

MEDIA KIT

GIVE YOUR BRAND THE BEST VALUE

WHO WE ARE | CHOSEN BY TATTOO ARTISTS FOR TATTOO LOVERS

Tattoo Life is an international publishing group specialised in publications about tattoo and its contaminations in art and street culture. An established reference point in the sector since 1994, Tattoo Life is a historic publishing house based in Milan and with a loyal following of **professionals** and **tattoo lovers** who have been fans of the **publications for over 25 years**.

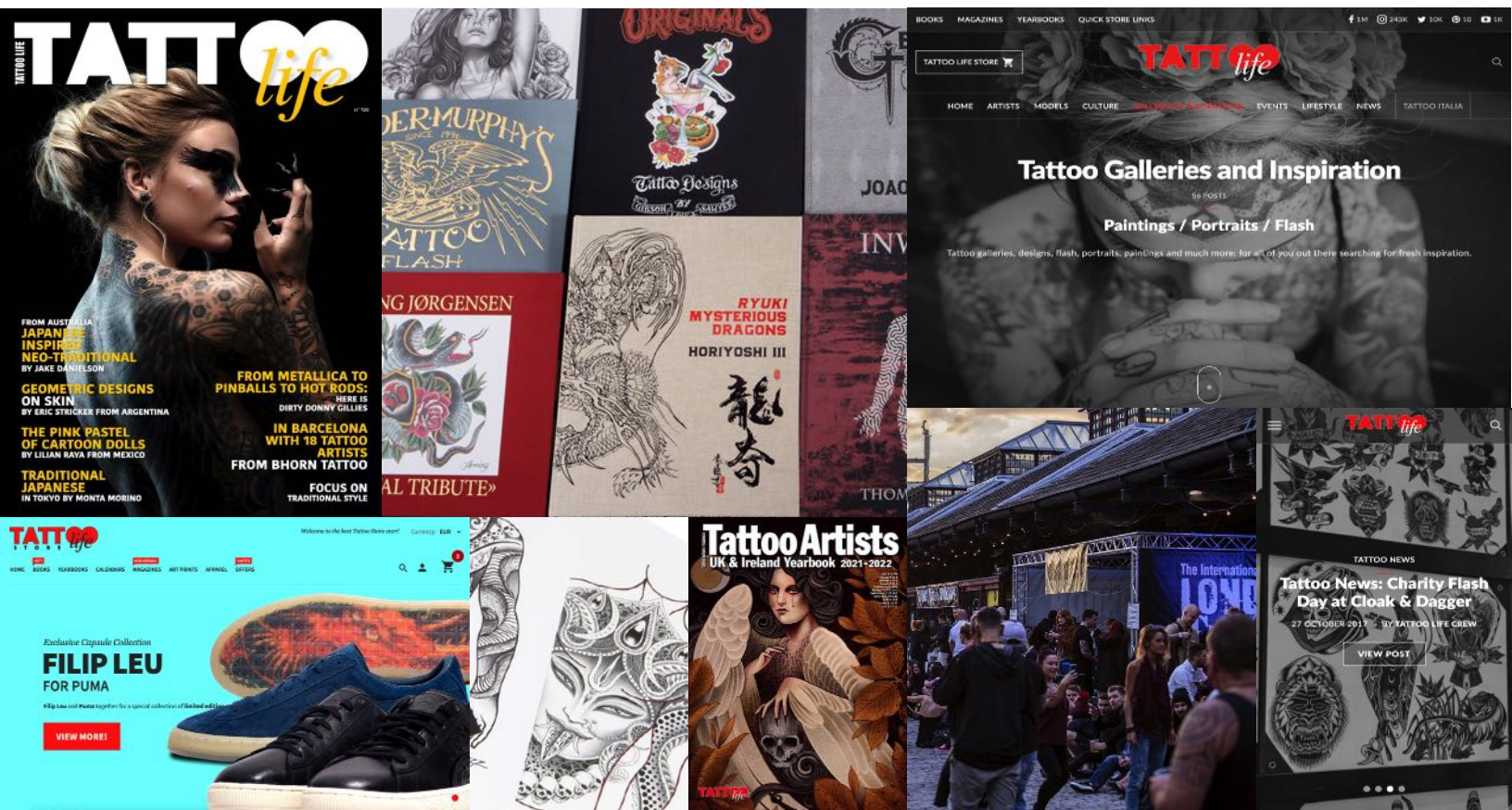
Thanks to the wide range of different publications and diversified communication channels, it appeals across the board to a public which is extremely diverse in terms of age, interests, culture and geographical origin. To this day, to work with Tattoo Life is a source of great satisfaction and pride for the best tattoo artists in the world. Under the **editorial direction**

of **Miki Vialetto**, considered one of the greatest tattoo experts in the world (*consulted on a number of occasions by media outlets such as the BBC, CNN, The Guardian and The Times*), it has dozens of collaborators in Italy and abroad who guarantee high standards of quality as well thoroughly researched, authoritative and exclusive stories.



BRAND OVERVIEW

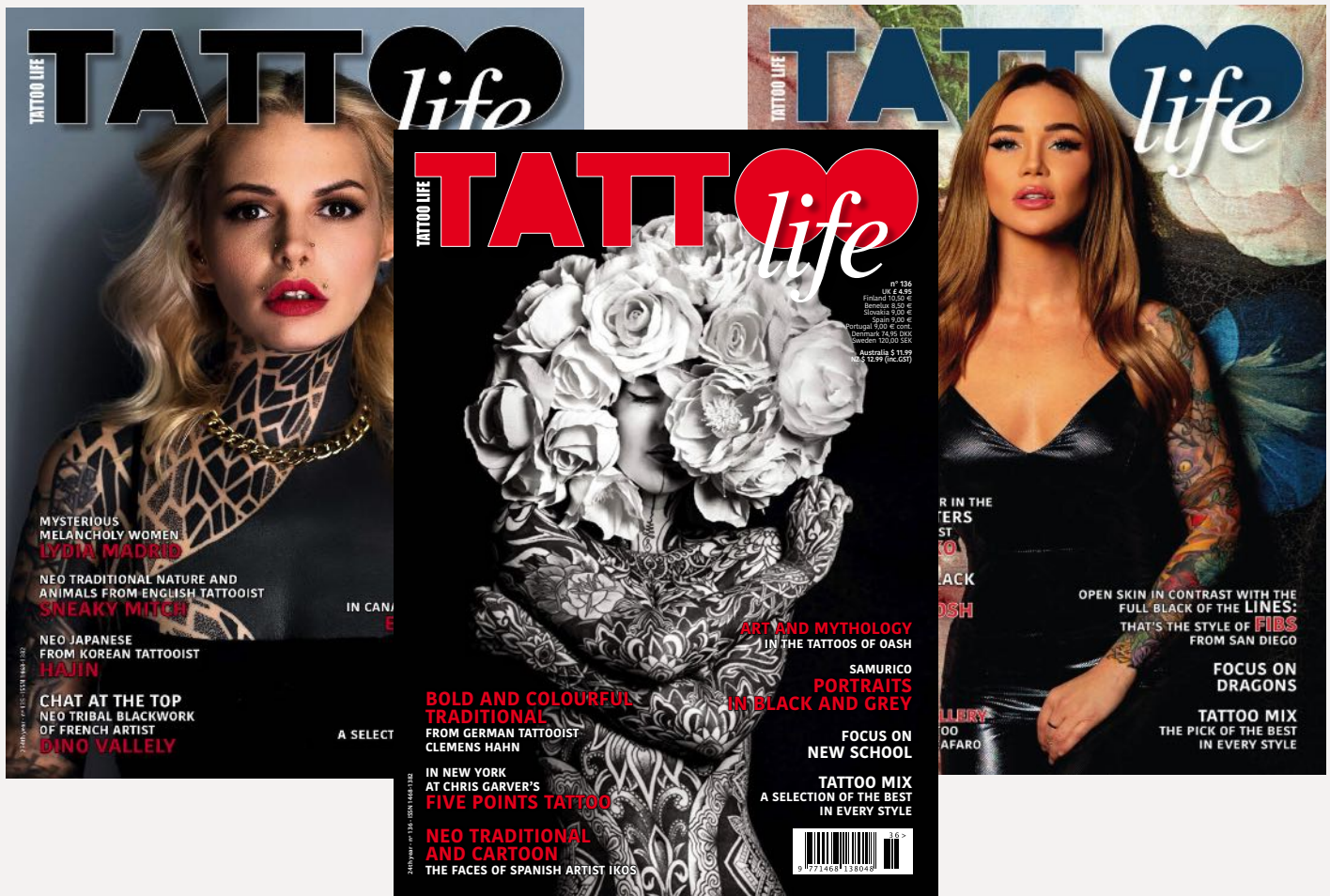
- Tattoo Life** is a bimonthly **magazine** devoted to the art of tattoo, translated into **five languages** (French, English, Italian, Spanish and German) produced in **6 EDITIONS** (English, French, Spanish, German, Italian, USA & Canada, Australia & New Zealand) and **distributed worldwide**.
- The group** also publishes the books in the series **The Great Books on the Art of Tattooing**, exquisite volumes sold exclusively in select bookshops, including that of MoMA in New York. These books are produced in collaboration with the most famous international tattoo artists (the legendary master Horiyoshi III, Filip Leu and many others), who work on original art projects commissioned by the group.
- The new series** of books from Tattoo Life is **The Golden Flash Collection**: a publishing channel focused on research and discovery created in order to give a voice to new projects and artists the publisher believes in and has decided to support.
- Tattoo Life** publishes various editions of the **Tattoo Artists Yearbook**, guides to European tattoo distributed in Italy, Spain & Portugal, UK & Ireland, France and Germany (with Switzerland and Austria). The yearbooks are distributed in Northern Europe (Holland, Denmark, Benelux, Norway & Sweden) as well as in the United States and Canada.
- Tattoo Life** was the organiser of famous **The International London Tattoo Convention** since its first edition and partner and sponsor of major **tattoo events worldwide**, such as **Mondial du Tatouage** in Paris.
- The group** has worked on the concept and organisation of major **international art exhibitions** like Time Tattoo Art Today in the prestigious **Somerset House in London**.
- In recent years Tattoo Life** has been partner in **special projects** like the capsule collection of the celebrated tattoo artist Filip Leu with **Puma Suede**.
- Tattoo Life** is also present online with a **website**, **ecommerce** and various **social media network profiles** which are updated daily: a Facebook page (*with over a million followers*), Instagram and Twitter with over 300 thousand followers



