



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**.

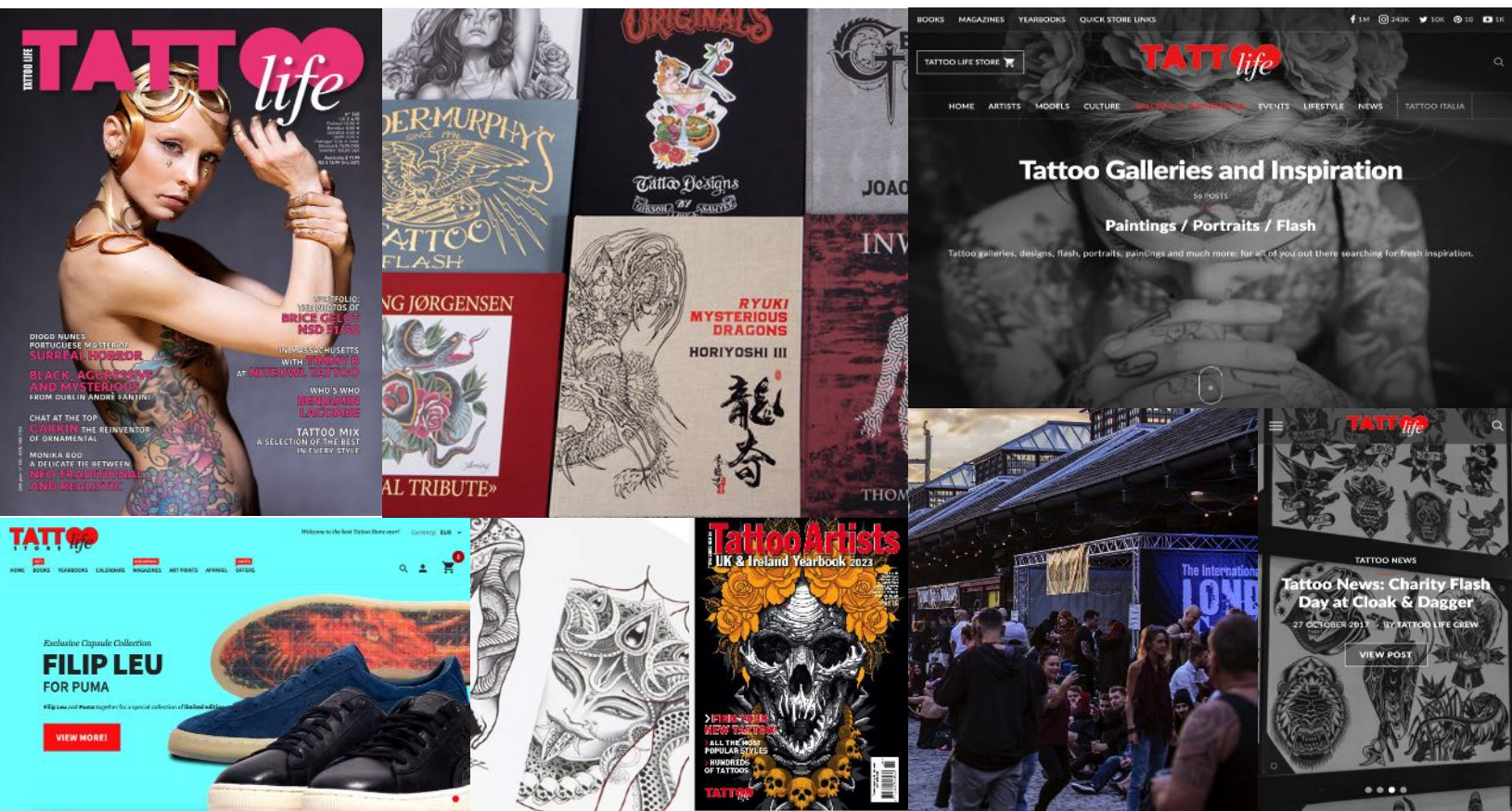
Thanks to the wide range of different publications and diversified communication channels, it appeals across the board to a public which is extremely diverse in terms of age, interests, culture and geographical origin. To this day, to work with Tattoo Life is a source of great satisfaction and pride 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**, with **Miki Vialletto**, is the organizer of the **Gods of Ink Tattoo Convention in Frankfurt** and has been the organizer of the famous **International London Tattoo Convention**, since its first edition. It is also partner and sponsor of major **tattoo events worldwide**.
- + **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

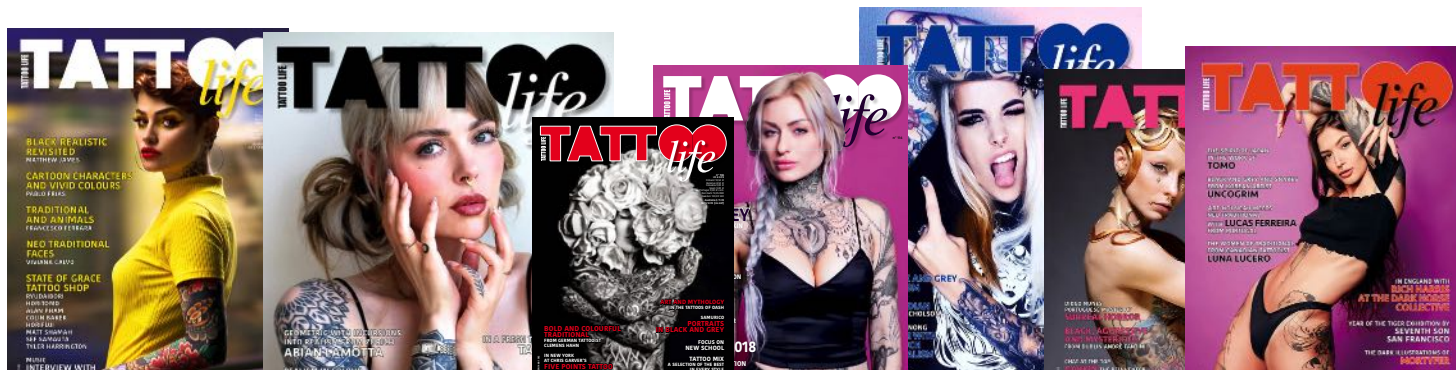
In **modern promotion** you must make an impact on **selective audiences...**



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.



