MEDIA KIT
GIVE YOUR BRAND THE BEST VALUE
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 20 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 is the organiser of 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 profiles and a Pinterest page is in the pipeline.
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, book reviews and shopping tips, as well as features on the most alluring and celebrated tattoo models in the world accompanied by exclusive pictures.
THE TATTOO MAGAZINE CONTENT

INTERVIEWS

MARK MAHONEY

2SPIRIT TATTOO

THE SANCTUARY OF BLACKWORK

CONVENTIONS

LONDON TATTOO CONVENTION

EXTRA

Ornamental

TROY BROOKS

GALLERY
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.

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**MAGAZINE AUDIENCE**

- **62%** Male
- **38%** Female
- **76%** Tattoo addicted
- **25 - 34** Average age
## ISSUES CALENDAR

<table>
<thead>
<tr>
<th>TITLE</th>
<th>COVER MONTH</th>
<th>ADVERT DEADLINE</th>
<th>ON SALE IN EUROPE</th>
<th>ON SALE IN USA+CND</th>
<th>ON SALE IN AUS+NZ</th>
</tr>
</thead>
</table>

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

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**Advert Deadline**

**On Sale In**

- Europe
- USA+CND
- AUS+NZ
### Magazine Rates/Specs

<table>
<thead>
<tr>
<th>Business Card</th>
<th>½ Page Ad</th>
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<td><strong>National Edition</strong></td>
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<tr>
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<td>Double Page</td>
</tr>
<tr>
<td>€ 1300</td>
<td>€ 2500</td>
<td>€ 4000</td>
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**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 **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: in May and January**.
**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%

**UK EDITION**
- UK & IRELAND 65%
- USA + CANADA 20%
- REST OF EUROPE 15%

**ITALIAN EDITION**
- ITALY 97%
- REST OF EUROPE 3%

**SPANISH EDITION**
- SPAIN + PORTUGAL 80%
- REST OF EUROPE 20%

**FRENCH EDITION**
- FRANCE + SWITZERLAND 94%
- REST OF EUROPE 4%

- CANADA 2%

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

<table>
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<tr>
<th>EDITION</th>
<th>YEARS</th>
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<th>2ND EDITION ON SALE</th>
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<tr>
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<td>3 SEP 2019</td>
<td>OCT-NOV 2019</td>
<td>APR-MAY 2020</td>
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</tbody>
</table>

PRICES NOTE
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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 Life Digital is present online with an editorial platform (www.tattoolife.com), an ecommerce sites (www.tattoolifestore.com & www.tattooebooks.com) and on the social media with profiles on Facebook, Instagram, Twitter and YouTube as well as a new page on Pinterest.
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.
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, News 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

**ANALYTICS**

- **1.2M+** PAGE VIEWS
- **850K+** VISITORS
- **>50%** NEW VISITORS
- **12%+** AVG. MONTHLY GROWTH
- **>1:40** AVG. TIME ON SITE
- **>1,68** AVG. PAGE PER VISIT

**Gender**
- 58% MALE
- 42% FEMALE

**Age**
- 43% 25-34
- 18% 35-44
- 9% >45
- 30% 18-24

**Locations**
- 33% USA + CANADA
- 26% REST OF WORLD
- 41% EUROPE

**Device Breakdown**
- 37% DESKTOP
- 58% MOBILE
- 5% TABLET
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 next to the logo Tattoo Life on both sides
Exclusive advert - No rotation with other advertiser

BILLBOARD: 970 X 250 DISPLAY UNIT
Position: Homepage/Top & Bottom
Advert rotating for a maximum of 3 advertisers

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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 250 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

<table>
<thead>
<tr>
<th>Module Size</th>
<th>3 Months</th>
<th>6 Months</th>
<th>1 Year</th>
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<td>970x250 - BILLBOARD</td>
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<td>728x90 - LEADERBOARD</td>
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<td>€ 1500</td>
<td>€ 2500</td>
</tr>
</tbody>
</table>

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# TATTOOLIFE.COM ADS RATES/SPECS

<table>
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<th>Module Size</th>
<th>3 Months</th>
<th>6 Months</th>
<th>1 Year</th>
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<tbody>
<tr>
<td>300x100</td>
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<td>€ 900</td>
<td>€ 1650</td>
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<tr>
<td>300x250 / 300x300</td>
<td>€ 800</td>
<td>€ 1500</td>
<td>€ 2500</td>
</tr>
<tr>
<td>300x250 / 300x300 EXCLUSIVE*</td>
<td>€ 1200</td>
<td>€ 2000</td>
<td>€ 3500</td>
</tr>
<tr>
<td>300x600</td>
<td>€ 1000</td>
<td>€ 1800</td>
<td>€ 3400</td>
</tr>
<tr>
<td>300x600 EXCLUSIVE*</td>
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<td>€ 2500</td>
<td>€ 4500</td>
</tr>
</tbody>
</table>

* 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

For more information, contact our advertising department:
adv@tattoolife.com | +39 028322431
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.
- The article will first be published in the Homepage for two weeks, position Post Tiles, and will then remain in the InKdustry section for one whole year.
- Descriptions and other SEO targeted copy is created by our team to help achieve awareness and help drive traffic.
- The content will be shared on our main social channels, with dedicated posts.

SPONSORED CONTENT LANDING PAGE
+ 15 DAYS FIXED POST TILES IN HOMEPAGE
+ 1 YEAR IN THE INKDUSTRY SECTION

€ 1500

www.tattoolife.com/category/inkdustry
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.

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

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
+ 7 DAYS FIXED POST TILES IN HOMEPAGE
+ 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 VIALETTO

+39 028322431 adv@tattoolife.com