celebrity
Tech
Beauty
Architecture
Agriculture
Retail
Fashion
Spirits
Restaurant
Automotive
Real estate
Children
Chefs

Corporate Office
Events
Leisure
Sport
Live Music Stage
Residential
Interior Design
Commercial Interior
Healthcare
Fitness
Education
Hotel
Pet

If you are still waiting to see your industry, please get in touch with us; we would love to talk at 770-217-0999.

Locality

In an increasingly crowded space, not all magazines are created equal. The Yellow Cover Magazine Inc is renowned for delivering highly effective editorial and branding of local businesses in many different cities where our clients and our readers live. 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 stimulating and entertaining results.

We Have worked with brands in Atlanta, Chicago, Michigan, Tennessee, Florida, Dallas, Mississippi, New York, Washington DC, California, Portland, Utah, and Seattle, featuring editorial stories from Brazil, Paris & Dominican Republic. If you are still waiting to see your city or country, please get in touch with us; we would love to talk at 770-217-0999.

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Digital +Print

The Yellow Cover Magazine delivers quarterly and currently has a digital readership based on actual clicks and surveys 258, 333 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.

Our center focus marketing lends itself to working directly with builders' real estate companies globally to display our print copy in model homes, open house showings, and business waiting rooms. More than 60% of the magazine's viewing comes from our center focus marketing and targeted partnerships.

We currently have print options on our website at: www.theyellowcover.com. Two thousand twenty-three retail opportunities will include Target, Walgreens, Whole Foods, Barnes & Noble & Independent Retailers.

Overview

Readership & Surveys: 258, 333 (Digital)
Median Age: 18-70-Year-Olds
Median Household Income: $65-K-$300-K
Homeowners 25% & Renters 17%
Entrepreneurs: 43%
Celebrities: 15%
Gender: Female/ Male 55%/45%

Factored by Survey Monkey Enterprise.
Updated April 2023

The Yellow Cover Magazine Inc™

Brands Seen On Our Pages

YELLOW

JEANETTE LIMAS

BIG wall décor

CORi! BURNS

Verifone®

PlayTime Edventures

CHOCOLATE SAUCE AND MINT, INC

KEYATTA JOHNSON kj IT'S KEY TIME

SHARP CRISP CLEAN

CHEF PANO

blaque hair co.

GORDIAN RUGS

Pay

BADON Commercial Real Estate

SAM's LIQUORS Veteran Owned

es egypt sherrod

NORTH POINT TRANSPORTATION GROUP "World Class, Worldwide Chauffeured Services"

BREEGAN JAYE

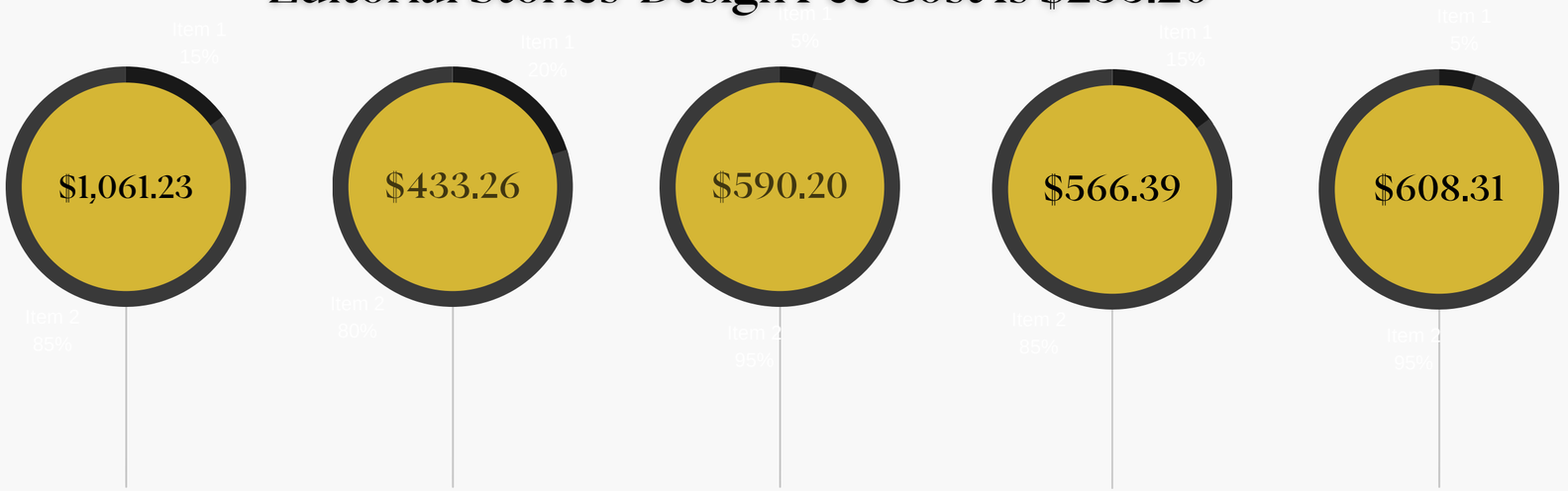
BLAQUE HAIR CO.

CLAUDIA JORDAN

EGYPT SHERROD

Sponsor Print & Digital Rate Card

Editorial Stories Design Fee Cost Is $255.20



Premium Spread Pages (4)

2 full Page

Inside Front Cover Pages (1)

Inside Back Cover Pages (1)

Outside Back Cover

Our sponsors support us with a complete marketing package that includes unlimited coverage throughout selected issues, both digital & print.
The Yellow Cover Magazine Inc™ has served as a platform for businesses.
And a launchpad for new entrepreneurs and product announcements.
The Yellow Cover Design team offers ideas and introductions that shape the print and digital advertisement environment today and into the future.
The Yellow Cover Magazine Inc™ does not change ads or files. Retention of materials is archived on our website and can be requested for free.
Contact: Chris Deruji for sponsorship interest by phone at 770-217-0999 or contact@theyellowcover.com

Editorial Stories Design Fee Cost Is $255.20 per selected issue title.

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Design Requirements

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

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

We look forward to working with you; please contact
Joy Jones today at designteam@theyellowcover.com.

Follow us on Instagram @yellowcovermagazine
#yellowcover

Get in touch with us:

770-217-0999
contact@theyellowcover.com