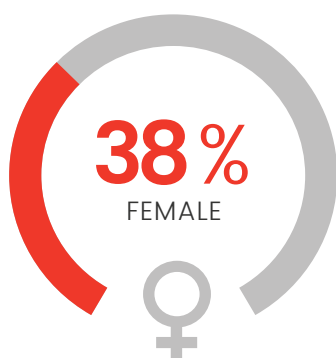
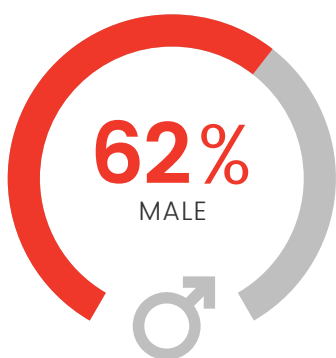
THE TATTOO MAGAZINE



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



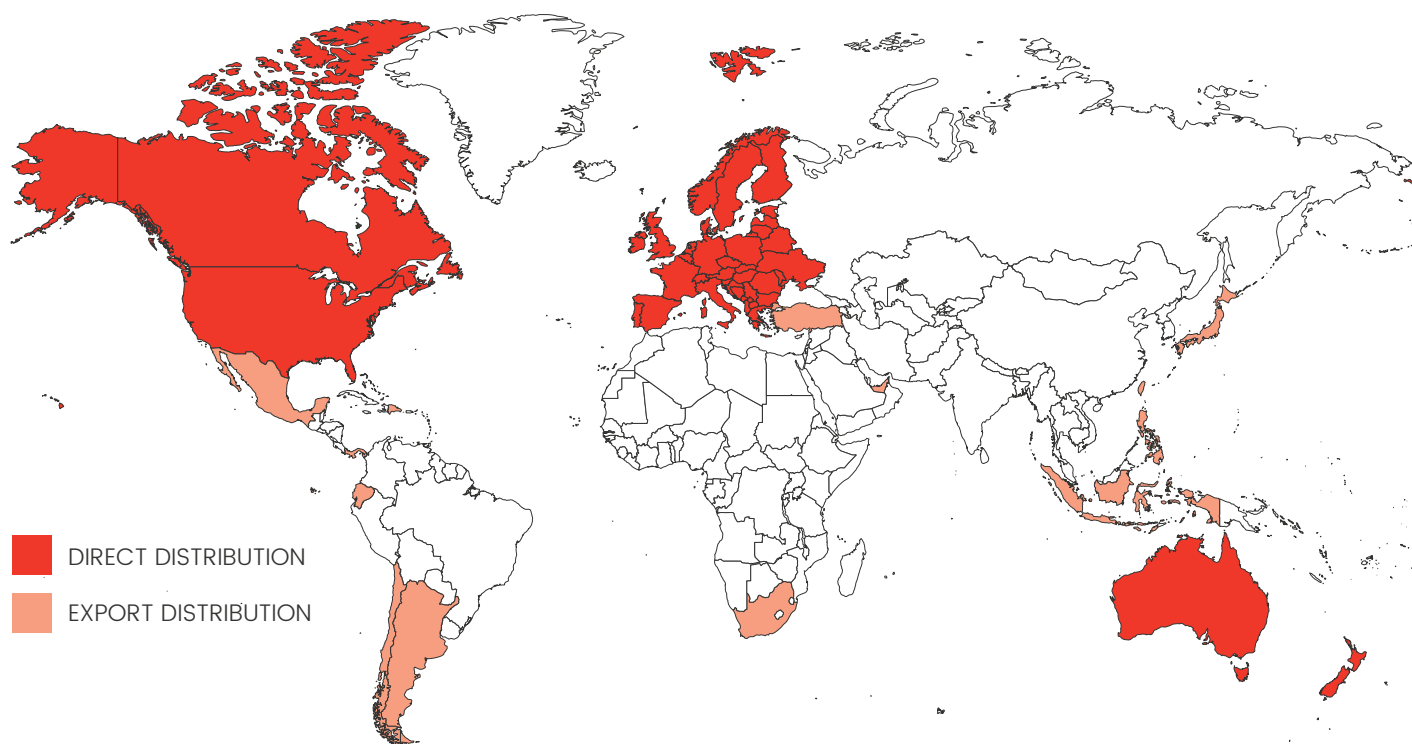
76%
TATTOO ADDICTED



25 – 34
AVERAGE AGE



MAGAZINE CIRCULATION



550K+

TOTAL AUDIENCE

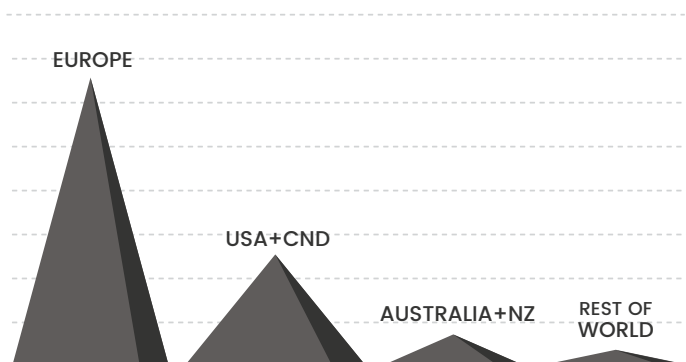
90K+

CIRCULATION PER ISSUE

6

ISSUE PER YEAR

ZONE DISTRIBUTION



EUROPE **65%**



USA + CANADA **25%**



AUSTRALIA + NZ **8%**



REST OF WORLD **2%**



ISSUES CALENDAR

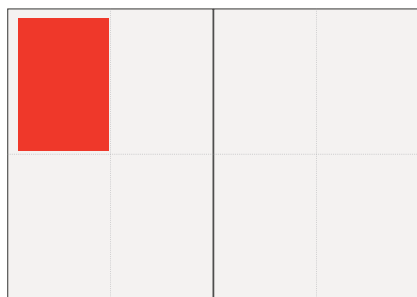
3

TITLE	COVER MONTH	ADVERT DEADLINE	ON SALE IN EUROPE	ON SALE IN USA+CND	ON SALE IN AUS+NZ
LIFE 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
LIFE 147	MAR-APR 2024	10 JAN 2024	20 FEB 2024	15 MAR 2024	20 APR 2024
LIFE 148	MAY-JUN 2024	10 MAR 2024	20 APR 2024	15 MAY 2024	20 JUN 2024
LIFE 149	JUL-AUG 2024	10 MAY 2024	20 JUN 2024	15 JUL 2024	20 AUG 2024
LIFE 150	SEP-OCT 2024	10 JUL 2024	20 AUG 2024	15 SEP 2024	20 OCT 2024
LIFE 151	NOV-DEC 2024	10 SEP 2024	20 OCT 2024	15 NOV 2024	20 DEC 2024
LIFE 152	JAN-FEB 2025	10 NOV 2024	20 DEC 2024	15 JAN 2025	20 FEB 2025
LIFE 153	JAN-FEB 2025	10 JAN 2025	20 FEB 2025	15 MAR 2025	20 APR 2025
LIFE 154	MAR-APR 2025	10 MAR 2025	20 APR 2025	15 MAY 2025	20 JUN 2025
LIFE 155	MAY-JUN 2025	10 MAY 2025	20 JUN 2025	15 JUL 2025	20 AUG 2025
LIFE 156	JUL-AUG 2025	10 JUL 2025	20 AUG 2025	15 SEP 2025	20 OCT 2025



MAGAZINE RATES/SPECS

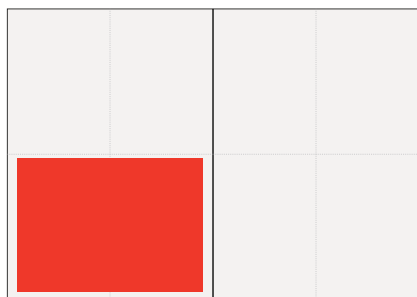
3



¼ PAGE AD

