

Bärnaclé
Babes



MEDIA KIT 2017

WARRIOR WOMEN OF THE SEA



Warrior Women of the Sea
Connection | Conservation | Community

OUR PHILOSOPHY

Barnacle Babes magazine is published as a means to **inspire, educate, raise** awareness and call our readers to action and give healthy tips and tricks for beauty, that don't do harm to the oceans, the reefs, the planet and are supportive to all body types, sizes and colours.



Editorial mission

BARNACLE BABES "DIVES" INTO THE 6 W'S

WE ARE POISED TO BECOME THE #1 WOMEN'S MAGAZINE FOR ALL THINGS OCEAN, CONSERVATION AND SPIRIT

Barnacle Babes loves to showcase the things that are still important to women, fashion and personal care, but our fashions and health care/cosmetic products are sustainable, contribute to the planet and are good to our bodies.

However, Barnacle Babes is also supportive to showcasing amazing men doing amazing things in the world of Ocean Conservation, Spiritual Healing and Community Building. We have some fabulous male editorial contributors and members of our team who are beautiful examples of supporting women and the planet.



WHO

Who are these Warrior Women of the Sea?

WHAT

What are they doing to make a difference in the world?

WHERE

Where are they focusing their energies, their passions and where are they from? Barnacle Babes magazine is a platform showcasing amazing women, doing amazing things.

WHEN

When did they do what they do or when will they do what they do?

WHY

And the most important question, WHY! Why do they do what they do!

HOW

How do the readers get involved. How can they participate and contribute? Barnacle Babes is about action. We're not just about educating our readers, but giving them opportunities to get involved and make a difference themselves. We include call to actions.

Team members

Barnacle Babes is an international community magazine for women who share this crazy love and passion for the ocean, either through their chosen sport, vocation, conservation, spirit or health.



Jodi **Mossop**

Founder, Editorial Director, Publisher



Jessica **Winkler**

Sales Manager, Partner



Jalila **Singerff**

Fashion Editor



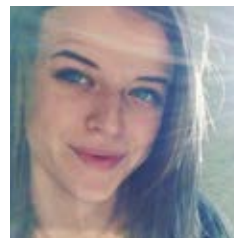
Iveta **Lekesova**

Creative Director, Partner



Emma **Langson**

Sales Director



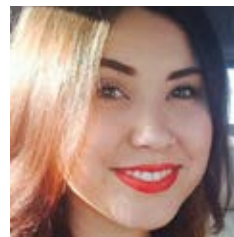
Carmen **Vvoytas**

Director of Production



Daniel **Wang**

Sales Director



Erica **Tetzels**

Sales Director



In the issue

CONNECTION

Connection to the ocean, our water, our planet, each other and ourselves

CONSERVATION

Everything we do affects our planet and we need to be making sure our decisions and way of living are supportive to the health of her.

COMMUNITY

We cannot change the world as one, it takes a tribe. Barnacle Babes is about supporting each other in all our pursuits to create a better, stronger, and healthier world.

HEALTH AND LIFESTYLE

What can we do to support our health, our personal beauty and our spirit. Recipe and cooking sections included in this section.

FASHION

Showcasing of brands that fall into our environment of inclusion, conservation and are still functional and beautiful.

TRAVEL

Travel tips. Where to go, how to go and what to take with you. Also, showcasing of resorts and ocean destinations around the world.

SALTY WARRIORS

This is our community section where readers submit their pics to us to be featured in the magazine of them doing ocean conservation work, playing in the ocean or just soaking it all up!

SPORT

Highlighting women in their ocean sport, killing it!

Coming soon...

Calendar of events

Advice column for those wanting to go plastic free

Barnacle Bros, beside every Warrior Women is a Warrion Men supporting her.

