

FREE

music • action sports • style • entertainment • gear

REVOLT IN STYLE

since 1982

SOUTHERN
CALIFORNIA'S
ORIGINAL
TASTEMAKER
PUBLICATION

PRINT
ONLINE
&
SIGNATURE
EVENTS



2018
MEDIA KIT

OUR MISSION

Our mission is to showcase the active Southern California lifestyle in a youthful, smart, artistic and evocative style while staying true to our roots in music, surf, skate, snow and other sub cultures.



WHAT WE DO

REVOLT IN STYLE MAGAZINE

The unique 'Dual Cover' format allows readers to enjoy two magazines in one. A Southern California lifestyle publication one direction, a core surf publication the other... advertisers reach a wider demographic too... clever, clever!

We pack our five departments: Action Sports, Music, Style, Entertainment, & Gear with valuable reader services. Revolt In Style is dedicated to promoting the best brands, venues, products, and services thru quality advertising and editorial.

Our award winning staff of photo journalists & writers offer everything from exclusive athlete & celebrity interviews to insightful columns & key environmental issues. We supply reviews & previews of the hottest music, movies, dining & craft beer joints, new gear and styles. Our readers know they can trust us to find out what's new and exciting.

The 'Flip Side' of the publication **Revolt In Style - A California Surf Journal** is filled with spectacular imagery and compelling editorial from our lineup of freelance editors, photographers & videographers. Core surf content includes Interviews, travel features, local and international surf contests, new gear, a board shaper's forum & more.

The entire issue is available online, shared widely on social media & is now enjoyed worldwide by our followers!
- visit www.revoltinstyle.com

SIGNATURE EVENTS

Not only do we publish a southern California lifestyle magazine 4 times a year we also produce Pro Am sporting events. **The Revolt Summer Surf Series - The Sunday X3 Paddle Race Series** and our season finale **'Battle At Beachfest'** - All have become signature San Diego sporting events.

REVOLT SUMMER SURF SERIES

RSSS 12.0 - For 12 years RVLT Surf & Paddle has been dedicated to the establishment of this unique 5 part series. The RSSS is the only independent surf series in San Diego County providing a fair & balanced platform for both male and female surfers (professional and amateur) to gain contest experience or advance their skills in a fair, safe and professional competition arena. Now one of the largest surf series in southern California, the RSSS is widely supported by surfers and media from around the globe. Additional elements, including LIVE music, Surf Fair, philanthropic raffles, samples, giveaways, and fun beach activities, all add to the family friendly, festival atmosphere. - visit www.revoltsurfseries.com



SUNDAY X3 PADDLE RACE SERIES

SSSR 5.0 - a 3 part, SUP & PRONE paddle race series. Men's, Women's & Junior's divisions, plus a Kid's Fun Run & Relay Race, provide something for paddlers of all ages and abilities. Challenging distance and fun sprint courses include 10K, 5K, 3K and the i2K Inflatable. Spectators can enjoy the 1.5K Tech Course (17 & under), the Kids Fun Run (10 & under) - PLUS the "BIG BOARD BATTLE" 6-man inflatable division - Other elements including Live music, Vendor alley, product demos, raffles, freebies, food, drinks and fun beach activities, all add to the family friendly, festival atmosphere. - visit www.sundaysundayraces.com.



BATTLE AT BEACHFEST / RSSS FINALE

BAB 6.0 - This unique PRO AM sporting event is run during and alongside 'Pacific Beachfest,' a massive one-day festival with live music on three stages, hundreds of vendors, food & beer gardens, and attracts an estimated 70,000 people to the P.B. beach & boardwalk area. We combine Men & Women's Pro Am Surfing with Open Ocean Paddle Racing & The San Diego County First Responder's Surfing Challenge. Top athletes battle for trophies, cash & prizes while we help raise much needed funding & awareness for various foundations & charities. Admission to the venue is free and open to the public. - visit www.battleatbeachfest.com