90 X 135 mm (no bleed required)

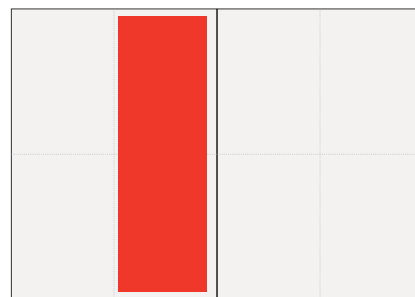
NATIONAL EDITION	
1/4 PAGE	€ 400
EUROPE EDITION	
1/4 PAGE	€ 600
WORLDWIDE INTERNATIONAL EDITION	
1/4 PAGE	€ 800



½ PAGE HORIZONTAL AD

135 X 190 mm (no bleed required)

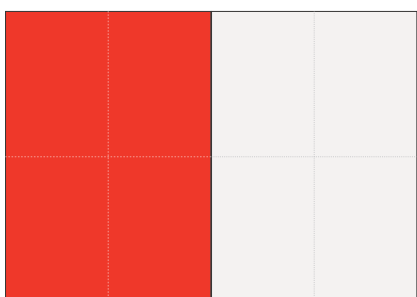
NATIONAL EDITION	
1/2 PAGE HORIZONTAL	€ 600
EUROPE EDITION	
1/2 PAGE HORIZONTAL	€ 1000
WORLDWIDE INTERNATIONAL EDITION	
1/2 PAGE HORIZONTAL	€ 1300



½ PAGE VERTICAL AD

90 X 275 mm (no bleed required)

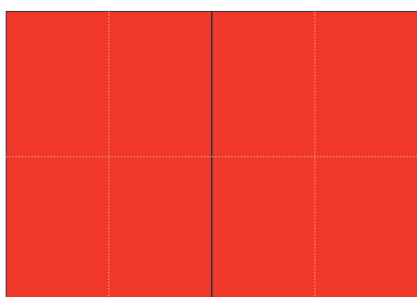
NATIONAL EDITION	
1/2 PAGE VERTICAL	€ 600
EUROPE EDITION	
1/2 PAGE VERTICAL	€ 1000
WORLDWIDE INTERNATIONAL EDITION	
1/2 PAGE VERTICAL	€ 1300



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%**

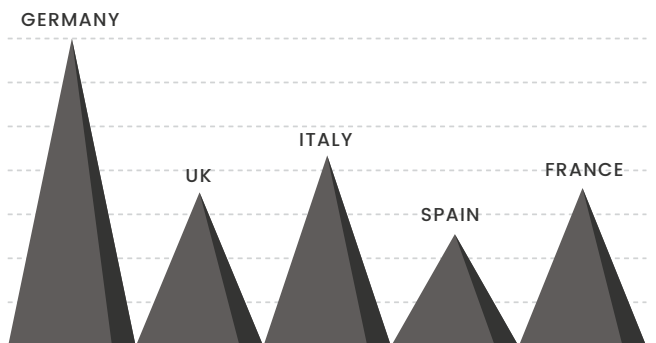


SPANISH EDITION

SPAIN + PORTUGAL **90%**



REST OF EUROPE **10%**



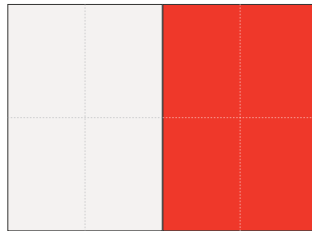
YEARBOOKS RATES/SPECS



GERMAN OR FRENCH EDITIONS

210 X 297 mm
+5 mm bleed

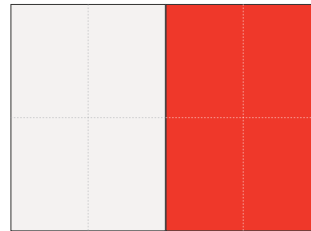
FULL PAGE	€ 800
2ND COVER	€ 1000
3RD COVER	€ 1000
4TH COVER	€ 1500



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	2023-2024	10 AUG 2023	SEP-OCT 2023	APR-MAY 2024
YEARBOOK SPAIN	2023-2024	25 JUL 2023	SEP-OCT 2023	APR-MAY 2024
YEARBOOK ITALY	2023-2024	20 JUL 2023	SEP-OCT 2023	APR-MAY 2024
YEARBOOK UK	2023-2024	20 SEP 2023	NOV-DEC 2023	MAY-JUN 2024
YEARBOOK FRANCE	2023-2024	10 SEP 2023	OCT-NOV 2023	APR-MAY 2024

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.



