

fusion

2023 MEDIA KIT

ABOUT US.

Fusion is an multimedia company our focus is on pop culture, travel, lifestyle and entertainment. With guest appearances from movies, music, fashion, models, presenters, creatives, influencers and more. FUSION elevates the traditional media platform to new heights. Our primary goal is to take unique video content to a whole new level. to promote and exhibit the greatest in entertainment.



Fusion Magazine: Fusion is a Pop Culture, Travel, Lifestyle, and Entertainment Magazine that focuses on providing you with the best of both American and Asian pop culture. The entertainment sectors We focus on music, television, and movies. fashion, models, & Sports!

Our mission is to bring Asia and Western pop culture together by providing the viewer with an inside look at everything Entertainment.

We believe that FUSION is the voice of everyone! we are here to celebrate pop culture and build a bridge to everything pop culture from Asia and Western entertainment You are the voice that bring fusion come to life.





TOTAL CIRCULATION
4,879,908
TOTAL AUDIENCE



We have a combined readership of **4.8 million** and fusions distribute **500,000 print magazines** via our website. The Magazine can be purchased online, In addition, for a better user experience, the magazine is also accessible as a digital copy. Fusion Magazine is distributed monthly, more than **4,879,908** people are reading FUSION each month.



PRINT & ONLINE

Build frequency and reach an additional, exclusive audience when utilizing both print and online.

PRINT

4,879,908 TOTAL READERS
for Digital & Print



ONLINE

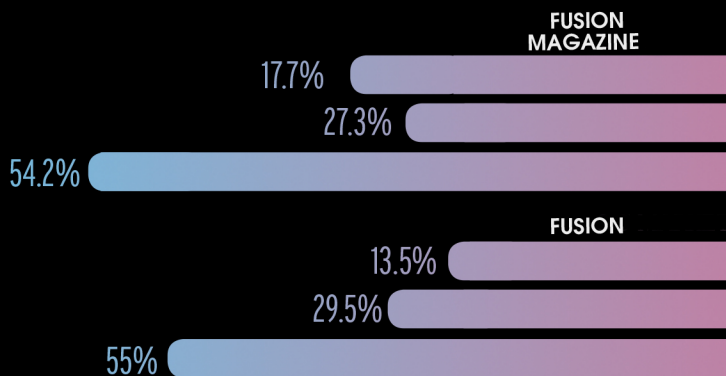
3,479,000 UNIQUE VISITORS
5,800,108 MONTHLY PAGE
VIEWS



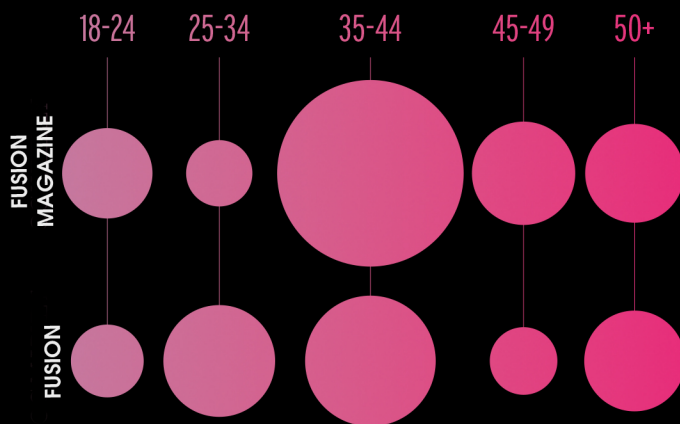
OUR VIEWERS ASK & WE DELIVER!

WHO'S LOOKING?

