

2015

MEDIA

KIT

Through the use of interdisciplinary feature articles, community-minded events, and graphical web layouts, REDEFINE focuses on the utility of art beyond merely aesthetics. We explore how the arts influence and are influenced by other walks of life by connecting them with topics like charity work, literature, philosophy, science, spirituality, and politics — with the hope of creating a broad platform that inspires positive change.

redefine

conscious growth thru arts journalism

HOW ARE WE DIFFERENT?

We are dedicated to long-form, socially-impactful arts journalism.



MULTICULTURAL
China's Indie Music Scene: Transforming Contemporary Chinese Culture From The Bottom Up



SOCIOLOGY
Japanese Butoh Dance (舞踏): Discovering Emptiness, Embodiment & Environment in an Archeology of Body



PHILOSOPHY
The Child in The Mirror: A Nietzschean Reading of the Myth of Michael Jackson



MULTICULTURAL
Bi-Lingualism in U.S. Indie Musicians: The Upwards Trend of Spanish-English Lyricism

SOCIOLOGY
Glitch Art: Romanticizing Analog Accident & Digital Dystopia

HISTORY
Race Relations & The Use of Skin Color in Marketing Early Blues & Jazz Records

SOCIOLOGY
North American Arts Funding: A Comparative Scene Report Between the U.S., Canada, and Mexico

SPIRITUALITY
Timeline: Tarot-Inspired Works of Art

SCIENCE
Sound Healing & Music Therapy: Spirit & Science in Tandem

Why Bother?

"Causation in human affairs is multiple... any given event has many causes. Hence it follows that there can be no single sovereign cure for the diseases of the body politic. The remedy for social disorder must be sought simultaneously in many different fields."

– Aldous Huxley, *Ends And Means*

"The rare scholars who are nomads-by-choice are essential to the intellectual welfare of the settled disciplines."

– Benoit Mandelbrot

Our content is visually-striking.



ALBUM
COVERS
OF THE
YEAR

COMPARE
&
CONTRAST
FEATURES

Explorations of process that collect multiple viewpoints on an artistic collaboration. This includes directors and musicians working on the same music video, solo musicians who undertake a recording project together, and our Album Covers of the Year feature, amongst others.

Olafur Arnalds & Nils Frahm Conversational Interview:
Modern Classical Composers in the New Electronic Age

Olafur Arnalds and Nils Frahm explore their different approaches to modern classical music in this interview. They discuss their collaborative work, the influence of electronic music, and their views on the future of the genre. The article features photos of both artists and a 'COLLABORATION' tag.

A video player showing a person in a dark room, possibly a performance or a music video. The video is titled 'Kriget - Holy Mountain'.

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A video player showing a person in a dark room, possibly a performance or a music video. The video is titled 'Ulfur & The Mountain Men - White Mountain LP'.

INFLUENCE
TIMELINES

The Impact of Alejandro Jodorowsky's The Holy Mountain on Musicians & Their Creations

These visually-oriented timelines are an ongoing reminder of the impact of a chosen philosophy, thinker, or concept on the creative output of other musicians and artists.

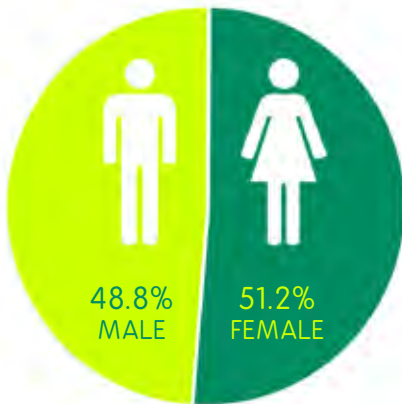


WHY ADVERTISE?

Our audience is motivated by the arts and the written word.

REDEFINE and our **20,000 monthly visitors** can be described as:

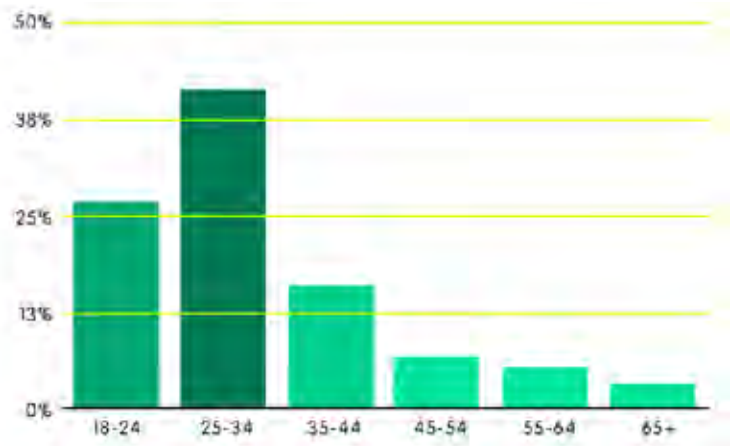
GENDER-EQUAL.