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

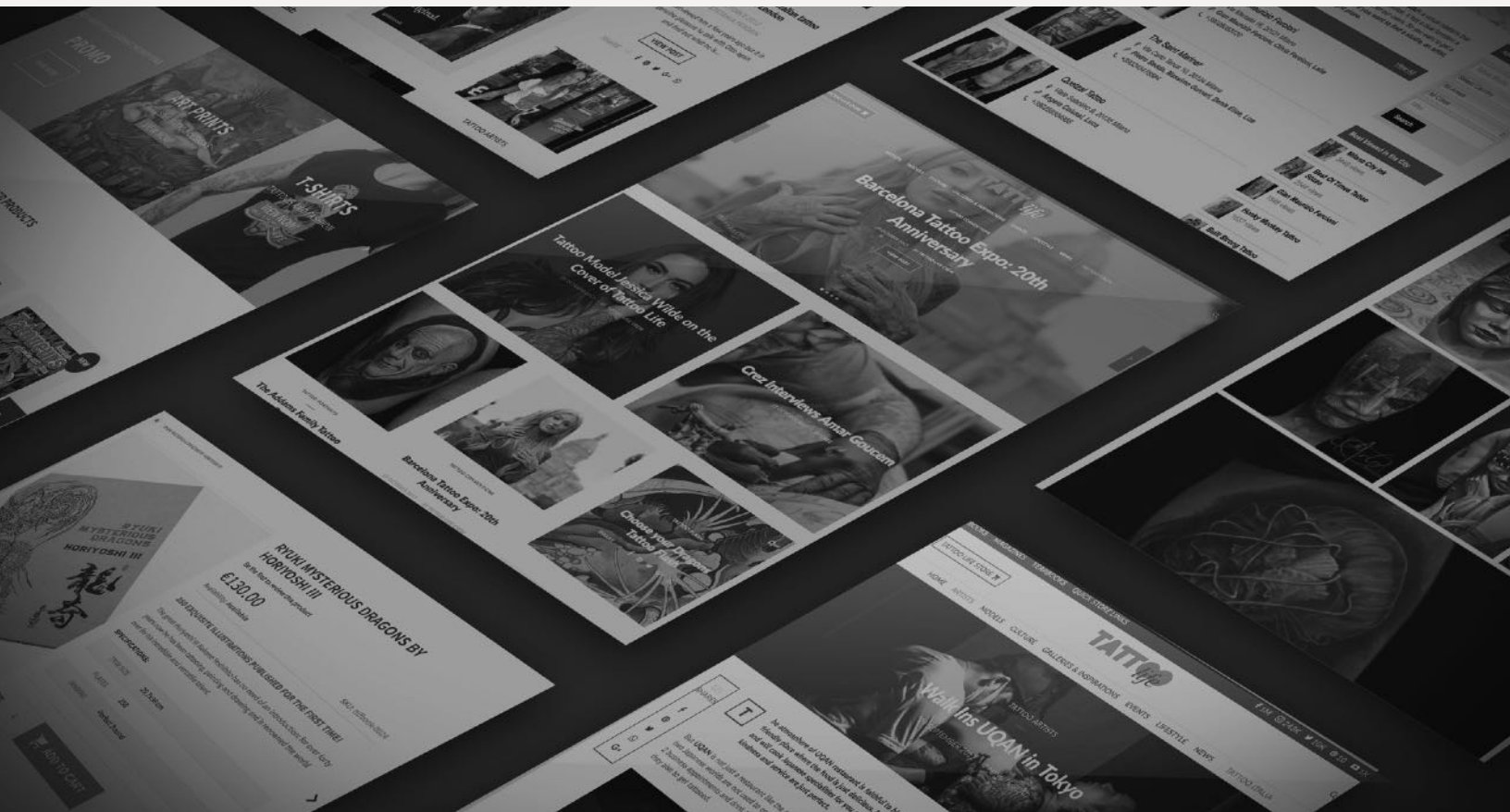
Tattoo Life Digital is present online with an **editorial platform** (www.tattoolife.com), two **ecommerce sites** (www.tattoolifestore.com & www.tattooebooks.com) and on the **social media** with profiles on **Facebook, Instagram, Twitter** and **YouTube**.

ELEVATED ENGAGEMENT

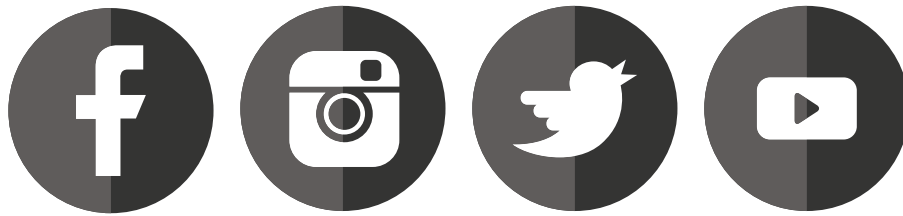


100%

DIGITAL BRAND
AWARENESS IN 2022



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.

