

# thread

Ohio University's newest fashion publication

## media kit: fall 2010



# mission statement:

*Thread* magazine ([www.outhreadmag.com](http://www.outhreadmag.com)) is the guidebook for encouraging the creation of a personal style through confident self-expression while showcasing Athens fashion culture. Also, we hope to highlight a fashion identity through activism and cultural influence.

athens culture, stylishly tailored.

# basic threads:

*thread is a bi-quarterly online magazine that launched in April 2010.*

## Sections:

**Seams** focuses on adapting national looks to students and profiling local styles of Athens residents and students. This will zoom in on clothing trends, personal style and unique self-expression in Athens.

**D.I.Y.** displays style that goes past just shopping. It will showcase interior design style and crafty ways of putting a personal touch on popular trends and designing a unique look.

**Who, What, Wear** will be much more than just covering bands or art. It will be about the influence of an event or behind a group. It will not be exactly what a band is wearing, but why they are wearing it and the influences behind their look.

## Recurring Themes:

**Haute Online** is a department showcasing online blogs and interactive fashion websites.

**Runway Realway** is a department that takes two looks from the runway and re-creates the look through Athens clothing stores and price ranges.

**In Good Fashion** will be a feature each issue dedicated to being fashionable through charitable activity and activism .

## Design:

The *Thread website* consists of a flash slideshow of current photo shoots and photo essays of the style of Athens. The site will include executive biographies, feature stories, blogs and story designs. However, the most important part of the website is the main link to the digital magazine.

The **digital magazine** has all the design and photography aspects of a print publication but is accessible through the Internet. The digital medium is different than printed magazines for many reasons. For example; viewers can skip to the desired feature, and video can be embedded within the layout.

# flaunt your threads:

Full: \$100 .....

Full: \$100 .....  
(with bleed)

Half: \$50 .....  
Hot Links: \$25 .....

(A link from your ad to your website.)