THE TATTOO MAGAZINE

3

In **modern promotion** you must make an impact on **selective audiences...**



TATTOO LIFE is a content-rich magazine designed to satisfy the most curious readers and most demanding professionals. **Interviews** with international tattoo artists, carefully selected from historic names and emerging talents, appear side by side with articles on the **art, lifestyle** and **history of tattoo**, reports on major global **events** in the sector and **book reviews**, as well as features on the most alluring and celebrated **tattoo models** in the world accompanied by exclusive pictures.



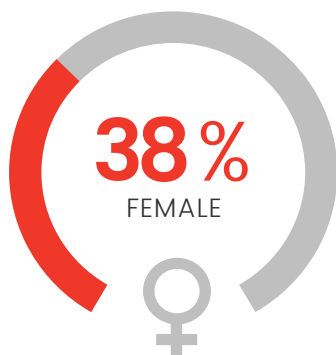
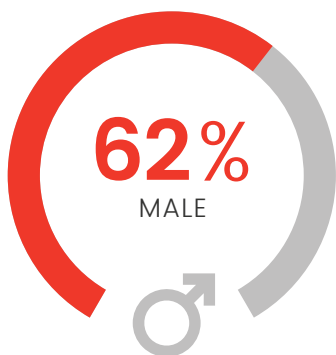
THE TATTOO MAGAZINE



The magazine has a fresh, international tone and is edited by an **international team** of experts under the close supervision of our editorial director, himself considered one of the **greatest experts on tattoo in the world**:

- + **International editorial team** made up of **journalists** and **photographers** with proven experience and professionalism.
- + Great selection of images to ensure exclusive publication of **high quality tattoos**.
- + Careful selection of **editorial content** by professional journalists.
- + Utmost care with the **graphic layout**.
- + A wide and varied **readership**.
- + **Exclusive articles** which have often launched new trends and careers on the contemporary tattoo scene.
- + Consensus and support from the most **prominent professionals** worldwide.