YOUTHFUL.

70%

OF READERS ARE BETWEEN THE AGES OF 18-34



GLOBAL.

TOP COUNTRIES

- United States - 42.6%
- United Kingdom - 9.1%
- Canada - 5.4%
- France - 3.9%
- Germany - 3.3%
- Australia - 2.5%

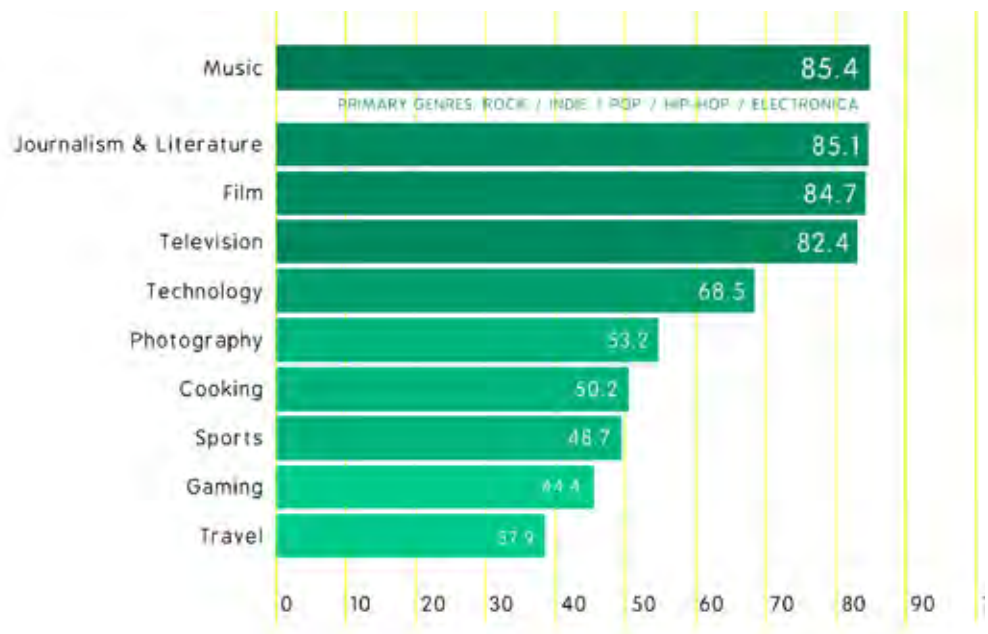
TOP CITIES

- New York
- Los Angeles
- London
- Portland
- San Francisco
- Seattle
- Chicago

PASSIONATE ABOUT THE ARTS.