## Dimensions:

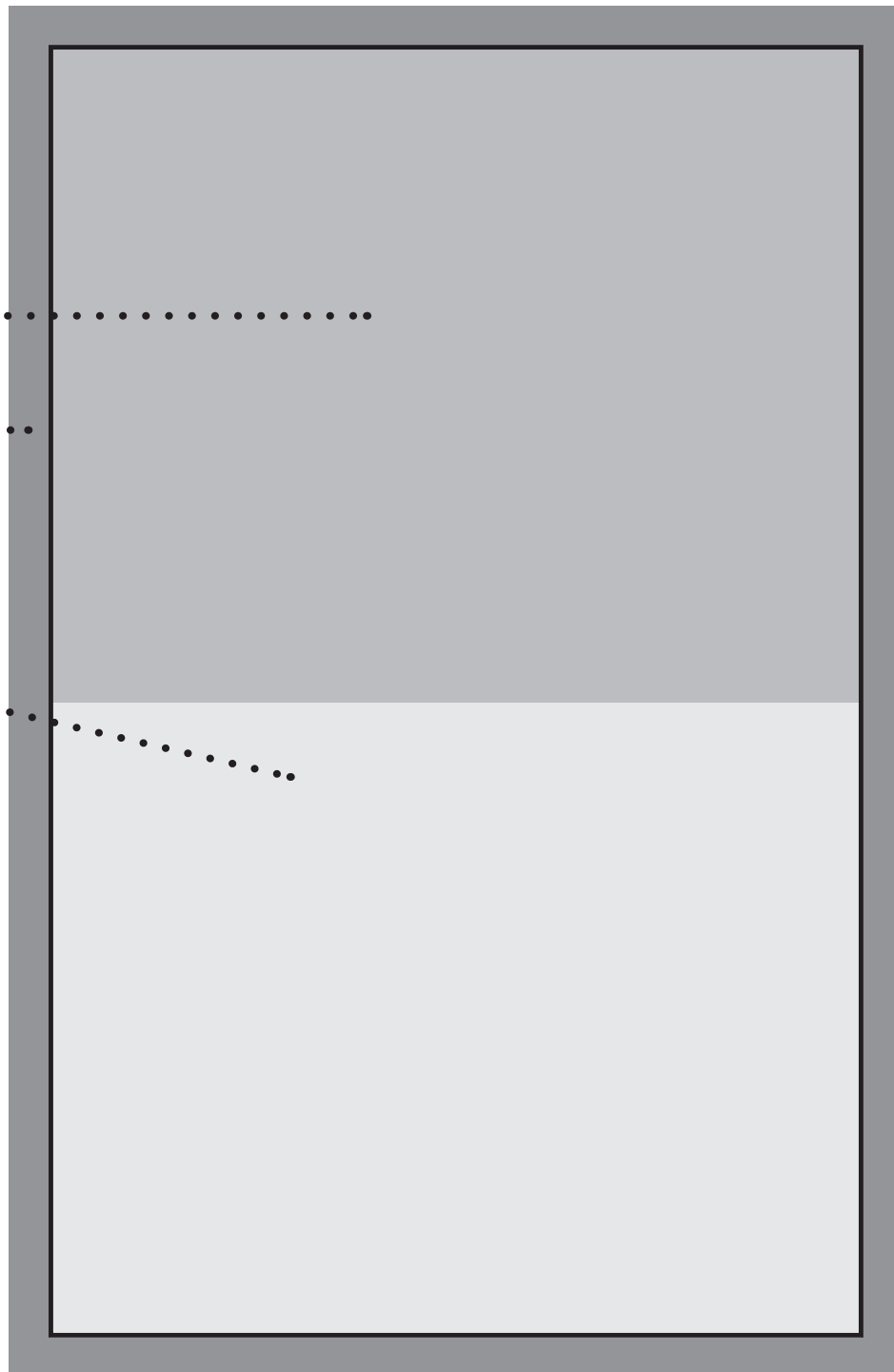
Full Page (Bleed) : 32p3 x 49p6

Full Page (no bleed): 29p3 x 46p6

Half Page (horizontal): 29p3 x 22p11

(All ads need to be at least 300 dpi)

\*prices may change from issue to issue.



# threadies:

*Thread* magazine aims to appeal to the diverse community found on college campuses, specifically Ohio University. We speak to students of all interests, origins and lifestyles from greek life to indie culture, as well as professors and residents of Athens from all walks of life. *Thread* features content that is relatable to this community because it is both chosen and written by a multitude of community members.

**FIND US ONLINE: @THREADMAG ON TWITTER AND FACEBOOK.COM/THREADMAG**

## social media buzz

“Just finished reading @threadmag and I have to say I’m impressed. 64 pages? That thing was epic. Great photography”

**@WesleyLowery**

“@OhioU @scrippsjschool students launch online fashion magazine @threadmag. I agree with @wesleylowery that it’s epic!”

**@OhioJProf (Hans K. Meyer)**

“Thread blogs have been added to athensi.com’s Bobcat News section... Blog on.”

**Bob Stewart (Facebook)**

“It looks fabulous! Congrats Thread!”

**Paige Alexandria (Facebook)**

“Impressive April 2010 issue! Congrats!”

**Lynne Francisco (Facebook)**

“Holla to @threadmag for representing all shapes, colors, sizes and fashions!”

**@SnackFace**

“Just finished reading through the first issue and it looks great! Congrats! Keep up the good work.”

**@MeghanVentura**

“GREAT JOB!! The first edition of Thread shows both style and substance. Hats off to leadership and everyone on the team!”

**Linann Miller Teggart (Facebook)**

“The magazine looks AMAZING!! Great job to everyone!!”

**Annie White (Facebook)**

“@ThreadMag was great!!! everyone should check it out! Only thing I wish: there would be some sort of buyer’s guide in the back.”

**@RoseFinnerty**

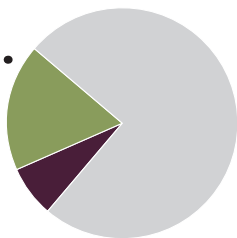
# the benefits of flaunting your threads:

- *Thread* magazine is the first of its kind in Athens, Ohio
- Full color ads
- Free design service
- Online medium creates unique opportunities for your advertisement(s)
  - Hot Links (A link from your ad to your website.)
  - Your advertisement is not limited to being predominantly viewed in Athens
  - You have the ability to link to the magazine & advertisement from any website
  - You have the ability to email a link to your advertisement in the magazine

## thread site traffic

4/1/10–9/29/10

- 9,325 visits (approximately 51 visits per day)
- 2,291 unique visitors
- Top visiting states:
  - Ohio **7,314**
  - Pennsylvania **297**
  - New York **232**
  - California **222**
  - Illinois **92**
- Site Traffic .....
- Referring Sites **7,000**
- Search Engines **1,677**
- Direct Traffic **648**



## thread praise

Would you please pass along my congratulations and admiration to the editors, staff, and yourself on the latest *Thread* issue? It was professionally produced, well-written, and well-edited. I was particularly blown away by the professional layout and stunning photography. The magazine has vision, style, and voice. Again, congratulations. Beautifully done.

— Ed Simpson, E.W. Scripps School of Journalism Professor

promote your thread of athens culture.

# contact info:

**www.outhreadmag.com**  
**thread.mag11@gmail.com**

## **Contacts:**

• Ohio University Advertising Relations, Ashley Arnold  
ashley.m.arnold1@gmail.com \ 937-232-2100

• Athens Community Advertising, Laleh Honar  
lrh1219@hotmail.com \ 330-990-1238

*feel free to contact us with questions or concerns.*

# creative brief

This is a required form for those interested in advertising, regardless of where the design originates.  
Payment can be made through Chubb Hall or in person and checks can be made out to *Thread Magazine*.

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact info (please specify what contact info is directly for the ad):

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Size of ad: \_\_\_\_\_

Hotlink: \_\_\_\_\_

Design specifications:

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# creative brief

What message are you trying to convey to the reader?:

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What action do you want the reader to take after seeing your ad?:

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(Not included in ad unless specified)

Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_