MAGAZINE AUDIENCE



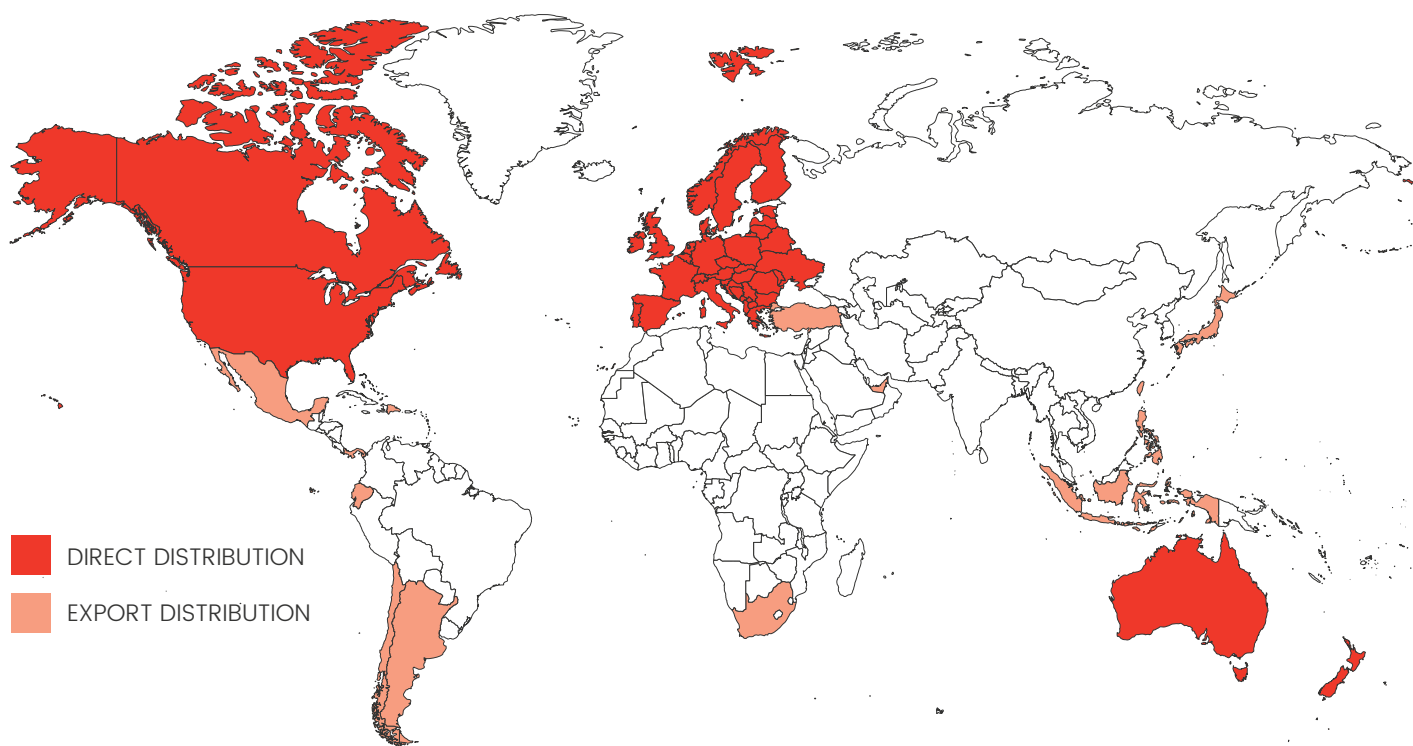
76%
TATTOO ADDICTED



25 – 34
AVERAGE AGE



MAGAZINE CIRCULATION



550K+

TOTAL AUDIENCE

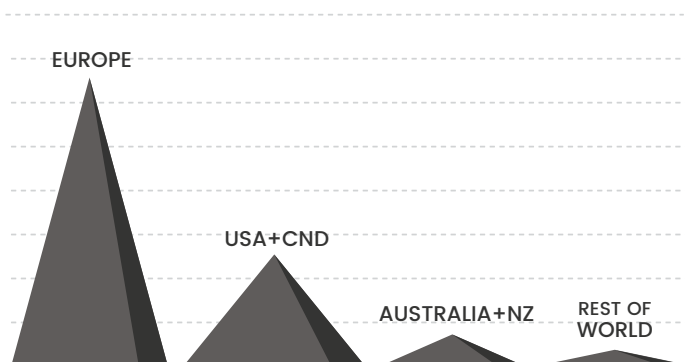
90K+

CIRCULATION PER ISSUE

6

ISSUE PER YEAR

ZONE DISTRIBUTION



EUROPE **65%**



USA + CANADA **25%**



AUSTRALIA + NZ **8%**



REST OF WORLD **2%**



ISSUES CALENDAR

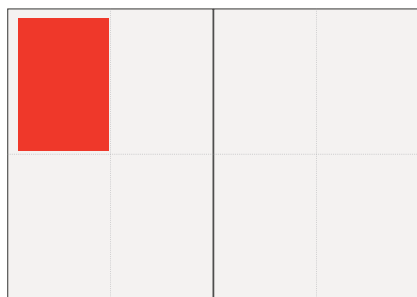
3

| TITLE | COVER MONTH | ADVERT DEADLINE | ON SALE IN EUROPE | ON SALE IN USA+CND | ON SALE IN AUS+NZ |
|----------|---------------|-----------------|-------------------|--------------------|-------------------|
| LIFE 134 | JAN-FEB 2022 | 10 NOV 2021 | 20 DEC 2022 | 15 JAN 2022 | 20 FEB 2022 |
| LIFE 135 | MAR-APR 2022 | 10 JAN 2022 | 20 FEB 2022 | 15 MAR 2022 | 20 APR 2022 |
| LIFE 136 | MAY-JUNE 2022 | 10 MAR 2022 | 20 APR 2022 | 15 MAY 2022 | 20 JUN 2022 |
| LIFE 137 | JUL-AUG 2022 | 10 MAY 2022 | 20 JUN 2022 | 15 JUL 2022 | 20 AUG 2022 |
| LIFE 138 | SEP-OCT 2022 | 10 JUL 2022 | 20 AUG 2022 | 15 SEP 2022 | 20 OCT 2022 |
| LIFE 139 | NOV-DEC 2022 | 10 SEP 2022 | 20 OCT 2022 | 15 NOV 2022 | 20 DEC 2022 |
| LIFE 140 | JAN-FEB 2023 | 10 NOV 2022 | 20 DEC 2022 | 15 JAN 2023 | 20 FEB 2023 |
| LIFE 141 | MAR-APR 2023 | 10 JAN 2023 | 20 FEB 2023 | 15 MAR 2023 | 20 APR 2023 |
| LIFE 142 | MAY-JUN 2023 | 10 MAR 2023 | 20 APR 2023 | 15 MAY 2023 | 20 JUN 2023 |
| LIFE 143 | JUL-AUG 2023 | 10 MAY 2023 | 20 JUN 2023 | 15 JUL 2023 | 20 AUG 2023 |
| LIFE 144 | SEP-OCT 2023 | 10 JUL 2023 | 20 AUG 2023 | 15 SEP 2023 | 20 OCT 2023 |
| LIFE 145 | NOV-DEC 2023 | 10 SEP 2023 | 20 OCT 2023 | 15 NOV 2023 | 20 DEC 2023 |
| LIFE 146 | JAN-FEB 2024 | 10 NOV 2023 | 20 DEC 2023 | 15 JAN 2024 | 20 FEB 2024 |
| | | | | | |



MAGAZINE RATES/SPECS

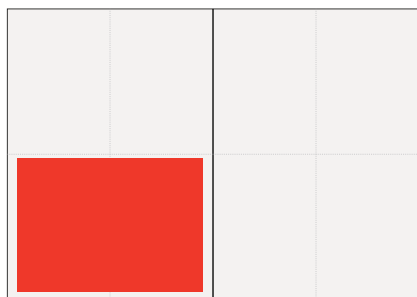
3



¼ PAGE AD

90 X 135 mm (no bleed required)

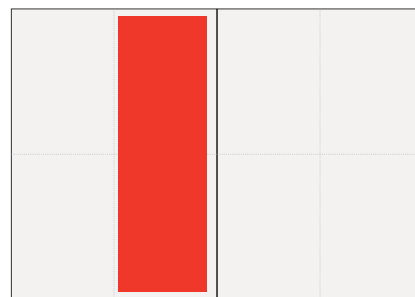
| | |
|---------------------------------|-------|
| NATIONAL EDITION | |
| 1/4 PAGE | € 400 |
| EUROPE EDITION | |
| 1/4 PAGE | € 600 |
| WORLDWIDE INTERNATIONAL EDITION | |
| 1/4 PAGE | € 800 |



½ PAGE HORIZONTAL AD

135 X 190 mm (no bleed required)

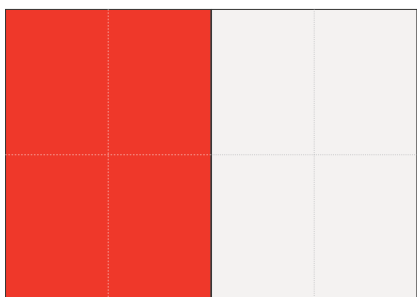
| | |
|---------------------------------|--------|
| NATIONAL EDITION | |
| 1/2 PAGE HORIZONTAL | € 600 |
| EUROPE EDITION | |
| 1/2 PAGE HORIZONTAL | € 1000 |
| WORLDWIDE INTERNATIONAL EDITION | |
| 1/2 PAGE HORIZONTAL | € 1300 |



½ PAGE VERTICAL AD

90 X 275 mm (no bleed required)

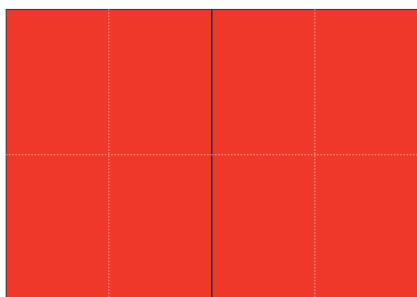
| | |
|---------------------------------|--------|
| NATIONAL EDITION | |
| 1/2 PAGE VERTICAL | € 600 |
| EUROPE EDITION | |
| 1/2 PAGE VERTICAL | € 1000 |
| WORLDWIDE INTERNATIONAL EDITION | |
| 1/2 PAGE VERTICAL | € 1300 |



FULL PAGE AD

210 X 297 mm (+5 mm bleed)

| | |
|---------------------------------|--------|
| NATIONAL EDITION | |
| FULL PAGE | € 1000 |
| EUROPE EDITION | |
| FULL PAGE | € 1500 |
| WORLDWIDE INTERNATIONAL EDITION | |
| FULL PAGE | € 2500 |



DOUBLE PAGE AD

297 X 420 mm (+5 mm bleed)

| | |
|---------------------------------|--------|
| NATIONAL EDITION | |
| DOUBLE PAGE | € 2000 |
| EUROPE EDITION | |
| DOUBLE PAGE | € 2500 |
| WORLDWIDE INTERNATIONAL EDITION | |
| DOUBLE PAGE | € 4000 |

PRICES NOTE

All prices are exclusive of VAT (italian tax 22%) if applicable.

FOR FURTHER INFORMATION REGARDING VAT MATTERS PLEASE CONTACT US AT AMMINISTRAZIONE@TATTOOLIFE.COM

FILE DELIVERY

The files can be sent by wetransfer to adv@tattoolife.com creating a folder with your company's name, alternatively, if less than 15 Mb, they can be sent by email to adv@tattoolife.com.