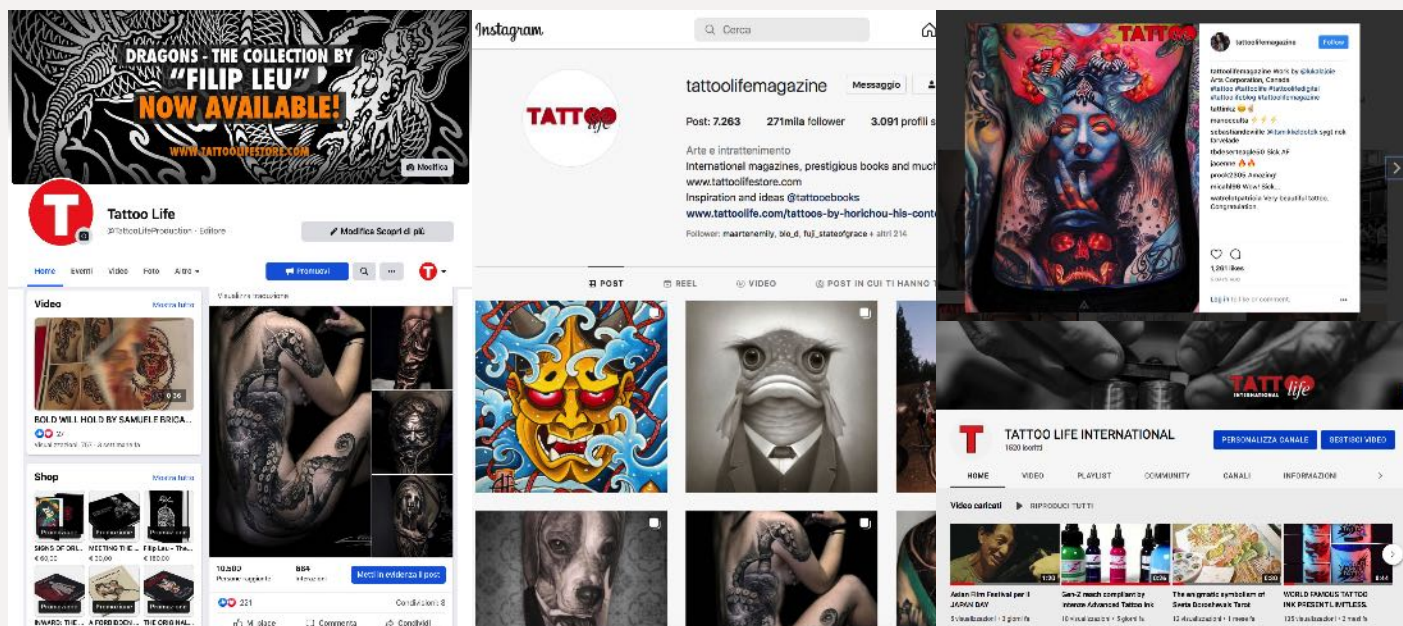
TATTOO LIFE doesn't sell its social media channels. But we use all our channels to **direct select traffic to tattoolife.com**, ensuring that your brand has the **greatest** possible **visibility** and the **best** return in terms of display ad **investment**.

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

TATT *life*
INTERNATIONAL

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



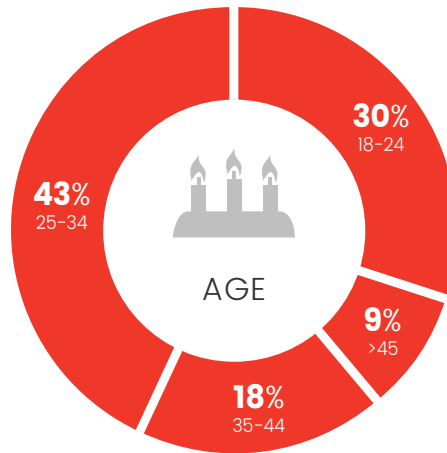
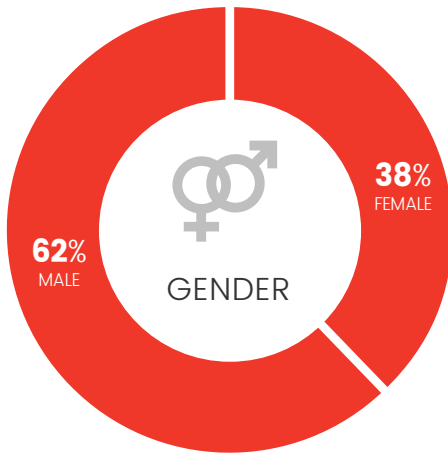
This is an editorial platform which is constantly updated with content, images and video, subdivided according to themes: **Tattoo artists, Tattoo models, Culture, Galleries & Inspiration, Events, Lifestyle, Videos and News, INKDustry** and **Tattoo Italia** (for the Italian market).

