

TARTARUS

MAGAZINE

Media Kit



Fidel Gonzalez



TARTARŪS



Pedro Afonso

About Us

TARTARŪS is directed at u
between artists, photographers, des
showcases a unique vision and cen
the world.

TARTARŪS is the place fo
In Greek mythology, Tartarus is b
underworld. In ancient Orphic sou
Tartarus is also the unbounded fir
Light and the cosmos are born. Ta
a place for the wicked. The place f
are far too progressive to fit. The m
platform to profile and publish ta
vision in the marketplace and who
role models to other men and wom
and editorial content, will be a ves
artistic principles, the high end, h
editorials. Our mission is to prom
industry.

TARTARŪS is a quarterly

up and coming talent ranging
signers, models, stylists, etc. that
tain je ne sais quoi throughout

r the New Titans of the Industries.
both a deity and a place in the
rces and in the mystery schools,
rst-existing entity from which the
artarus is a primordial force, a deity,
or those who are misunderstood and
magazine has a commitment to be a
lent who rare representing artistic
o can both encourage and provide
en. Tartarus, through it's magazine
ssel for talent that is about the
aute couture fashion story book and
ote the concept of “New Titans” of the
publication.





Demographics:

Total Audience: 90,000

Female: 21,000

Male: 69,000

Median Age: 28.4

Age 18-34: 45%

Age 25-49: 55%

Median HHI: \$83, 550

HHI: \$75, 000 +/- 53%

Any College: 70%

Employed: 48%

Single: 67%



Joanna Grochowska



TARTARŪS

Circulation:

Total Circulation: 90,000

Rate Base: 64,355

Projection for Year 6: 100,000

Source: AAA Statement

Continued reader demand.

The target market and circulation is broad
business person at all levels in any organization
seeking groundbreaking new techniques
haute couture that is being represented in

adly based and is defined as the artist
nization. The and consumer that is
s, through provoking visions and
n new and exciting ways.



Philipp Jelenska



TARTARŪS

Marketing:

Strategy:

Our integrated marketing campaigns are hand-tailored to your business. TARTARUS Productions utilizes all departments of TARTARUS Productions to ensure that your marketing is as effective as possible.

Content:

At TARTARUS it is our responsibility to ensure that your content is as effective as possible and in every medium imaginable.

Creative:

We call upon the biggest talent in the industry to create custom publishing, next generation digital marketing and more.

Digital:

Our agile, ever - evolving digital capabilities engage your audience through user - generated content, and possibility of original video content.

l to meet the needs of discerning clients.

ARTARUS to map strategies for meeting your objective.

content is Titan - for both our clients and ourselves

te stylish, groundbreaking advertising, award-winning
and high-impact marketing programs.

our desired demographics with targeted e-blasts, custom
leo.