SUBMISSION GUIDELINES

We accept files in format PDF, TIFF, JPG. All files must be in CMYK in high resolution at 300 dpi.



TATTOO YEARBOOKS ON NEWSSTANDS & DIGITAL

The **yearbooks** from Tattoo Life are practical guides to the tattoo shops of Europe. There are five editions in all: **Italy, Uk & Ireland, Spain, Germany** (with **Switzerland and Austria**) and **France**. Each volume brings together hundreds of images of tattoo and takes our readers on a virtual tour of the tattoo shops in each nation.

The Tattoo Life Yearbooks are seen by professionals as an excellent way of presenting themselves and their work in their own country and the rest of Europe. Readers, on the other hand, find the Yearbook a handy tool for discovering tattoo shops at home and finding new inspiration and ideas. The Yearbooks come out on newsstands in their respective countries **twice a year and in digital format on tattoolife.com platform.**



TATTOO YEARBOOKS CIRCULATION

250K+

TOTAL AUDIENCE

2500+

TATTOO ARTISTS FEATURED

10

EDITIONS PER YEAR

GERMAN EDITION

GERMANY **84%**



AUSTRIA + SWITZERLAND **12%**



REST OF EUROPE **4%**



ITALIAN EDITION

ITALY **97%**



REST OF EUROPE **3%**



FRENCH EDITION

FRANCE + SWITZERLAND **94%**



REST OF EUROPE **4%**



CANADA **2%**



UK EDITION

UK & IRELAND **65%**



USA + CANADA **20%**



REST OF EUROPE **15%**

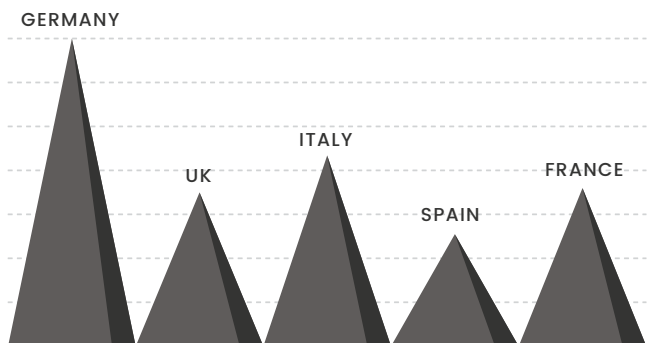


SPANISH EDITION

SPAIN + PORTUGAL **90%**



REST OF EUROPE **10%**



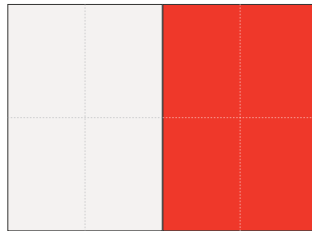
YEARBOOKS RATES/SPECS



GERMAN OR FRENCH EDITIONS

210 X 297 mm
+5 mm bleed

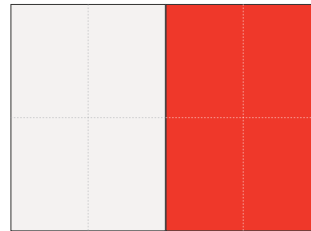
| | |
|-----------------------------|---------------|
| FULL PAGE | € 800 |
| 2ND COVER | € 1000 |
| 3RD COVER | € 1000 |
| 4TH COVER | € 1500 |



UK EDITION

210 X 297 mm
+5 mm bleed

| | |
|-----------------------------|---------------|
| FULL PAGE | £ 600 |
| 2ND COVER | £ 700 |
| 3RD COVER | £ 700 |
| 4TH COVER | £ 1200 |



ITALIAN EDITION

210 X 297 mm
+5 mm bleed

| | |
|-----------------------------|---------------|
| FULL PAGE | € 1000 |
| 2ND COVER | € 1500 |
| 3RD COVER | € 1500 |
| 4TH COVER | € 3000 |



SPANISH EDITION

210 X 297 mm
+5 mm bleed

| | |
|-----------------------------|---------------|
| FULL PAGE | € 900 |
| 2ND COVER | € 1300 |
| 3RD COVER | € 1200 |
| 4TH COVER | € 1500 |

| EDITION | YEARS | ADVERT DEADLINE | 1 ST EDITION ON SALE | 2 ND EDITION ON SALE |
|------------------|-----------|-----------------|---------------------------------|---------------------------------|
| YEARBOOK GERMANY | 2022-2023 | 10 AUG 2022 | SEP-OCT 2022 | APR-MAY 2023 |
| YEARBOOK SPAIN | 2022-2023 | 25 JUN 2022 | SEP-OCT 2022 | APR-MAY 2023 |
| YEARBOOK ITALY | 2022-2023 | 30 SEP 2022 | SEP-OCT 2022 | APR-MAY 2023 |
| YEARBOOK UK | 2022-2023 | 25 JUN 2022 | SEP-OCT 2022 | APR-MAY 2023 |
| YEARBOOK FRANCE | 2022-2023 | 10 SEP 2022 | SEP-OCT 2022 | APR-MAY 2023 |

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TATTOO LIFE DIGITAL

The next level in the **art of tattooing!**

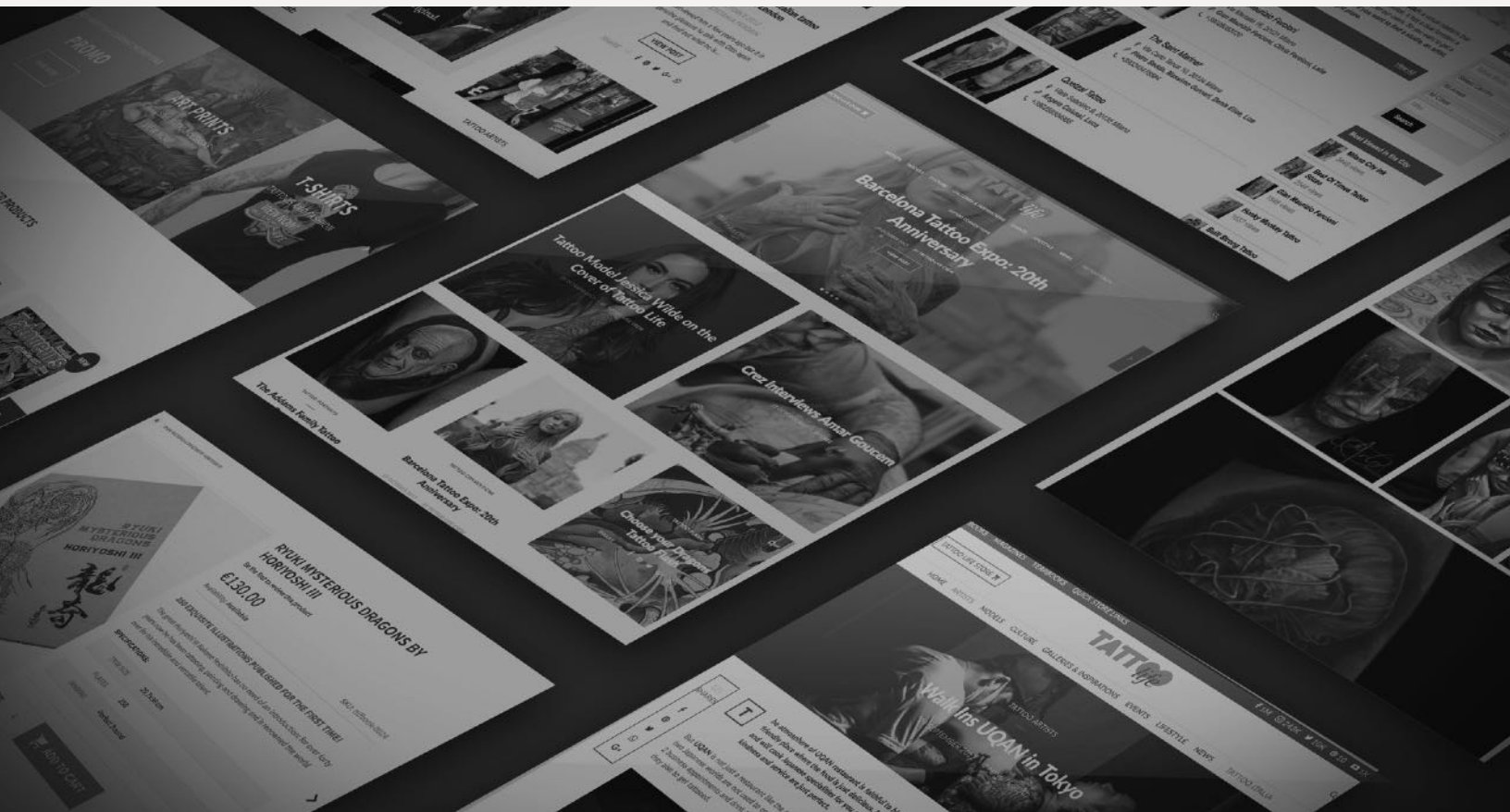
Tattoo Life Digital is present online with an **editorial platform** (www.tattoolife.com), two **ecommerce sites** (www.tattoolifestore.com & www.tattooebooks.com) and on the **social media** with profiles on **Facebook, Instagram, Twitter** and **YouTube**.