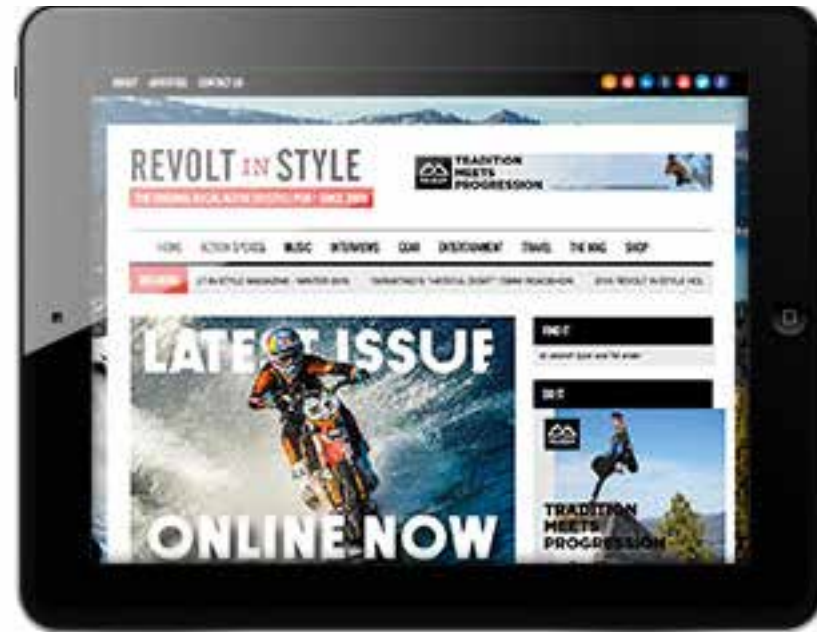
- **ALIGN YOUR BRAND WITH THE SO. CALIFORNIA BEACH LIFESTYLE & SPORTS DEMOGRAPHIC**
- **IN 2018 WE EXPECT TO ATTRACT WELL OVER 150,000 PEOPLE TO OUR EVENTS**
- **SPONSOR UP TO 8 PRO AM EVENTS - 8 MONTHS OF CONTINUED EXPOSURE!**

ONLINE / SOCIAL MEDIA



EXPAND YOUR AUDIENCE

Our entire magazine is also available online (including advertisements with hyperlinks) and is now enjoyed worldwide. Exclusive online content is shared at www.revoltinstyle.com and promoted extensively on social media, including Facebook Twitter & Instagram.



STAY CONNECTED

Social Media has never been more important to print media than it is now. Revolt In Style followers can stay connected on the go - Check out the latest featured venues, events, music, movies, activities, gear and social media campaigns. Call to discuss your custom social media campaign today!



For more info:
advertise@revoltinstyle.com

ONLINE MARKETING OPPORTUNITIES - ROS DISPLAY UNITS

460 x 90 (top) \$150.00 monthly

Positioned at the top of every page. Top branding placement and high CTR average Included w/ Inside cover

460 x 90 (bottom) \$150.00 monthly

Above-the-fold of every page.- Strong branding placement and high CTR average. included w/ 2 Page spread

300 x 250 (Skyscraper) \$200.00 monthly

Upper right column of every page - adjacent to the editorial marquee. Included w/ 1 full page ad

ENTIRE Homepage Takeover \$500.00 monthly

Make a dramatic impact with our online followers with weekly & monthly Homepage Takeovers. WOW!

- 468 x 60 positioned at the top of the homepage.
- 300x250 right column adjacent to editorial marquee.
- Background wallpaper for duration of the brand block.
- Call for pricing today!



DEMOGRAPHIC / DISTRIBUTION

Revolt In Style Magazine specifically targets: 18-36 yr male & females (60/40%) • Median age 21 • We hand deliver free hard copies to over 300 surf/skate/snow/coffee/cafe/bar/gym/boutique/campus locations in SD and OC Counties frequented by people that represent a targeted & balanced spectrum of Southern California. • 100% Pickup rate • Distributed at select tradeshows & sporting events including: Agenda, Boardroom, Magic, RVLTV Surf & Paddle events • Promoted & shared by media partners including Planet X TV, SurfersVillage.com, Xtreme Video & more.