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

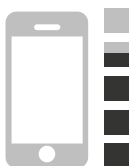
650K+
VISITORS

>25%
NEW VISITORS

10%+
AVG. MONTHLY GROWTH

>1:30
AVG. TIME ON SITE

>1,68
AVG. PAGE PER VISIT



72%
MOBILE



25%
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

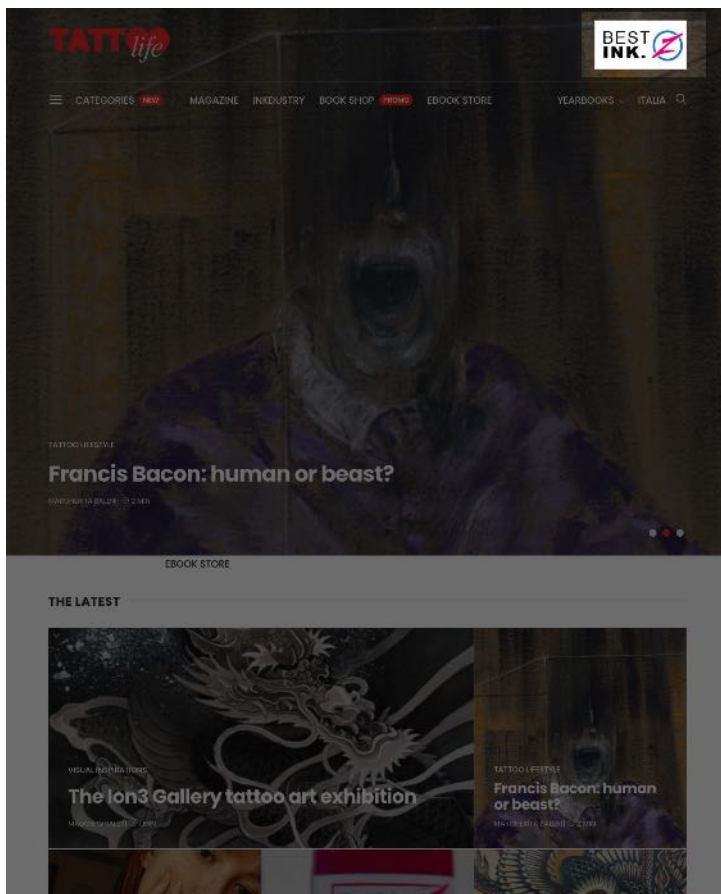
TATTOOLIFE.COM DISPLAY ADS

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.

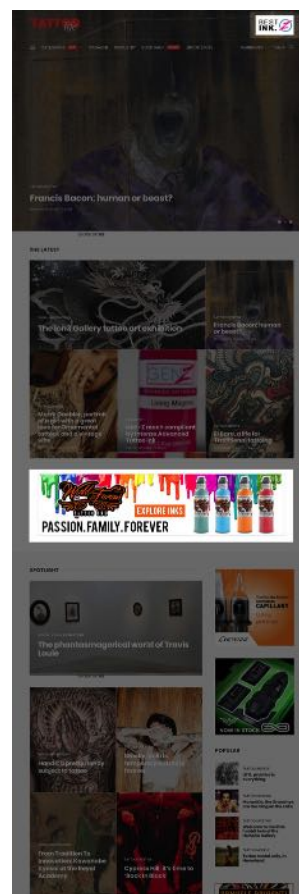
All display units are visible across all devices (desktop, tablet & mobile).

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

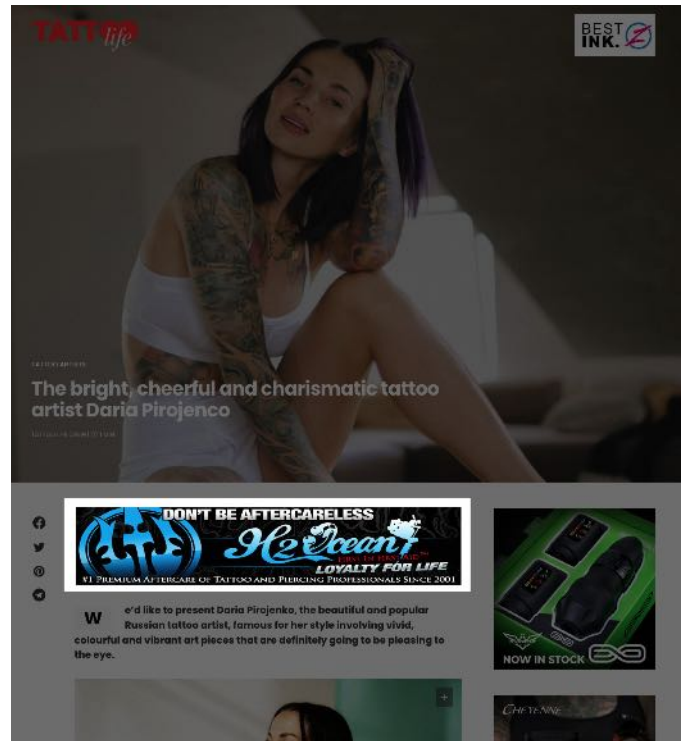
Position: Homepage/Top, Middle & Bottom
Advert rotating for a maximum of 3 advertisers

TATTOOLIFE.COM DISPLAY ADS



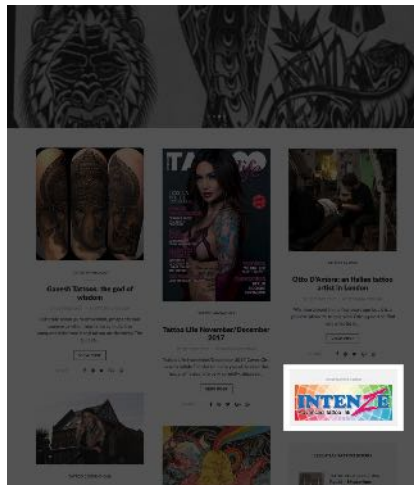
LARGE LEADERBOARD: 970 X 90 DISPLAY UNIT