ELEVATED ENGAGEMENT



100%

DIGITAL BRAND
AWARENESS IN 2021



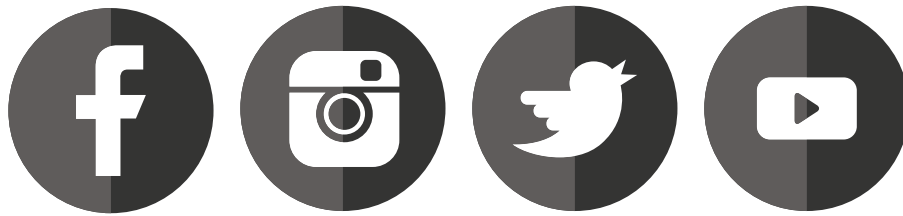
**MEDIA
KIT**



For more information, contact our advertising department:
adv@tattoolife.com | +39 028322431

TATT *life*
INTERNATIONAL

TATTOO LIFE SOCIAL STRATEGY



TATTOO LIFE's social-media strategy has focused on quality over quantity. We've built our followers and likes by earning them organically, not through paid gimmicks. This has enabled us to gain unmatched loyalty from this audience, which in turn has resulted in one of the most powerful channels in the tattoo scene.

Whether our users engage with Facebook, Twitter, Instagram or a combination of all channels, we communicate with them daily and keep track of what resonates with them, as well as what doesn't. This has allowed us to create compelling content that garners significant impressions.

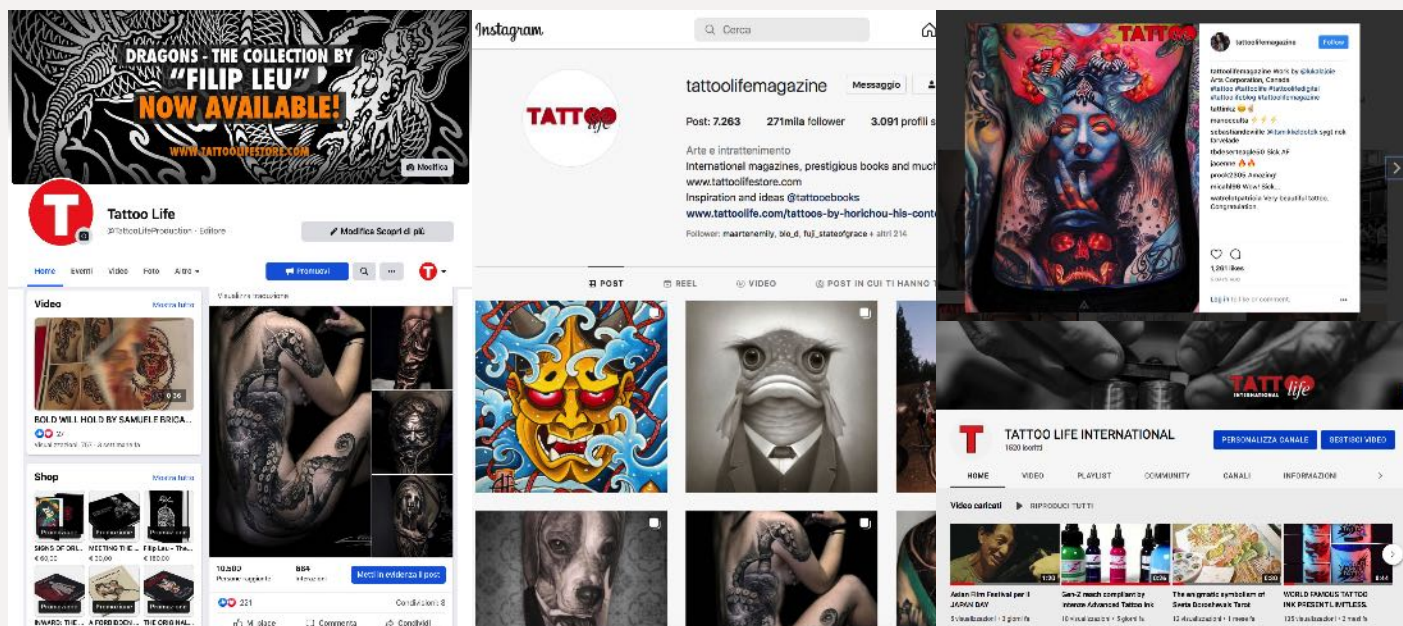
TATTOO LIFE doesn't sell its social media channels. But we use all our channels to **direct select traffic to tattoolife.com**, ensuring that your brand has the **greatest** possible **visibility** and the **best** return in terms of display ad **investment**.

1.5M+
FOLLOWERS &
MEMBERS

3.5M+
PEOPLE REACHED

1.0M+
POST ENGAGEMENTS

PROJECTION OCT. 2018 TO OCT. 2019



**MEDIA
KIT**



For more information, contact our advertising department:
adv@tattoolife.com | +39 028322431

TATTOO
INTERNATIONAL *life*

Now, readers are **multi-platform**. So your ad should be too.



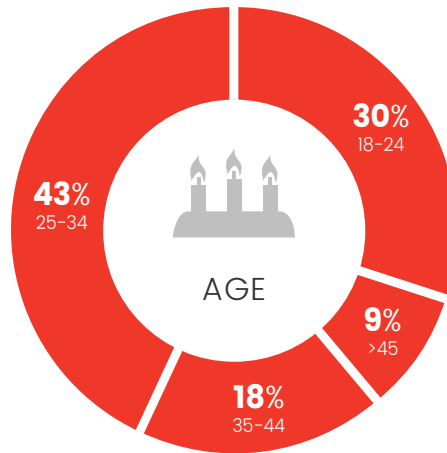
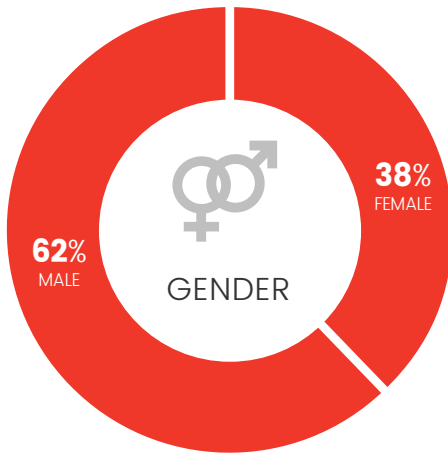
This is an editorial platform which is constantly updated with content, images and video, subdivided according to themes: **Tattoo artists, Tattoo models, Culture, Galleries & Inspiration, Events, Lifestyle, Videos and News, INKDustry** and **Tattoo Italia** (for the Italian market).

The website is constantly **evolving** and **forward-thinking** to bring premium fresh new content from different points of view.