TOP INTERESTS

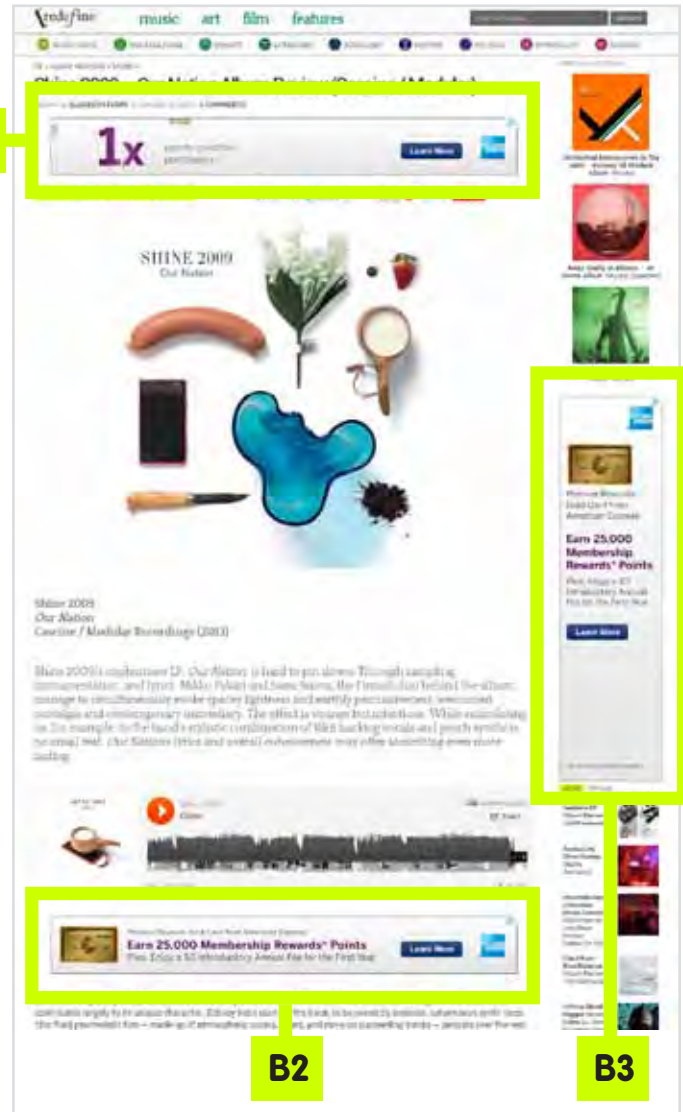
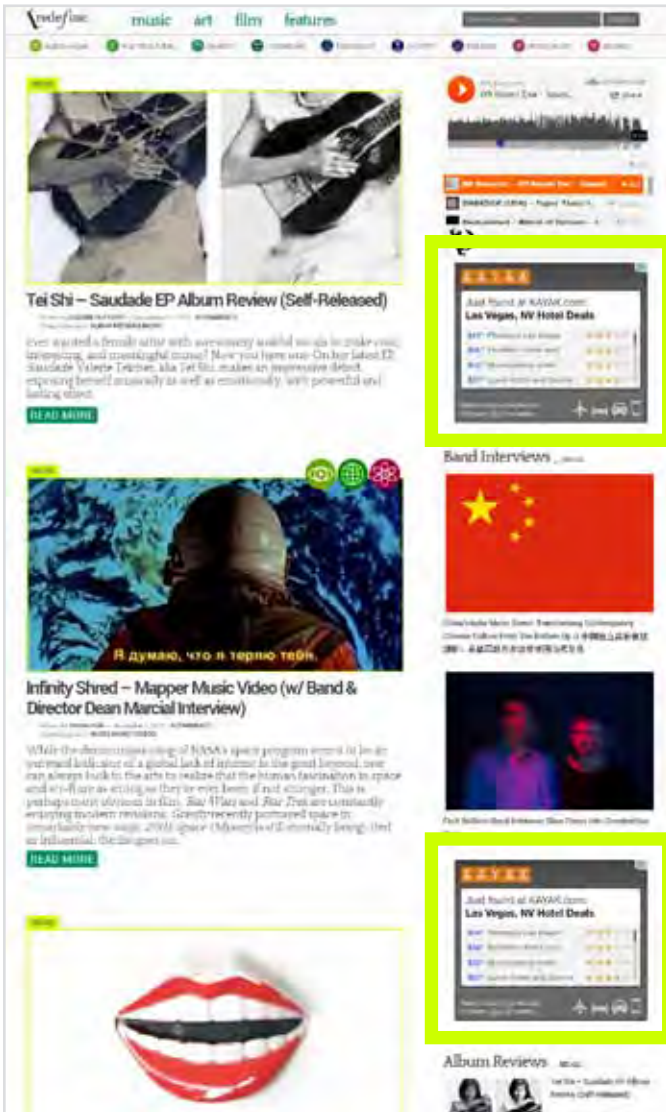
(BY PERCENTAGE OF READERSHIP)



AD PLACEMENTS & SPECIFICATIONS

MAIN PAGE

CONTENT PAGE



AD RATES

(PER THREE-MONTH COMMITMENT)

ADVERTISEMENT	DIMENSIONS	PRICES
Main A1	Rectangle - 300x250	\$150
Main A2	Rectangle - 300x250	\$100
Main Combo (A1 & A2)	(SEE ABOVE)	\$200 (SAVE \$50)
Content B1	Horizontal - 728x90	\$125
Content B2	Horizontal - 728x90	\$75
Content B3	Vertical - 160x605	\$100
Content Combo (B1 & B2)	(SEE ABOVE)	\$175 (SAVE \$25)
Content Combo (B1, B2 & B3)	(SEE ABOVE)	\$250 (SAVE \$50)

PAYMENT

Checks and money orders must be made out to Redefine Media LLC and mailed to **3814 NE Hassalo St., Portland, OR 97232**. Payment can also be made via Paypal to huav@redefinemag.com.

FILE FORMATS

We accept Flash files (.swf) under 300kb and various other image formats (.jpg, .gif, .png) under 80kb, at 72dpi. Possible exceptions can be made; please inquire.

CYCLES

Ad periods run on three-month (90-day) rotations, which can begin on any date of the advertiser's choosing, space permitting. Ads will be posted within ten days of receipt of both payment and artwork and can be swapped out three times per 3-month cycle.

To place an ad or to inquire further, please contact us at:
ads@redefinemag.com