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



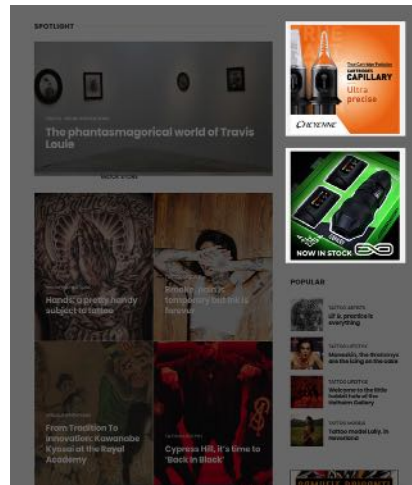
LEADERBOARD: 728 X 90 DISPLAY UNIT

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



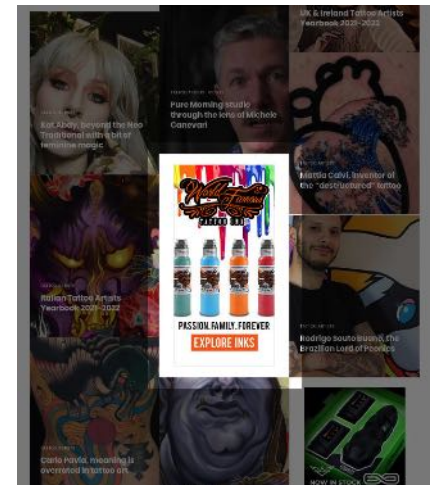
300 X 100 DISPLAY UNIT

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

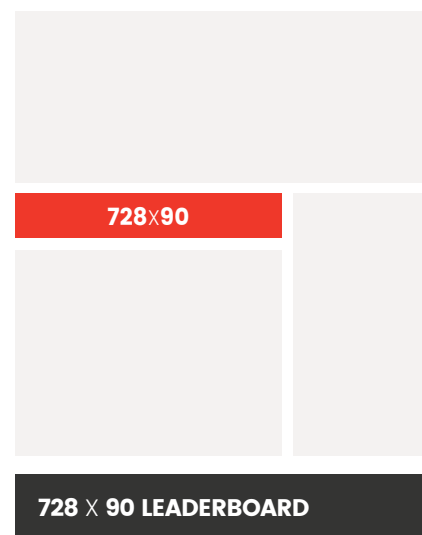
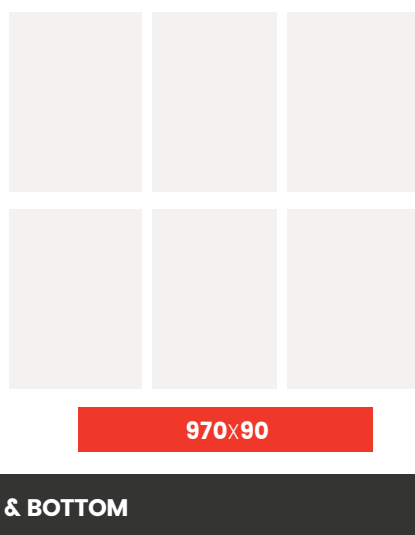
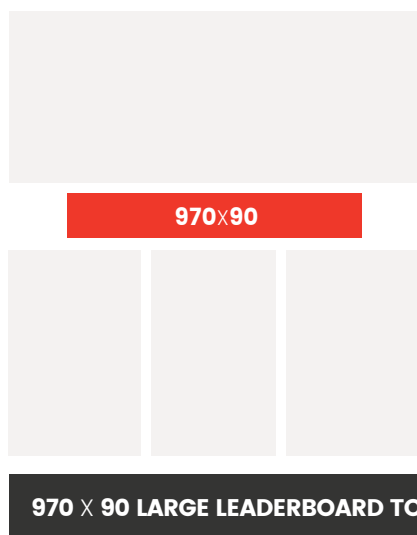
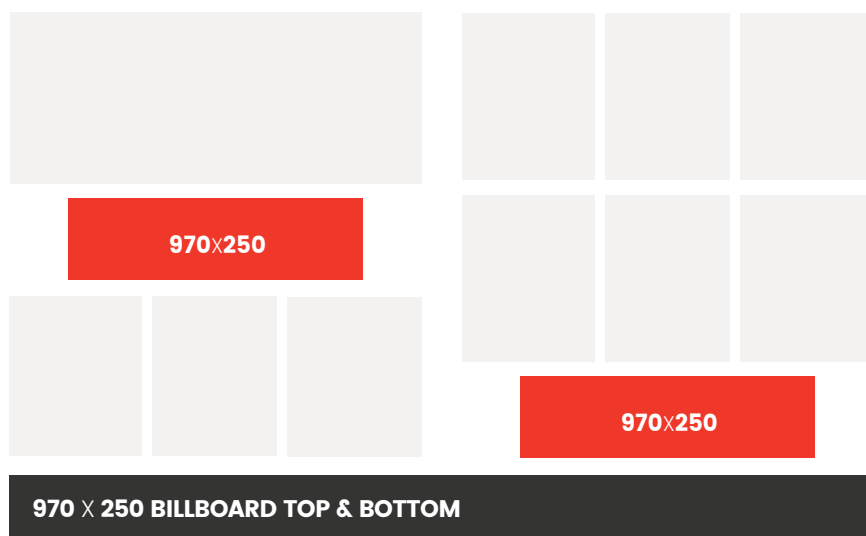
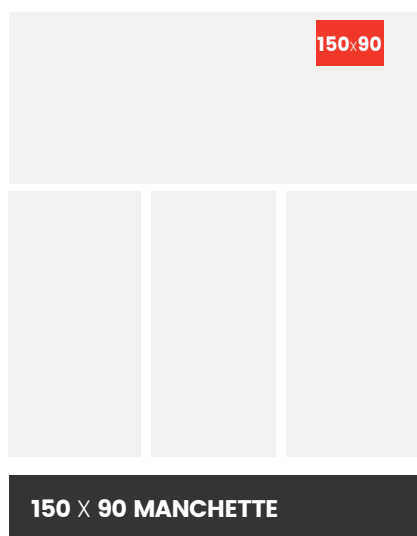


300 X 600 DISPLAY UNIT

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

TATTOOLIFE.COM ADS RATES/SPECS

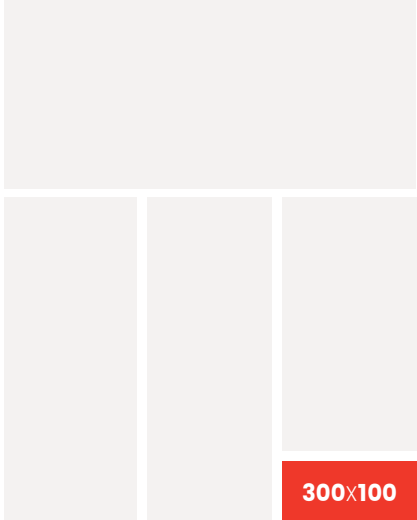
5



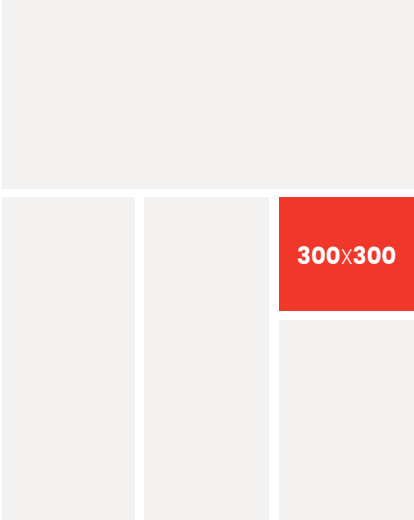
MODULE SIZE	3 MONTHS	6 MONTHS	1 YEAR
150X90 - MANCHETTE EXCLUSIVE*	€ 2800	-	-
970X250 - BILLBOARD	€ 2000	€ 3000	€ 5000
970X90 - LARGE LEADERBOARD	€ 1200	€ 2000	€ 3800
728X90 - LEADERBOARD	€ 800	€ 1500	€ 2500