- + A live up to the minute connection between the industry and the tattoo community with steadily **increasing engagement**.
- + As well as carefully selected editorial content, the site contains **photo reportage** from conventions the world over and **exclusive video interviews**.
- + **Contributors** (photographers, journalists and famous tattoo artists) from all over the world.
- + Optimised for **all devices** (desktop, mobile and tablet).

TATTOOLIFE.COM READERSHIP TARGET

5



ANALYTICS

1.0M+
PAGE VIEWS

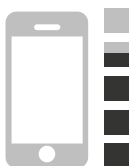
650K+
VISITORS

>30%
NEW VISITORS

10%+
AVG. MONTHLY GROWTH

>1:30
AVG. TIME ON SITE

>1,68
AVG. PAGE PER VISIT



70%
MOBILE



27%
DESKTOP



3%
TABLET

OFFICIAL SOURCE: GOOGLE ANALYTICS JAN 2021 TO DEC 2022 IN PROJECTION

**MEDIA
KIT**



For more information, contact our advertising department:
adv@tattoolife.com | +39 028322431

TATT *life*
INTERNATIONAL

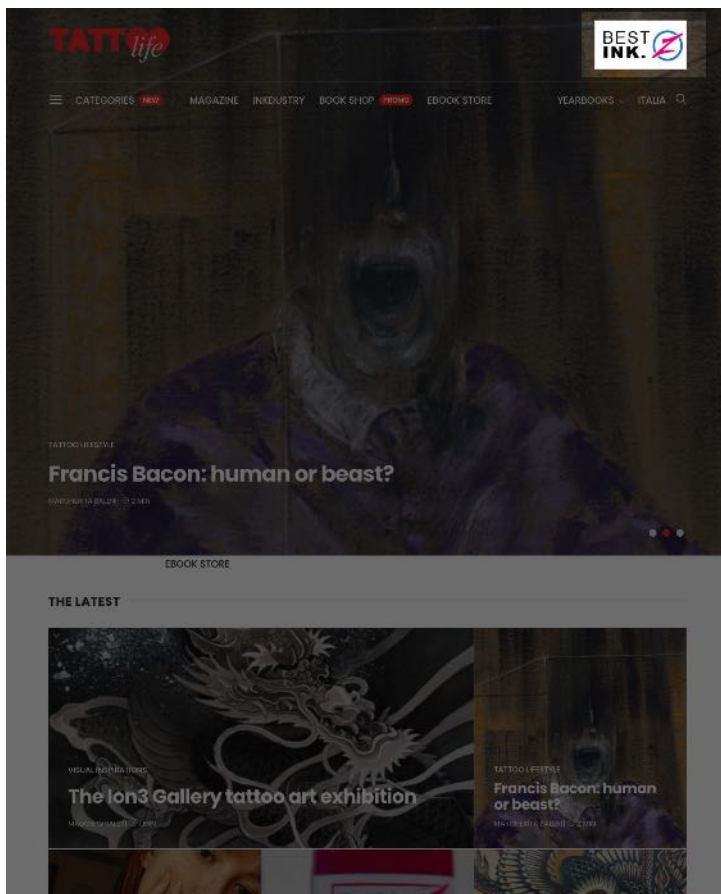
TATTOOLIFE.COM DISPLAY ADS

PRECISE TARGET = SELECT TRAFFIC = BEST INVESTMENTS

Tattoolife.com is a website devoted exclusively to a single topic: tattoo art, street art and contemporary culture. Our editorial team works together with leading journalists in the sector as well as world renowned tattoo artists to ensure top quality content that is also up to the minute, unique, targeting a quality public that wants to keep up with what's new on the scene.

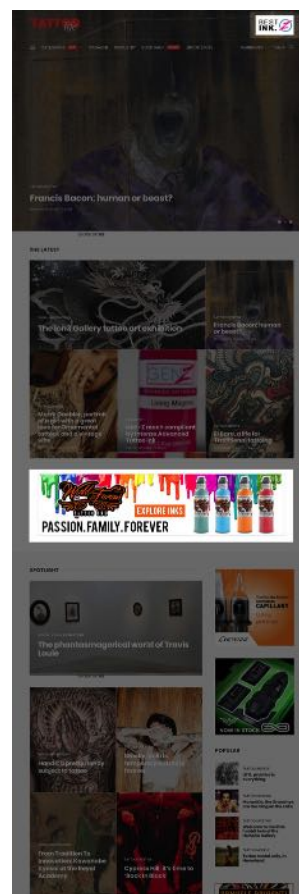
All display units are visible across all devices (desktop, tablet & mobile).

HOMEPAGE



MANCHETTE: 150 X 90 DISPLAY UNIT

Position: Homepage in header next to the logo Tattoo Life on the right sides. **Exclusive advert** – No rotation with other advertiser



BILLBOARD: 970 X 250 DISPLAY UNIT

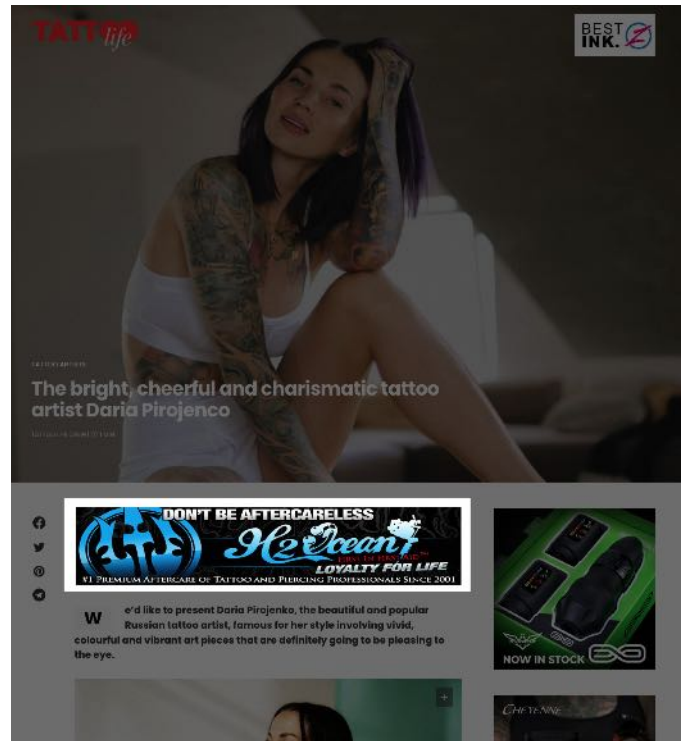
Position: Homepage/Top, Middle & Bottom
Advert rotating for a maximum of 3 advertisers

TATTOOLIFE.COM DISPLAY ADS



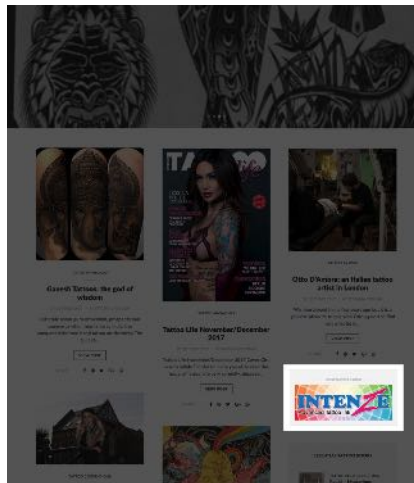
LARGE LEADERBOARD: 970 X 90 DISPLAY UNIT

All sections of **"Categories"**/Top & Bottom
Advert rotating for a maximum of 3 advertisers



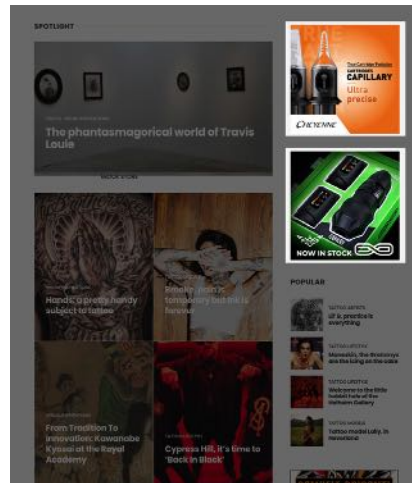
LEADERBOARD: 728 X 90 DISPLAY UNIT

Inside **each article** of the section **"Categories"**/Top position
Advert rotating for a maximum of 5 advertisers