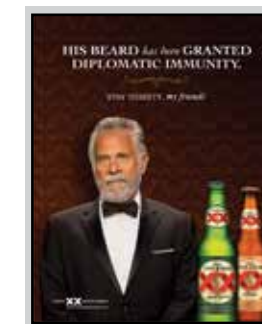
AD RATES

FREQUENCY	1x	2x	3x	4x
COVER	3,500	3,000	2,500	2,000
INSIDE COVER + pg 1	1,500	1,300	1,100	900
2 PAGE SPREAD	1,400	1,200	1,000	800
FULL PAGE	800	700	600	500
HALF PAGE	500	400	300	200
1/3 PAGE	450	400	350	300
1/4 PAGE	350	300	250	200

*pricing reflects cost per issue



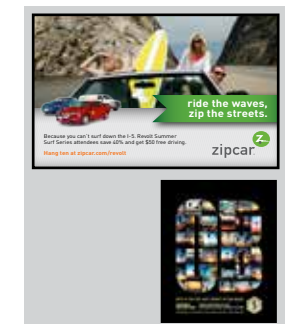
2 PAGE SPREAD



FULL PAGE



1/2 VERT - 1/3 STRIP



1/2 HORIZ - 1/4 PAGE

SPEC SHEET

EDITORIAL CALENDAR

QUARTERLY	ADS DUE	STREET DATE
WINTER/HOLIDAY ISSUE - Dec thru Feb	Dec 1	Dec 15
SPRING ISSUE - March thru May	Feb 20	Mar 5
SUMMER ISSUE - June thru August-	May 11	May 21
FALL ISSUE - Sept thru Nov	Aug 20	Aug 27

CONTENT (every issue)

Revolt In Style editorial content is divided up into five categories: Action Sports, Music, Style, Entertainment & Gear. Each issue is driven by the seasons & our staff of award winning journalists & photographers are constantly on the hunt for the hottest music, events, movies, eateries, craft beer joints, new gear and fashion trends. Our readers know they can trust us to find out what's new and exciting.

CUSTOM CONTENT (upon approval)

Simply defined, custom content is targeted content, delivered to key audiences with a goal of increasing brand perception, improving brand loyalty and influencing or improving the overall decision-making process. Revolt CC is included with a (minimum) 2 issue - full page advertisement agreement. A major difference between regular editorial and custom content is our clients enjoy content approval, a luxury usually not provided with regular editorial.

AD SUBMISSION

All ads must be submitted as a **flattened** PDF, tif, or jpg, at 300 dpi in CMYK color.

***IMPORTANT NOTE: keep all live info .5" from trim edge**

AD SPECS

	WITH BLEED		W/O BLEED	
	WIDTH	HEIGHT	WIDTH	HEIGHT
SPREAD	17.5	X 11.5	17	X 10
FULL PAGE	9	X 11.5	7.5	X 10
1/2 HORIZ	9	X 5.625	7.5	X 4.875
1/2 VERT	4.35	X 11.5	3.625	X 10
1/3 STRIP	3.25	X 11.5	2.5	X 10
1/4 PAGE		X	3.625	X 4.8 75

*allow 1/4 inch bleed on all outward facing edges

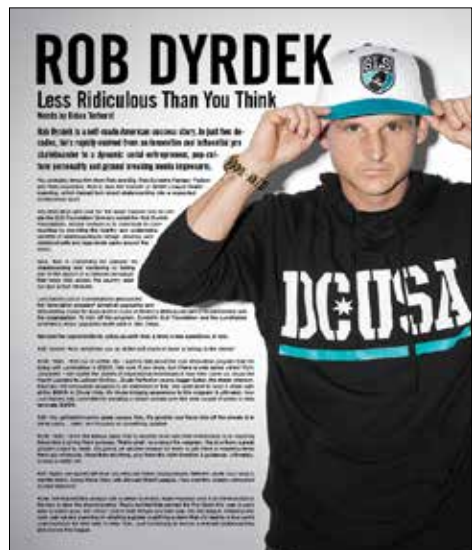


EVERY ISSUE



EVERY SUMMER

Our award winning staff of photo journalists, writers & editors offer everything from exclusive athlete & celebrity interviews to insightful columns & key environmental issues. We supply reviews & previews of the hottest music, movies, casual dining, craft beer joints, new gear and the latest styles for guys & gals. Our readers know they can trust us to find out what's hot, new and exciting.



**Revolt In Style has built a solid brand
in Southern California and we
can help build yours.**



CONTACT:
advertise@revoltinstyle.com

REVOLT IN STYLE MAGAZINE | 858.488.8730 | P.O.Box 9771 San Diego, CA 92169 | www.revoltinstyle.com