TATTOOLIFE.COM ADS RATES/SPECS

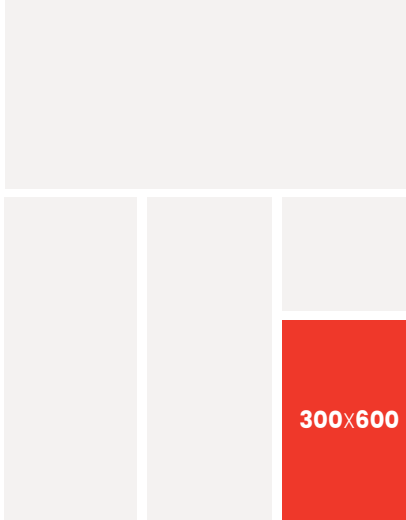
5



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!

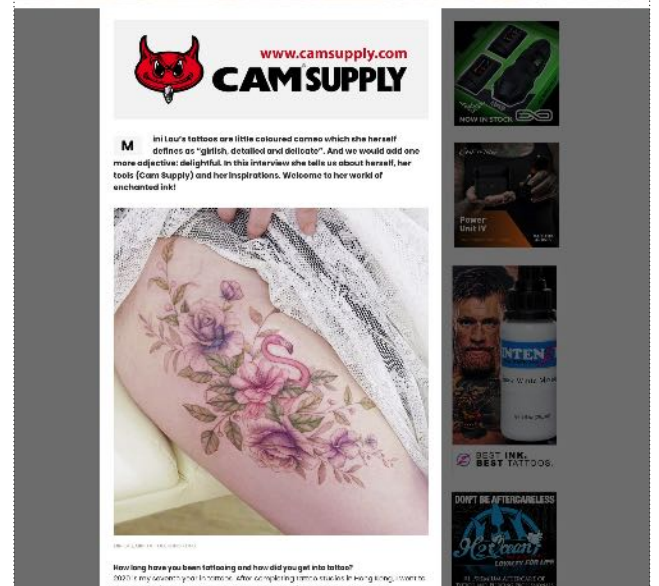
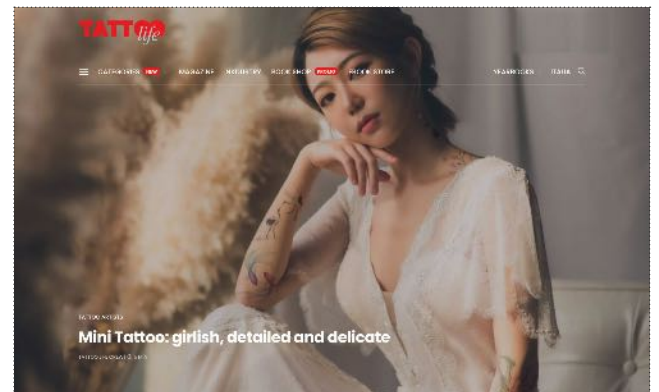
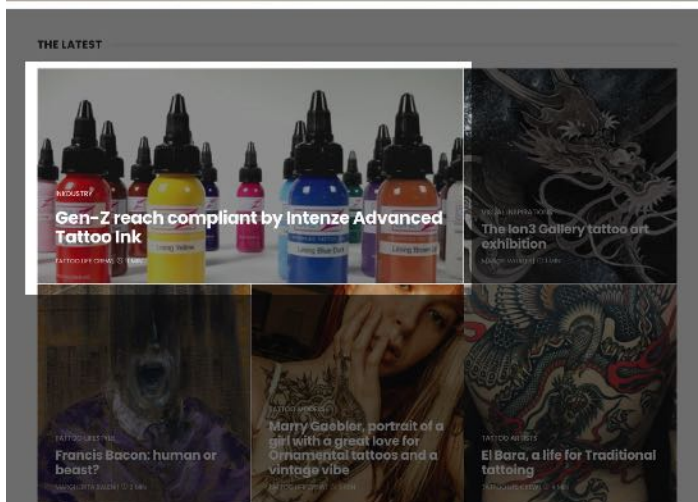
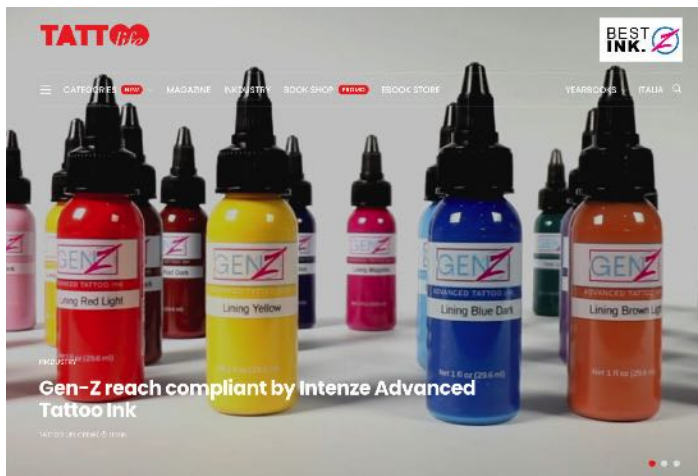
We help our advertisers to articulate their message, offering a chance to communicate with readers through **personalised contents**, drawn up ad hoc by our team.

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



For more information please contact:

MIKI VIALETTTO



+39 028322431



adv@tattoolife.com