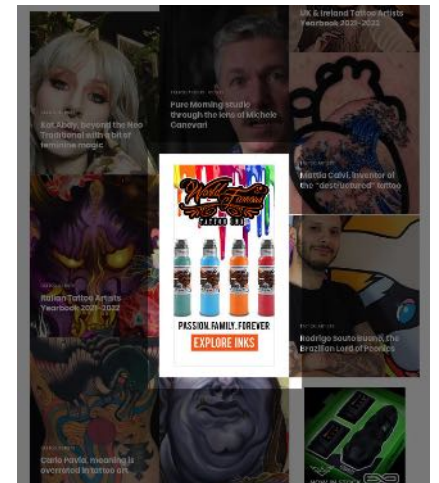
300 X 100 DISPLAY UNIT

Small Button
Homepage and Section pages
Advert rotating for a maximum of 3 advertisers



300 X 300 DISPLAY UNIT

Medium Rectangle
Homepage and Section pages
Advert rotating for a maximum of 3 advertisers

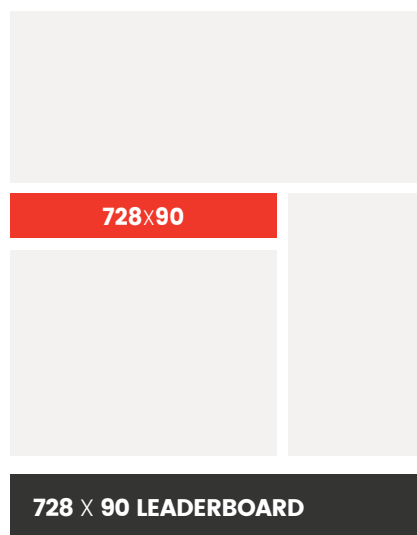
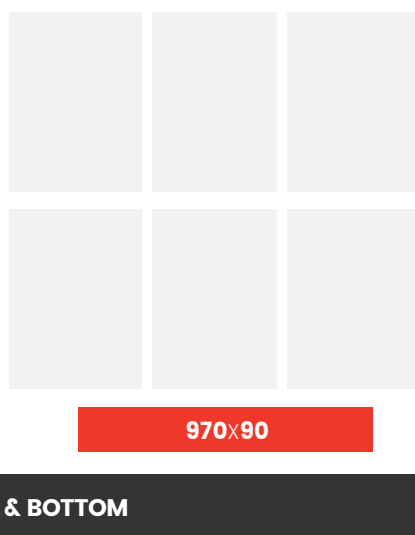
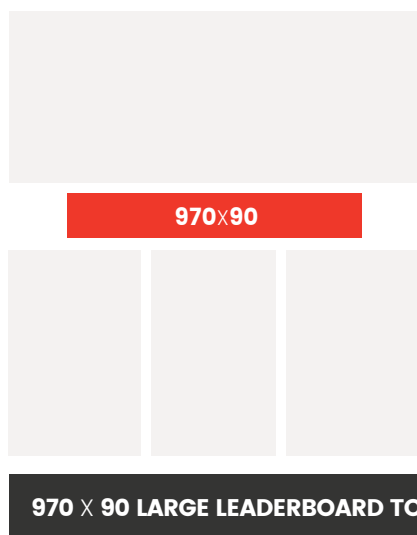
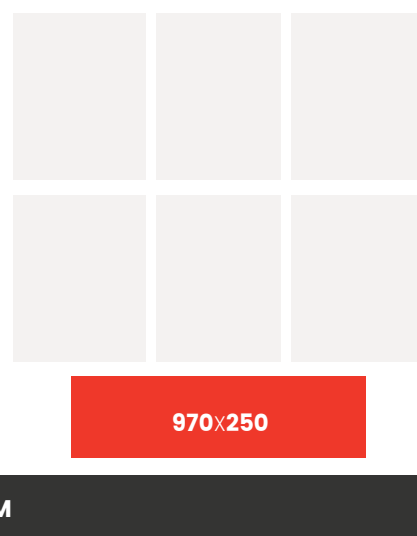
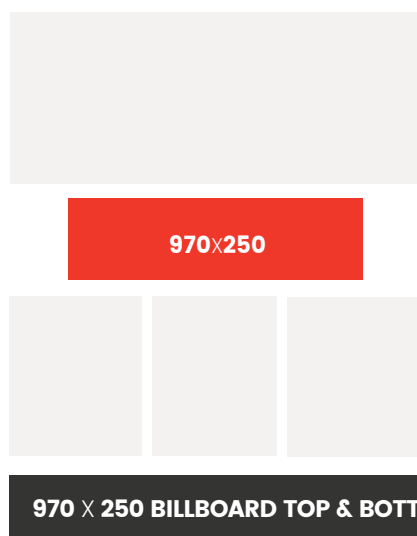
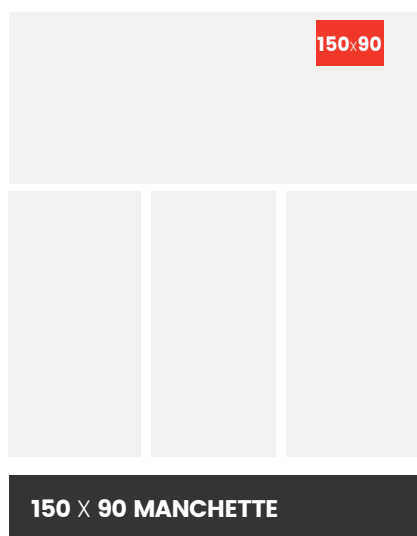


300 X 600 DISPLAY UNIT

Half Page
Homepage and Section pages
Advert rotating for a maximum of 3 advertisers

TATTOOLIFE.COM ADS RATES/SPECS

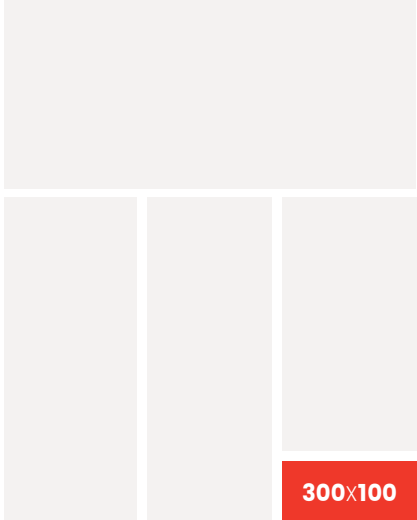
5



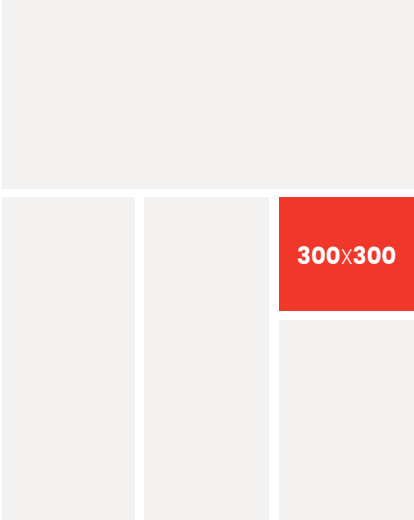
| MODULE SIZE | 3 MONTHS | 6 MONTHS | 1 YEAR |
|-------------------------------|----------|----------|--------|
| 150X90 - MANCHETTE EXCLUSIVE* | € 2800 | - | - |
| 970X250 - BILLBOARD | € 2000 | € 3000 | € 5000 |
| 970X90 - LARGE LEADERBOARD | € 1200 | € 2000 | € 3800 |
| 728X90 - LEADERBOARD | € 800 | € 1500 | € 2500 |