Editorial Calendar

AND ADVERTISING DEADLINES



MAGAZINE THEME	SPECIAL ADVERTISING SECTION	SPACE CLOSE & AD BUILDS	PROVIDED ADS	ON SALE DATE
OCEAN CREATIVITY & INSPIRATION	Art & jewelry	Nov 15, 2017	Nov 22, 2017	Jan 16, 2018
COMMUNITY	Workshop creators, memberships sites	Feb 15, 2018	Feb 22, 2018	Apr 15, 2018
LIFE PURPOSE	Career and Life Coaches	May 16, 2018	May 23, 2018	Jul 16, 2018
FEMININITY & MODERN FEMINISM	Small biz fashion and beauty products	Aug 15, 2018	Aug 22, 2018	Oct 16, 2018
OCEAN HEALING	Books, practitioners, workshops	Nov 15, 2018	Nov 22, 2018	Jan 15, 2019

Platforms

MAGAZINE / TV/WEB SERIES / SOCIAL MEDIA / EMAIL NEWSLETTER / WEBSITE & BLOG / E-COMMERCE STORE / PODCAST
/ WARRIOR WOMEN OF THE SEA CONFERENCE / DESTINATION RETREATS / MEMBERSHIP PLATFORM / ACADEMY



MAGAZINE

The Barnacle Babes Magazine is an eye-catching, informative and inspirational digital and print magazine with interviews, stories, conservation efforts, advice, and all sorts of goodies to enjoy. Every page has something for the Salty Reader to get lost in, inspired by, and to learn from.

WEBSITE / BLOG

BarnacleBabes.com is a growing platform where our media and community may come together in one place. Currently, we showcase our magazine, videos, vision, and information. Over the next few months, we will be developing our website into a highly interactive community and hub to connect, share, support, and enjoy featured blog posts and deep connections.

E-COMMERCE

Our online store currently features our Warrior Apparel, Magazine Subscriptions, Bookstore, Ocean Friendly Products and Membership Subscription Opportunities.

NEWSLETTER

Our monthly Barnacle Babes Email Newsletter features important news and updates from across our platforms, links to recent blog posts, videos, articles and stories, as well as featured events, efforts and products worth considering by our community.

CONFERENCES

Warrior Women of the Sea Conferences™ bring women together that share a common bond and connect over matters that are important to them. Women leave inspired and full of purpose, wanting to make a difference in the world.

SOCIAL MEDIA

Our Social Media pages, profiles, Community and Private Group, are updated daily with inspirations, videos, community photos, efforts, event updates, and posts about our beautiful ocean. Interactive discussions will lead to actionable quests, and these women become our stories and interviews, our leaders!

Promotion

SOCIAL MEDIA

Facebook 4000
Instagram 3200
Twitter 100
Partner Reach 10000

PRINT MAGAZINE

500 Total Circulation

WEBSITE

3000 Unique Website
Visits per month
Direct Web Response
600 e-Newsletter Sub-
scribers per month



E- MAGAZINE

1500 Views with 8
min average read
time per issue

EVENTS

Warrior Women of the
Sea Conferences
Customer Connection
Custom Events
Reach over 2000 people
Face to Face per Event

Demographics

BARNACLE BABES IS AN INTERNATIONAL SUBSCRIPTION BASED PRINT AND ELECTRONIC MAGAZINE. WE ARE READ IN HOMES ALL OVER THE WORLD.

OUR READERS ARE:

- **Active and Involved with ocean sport:** Sailing, Surfing, Scuba Diving, Free Diving, Kiteboarding, Kayaking, Spear Fishing, Ocean Fishing, SUP, Beach Yoga
- **Philanthropic**
- **Concerned about the fate of the ocean and her health**
- **98% of our readers have dedicated some time, money or helped promote ocean conservation**