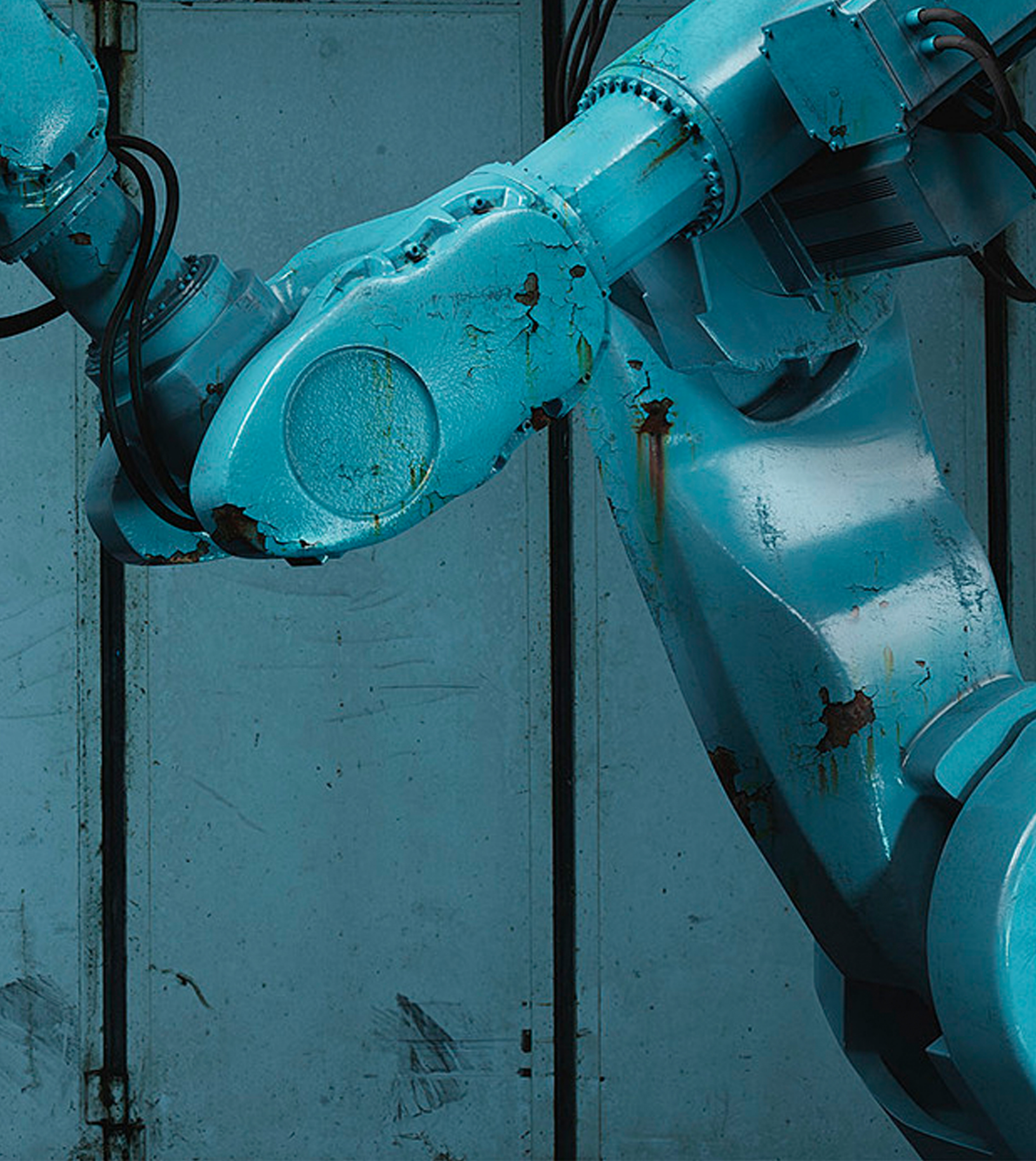
Frederic Leschallier



TARTARŪS



Four Color	Full Page	2/3 Page
General Rates	\$5,000	\$3,300
Advertising Rates		



1/2 Page

\$2,700

1/3 Page

\$1,700

Second Cover

\$7,000

Matt Da



Digital Ad Specifications & Mechanical Requirements

ACCEPTABLE FILE FORMAT

Single page PDF/X-1a-PDF version 1.3 (Acrobat 4)
composite CYMK: high quality JPEG or lossless ZLIB
and grayscale images is 300dpi; resolution for mono
and fonts are embedded and subsetted 100% as well
This format is acceptable for full or partial pages. To
the file provider. Fuller information about PDF-X1

Note: Any non-process colors are included in the file
Conversion process may compromise the integrity of

UNACCEPTABLE FILE FORMATS:

Other file types - such as Postscript, TIFF, TIFF/EP
Illustrator, etc.

INK SPECIFICATIONS:

S/C process. Match color - available.

DENSITY:

Total density should not exceed 300%

MARKS:

All marks (trim, bleed) should be included in all co
from trim and not to invade the live or bleed areas

GENERAL RULES:

Allow minimum 0.125" (3.175 mm) on all sides for b
smaller than 10 pt and any solid type smaller than
registration or readability; white color objects cannot

CONTACT:

ad@tartarusmagazine.com

), output resolution Of 2400 dpi
P compression: resolution for color
ochrome images is 1200dpi;
l as other characterists.

Trapping is the responsibility of
a can be found at www.ipa.org.

le will be converted to CMYK.
of the file and waives our color guarantee.

IT, EPS, native Photoshop, Quark, InDesign,

lors and must be located 1/4" (6.35 mm)

.

bleed ads; Reverse type 4/C Black text
6 pt cannot be guaranteed for perfect
ot be set to overprint.

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