TATTOOLIFE.COM ADS RATES/SPECS

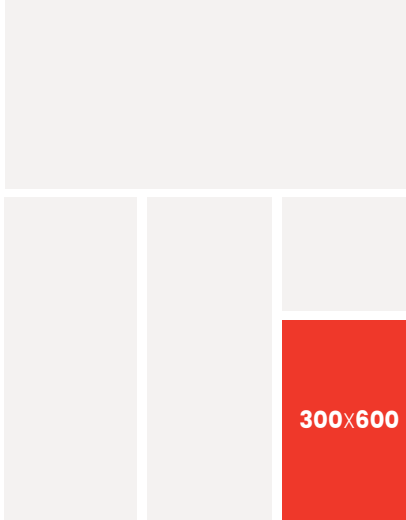
5



300 X 100 SMALL RECTANGLE



300 X 250 MEDIUM RECTANGLE



300 X 600 HALF PAGE

| MODULE SIZE | 3 MONTHS | 6 MONTHS | 1 YEAR |
|-------------------------------------|----------|----------|--------|
| 300X100 | € 500 | € 900 | € 1650 |
| 300X250 / 300X300 | € 800 | € 1500 | € 2500 |
| 300X250 / 300X300 EXCLUSIVE* | € 1200 | € 2000 | € 3500 |
| 300X600 | € 1000 | € 1800 | € 3400 |
| 300X600 EXCLUSIVE* | € 1500 | €2500 | € 4500 |

* This exclusive ad appears on the home page, section pages and internal article pages. This space is not shared with other advertisers.

Technical specs:

- File types accepted: .gif, animated .gif, .jpg, .png. Banner ads should not exceed 150kb in size.
- We offer an affordable in-house design service for those advertisers who are unfamiliar with graphic design requirements. This service is available for all online advertisements. Please contact us for more information: adv@tattoolife.com

TATTOOLIFE.COM SPONSORED CONTENT

INKDUSTRY

InKdustry is a new specific, first level section of the website dedicated exclusively to Suppliers of the tattoo industry. It contains articles on specific brands or products. Dedicated to the professional world of tattooing: ultimate trends, news and must-have.

- + An exclusive landing page for describing your brand and displaying your products, with logo, text, photos and/or videos, professionally curated by our team.
- + Descriptions and other SEO targeted copy is created by our team to help achieve awareness and help drive traffic.
- + The article will be first published highlighted in the Homepage for two weeks (Full Slider & position Post Tiles) and will then remain in the INKdustry section for one whole year.
- + The content will be shared on our main social channels, with dedicated posts.

**EXCLUSIVE SPONSORED CONTENT LANDING PAGE,
DEDICATED FULL SCREEN SLIDER IN HP
+ 14 DAYS FIXED POST TILES & SPOTLIGHT IN HP
+ 1 YEAR IN THE INKDUSTRY SECTION**

€ 1500

www.tattoolife.com/category/inkdustry

TATTOOLIFE.COM SPONSORED CONTENT

100% Original Content Editorial. Let our audience come to you!

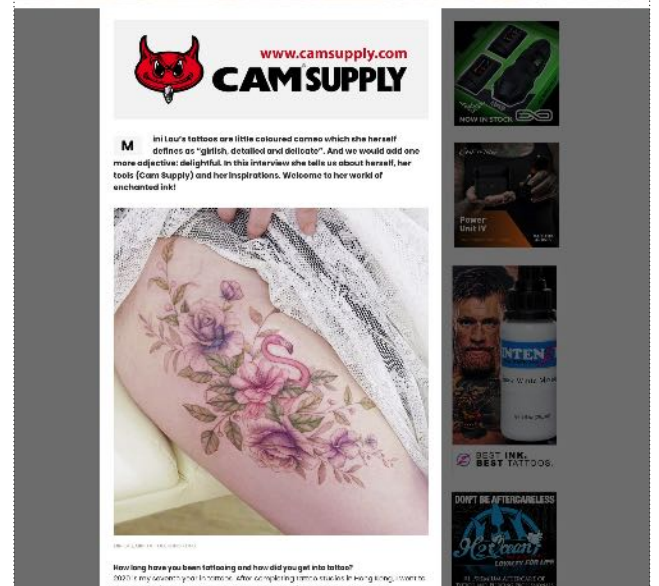
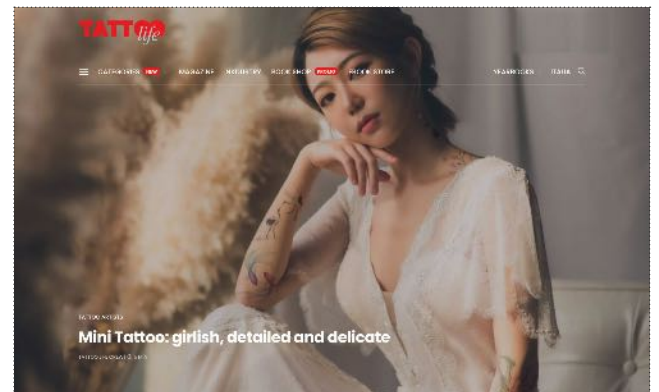
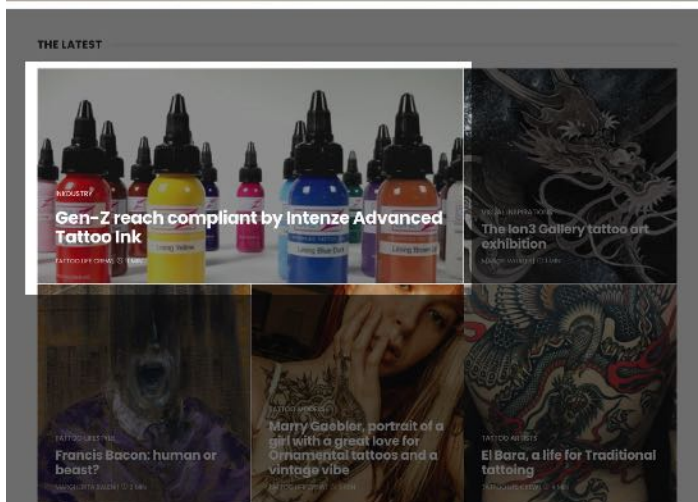
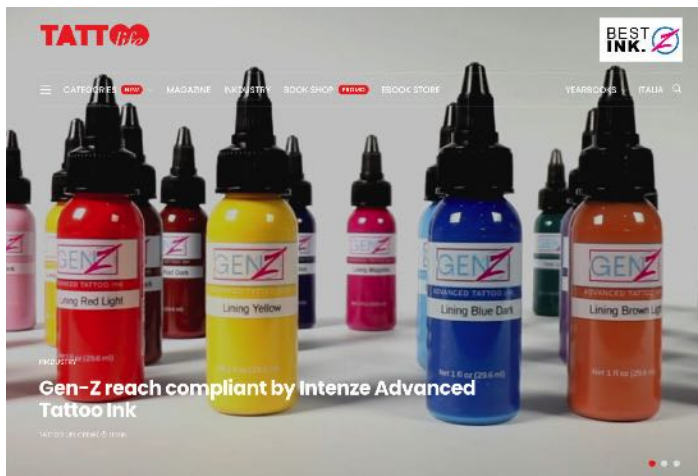
We help our advertisers to articulate their message, offering a chance to communicate with readers through **personalised contents**, drawn up ad hoc by our team.

Our editorial staff will introduce your product in a customized post, with **logo, texts, pictures** and/or **videos** describing your brand and displaying your products using keyword rich copy carefully written.

- + Landing Page in exclusive with no other adverts.
- + The article will first be published in the Homepage for one week, position Post Tiles, and will then remain in the chosen specific section.
- + Descriptions and other SEO targeted copy is created to help achieve awareness and help drive traffic.
- + The content will be shared on our main social channels.

**SPONSORED CONTENT LANDING PAGE,
DEDICATED FULL SCREEN SLIDER IN HP
+ 7 DAYS FIXED POST TILES & SPOTLIGHT IN HP
+ ALWAYS IN THE CHOSEN SPECIFIC SECTION**

€ 800





Why choose us?

**“... we know this art,
we work for this art,
we love the art of tattooing ...”**

Thank you



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