PURCHASERS

25 - 45

Average Age

93% Female

6% Male

1% Other

EDUCATION

91% College completed

72% College Degree

28% Graduate Degree

STATUS

35%
Married

40%
Single

25%
Divorced/
Separated

INCOME

\$ 75 K
Average household income

TRAVEL

88%
have a valid passport and travel a couple of times a year

LOCATION

55% USA

33% Canada

3% Mexico

1% Australia

1% UK

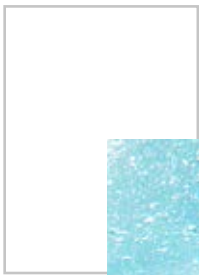
1% Italy

5% Other



Magazine

AD SPECS & RATES



1/4 PAGE AD

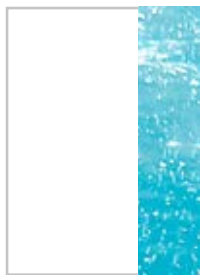
4.25" WIDE X 5.5" TALL

\$ 350

SINGLE AD

\$ 300

4 INSERTIONS



BANNER AD

3" WIDE X 11" TALL

\$ 500

SINGLE AD

\$ 450

4 INSERTIONS



1/2 PAGE AD

8.5" WIDE X 5.5" TALL

\$ 800

SINGLE AD

\$ 650

4 INSERTIONS



FULL PAGE AD

8.5" WIDE X 11" TALL

\$ 1500

SINGLE AD

\$ 1200

4 INSERTIONS



INSIDE FRONT PAGE AD

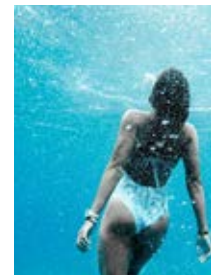
8.5" WIDE X 11" TALL

\$ 1800

SINGLE AD

\$ 1500

4 INSERTIONS



OUTSIDE BACK PAGE AD

8.5" WIDE X 11" TALL

\$ 2200

SINGLE AD

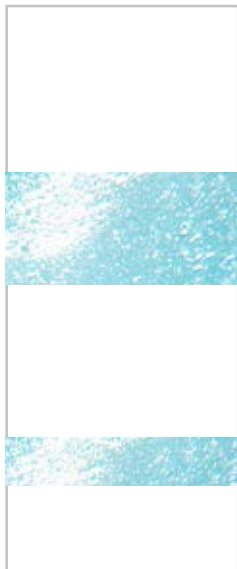
\$ 1900

4 INSERTIONS



Website & Webseries AD SPECS & RATES

E-NEWSLETTER



FEATURE SPOT
\$ 400

BANNER AD
\$ 200

WEBSITE



HOMEPAGE AD **\$ 900**
LINK TO YOUR WEB OR LISTING TO OUR
HOMEPAGE BANNER. (ONE WEEK)

SIDE BAR AD **\$ 300**
LINK TO YOUR WEB OR LISTING
TO OUR HOMEPAGE BANNER.
(ONE WEEK).



WEBSERIES

EPISODE SPONSORSHIP **\$ 3000**
LOGO AT EPISODE START, 15 SECOND COMMERCIAL INCLUDED, MEN-
TION ON SOCIAL MEDIA AND WEBSITE, LINK ON WEBSITE, MENTION
IN CREDITS.

PRODUCT PLACEMENT **\$ 2000**
PRODUCT PLACEMENT ON OUR WEEKLY TV/WEB SERIES EPISODES.

INFOMERCIAL VIDEO AD **\$ 6500**
5 MINUTE COMMERCIAL STYLE VIDEO SHOWN ON OUR CHANNEL AND
WEBSITE AS WELL AS A SOCIAL MEDIA POST.

A background image of a sunset over the ocean. The sun is a bright yellow circle in the upper right, casting a warm orange glow across the sky. The ocean waves are dark and textured, with white foam visible as they break.

*Do you feel aligned
with our vision?*

We hope to connect with the right Advertisers, Sponsors, Event Partners, Promoters and Supporters that align with our vision and believe in the Barnacle Babes Movement.



CONTACT US:

SALES/QUESTIONS: SALES@BARNACLEBABES.COM

WWW.BARNACLEBABES.COM



Barnacle
Babies

JOIN THE MOVEMENT