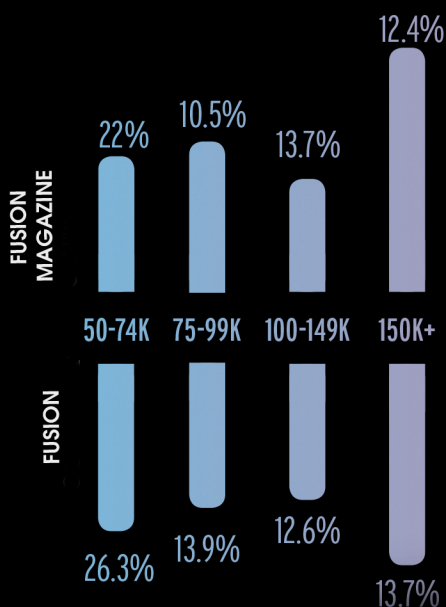
EDUCATION



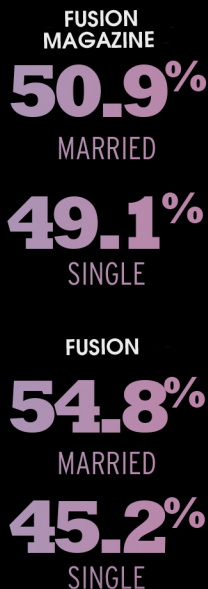
AGE GROUP



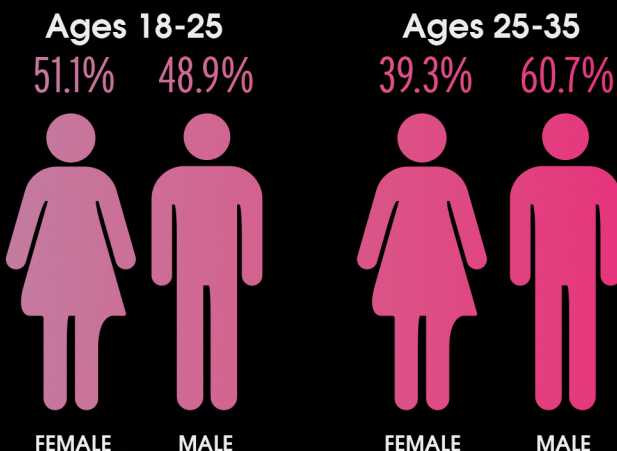
HOUSEHOLD INCOME



MARITAL STATUS



DEMOGRAPHIC GENDER





WORK WITH US

fusion

**offers different custom promotion campaigns to
help promote your brand or product to the world**

CUSTOM CAMPAIGNS

**HOW WE CAN HELP YOU PROMOTE AND BRAND YOUR PRODUCT.
FOR DEVELOPING PROMOTIONAL CAMPAIGNS, PLEASE GET IN TOUCH.**

6 or 12 months of sponsorship advertisement
for online website (the promotion will appear on the entire website)

Magazine advertisement we can place your ad's on the magazine
for the next 6 to 12 months to display your promotions on the magazine (print & digital)

Custom Video promo commercial
short and long-form video created in collaboration with brand partners

Branded Content Custom written and social content designed
to drive key sponsors product or brand to promote online and magazine

Custom Print executions or strategically aligned brand ads in monthly
magazine issues

Brand & Custom events sponsorship and integration into existing RS
events and/or bespoke live media moments

Create custom campaigns to help your brand or product

Editorial
Alignment

Branded
Content

Custom
Videos

Brand &
Custom events



OTHER PROMOTIONS

**DONT WANT PACKAGE DEALS?
CHECK OUT THIS OFFERS AS SEPARATE ITEMS!**



**FRONT COVER \$ 13,000 USD
INCLUDES PRINT & DIGITAL**



VIDEO PROMO \$2,500 USD



WEBSITE PROMOTION \$ 3,500 USD



**FEATURE STORY \$ 4,500 USD
6-8 page Story special feature**

**PROMOTE YOUR BRAND OR PRODUCT ?
ADVERTISEMENT IS AVAILABLE**

AD'S RETAIL RATES

PRINT & ONLINE

**LIMITED SPECIAL
SPECIAL OFFER**

SIZES	MAGAZINE	ONLINE	BOTH
FULL	\$4,320 USD	\$2,920 USD	\$4,500 USD
JUNIOR	\$3,290 USD	\$2,890 USD	\$3,890 USD
3/4 PAGE	\$2,460 USD	\$1,980 USD	\$2,980 USD
1/2 PAGE	\$2,209 USD	\$1,519 USD	\$2,519 USD
1/3 PAGE	\$1, 525 USD	\$1, 120 USD	\$1, 820 USD
1/4 PAGE	\$1,175 USD	\$875 USD	\$1,300 USD
1/6 PAGE	\$790 USD	\$590 USD	\$1,000 USD
1/8 PAGE	\$ 690 USD	\$ 470 USD	\$900 USD
1/12 PAGE	\$ 425 USD	\$ 335 USD	\$800 USD

fusion

HOME

TV / FILM

MUSIC

LIFESTYLES

VIDEO


MAGAZINE

STORE

Q


≡

FRESH INTERVIEWS




EMILY BLUNT

MUSIC INTERVIEWS




RAE & SULEEN



THE NEXT ISSUE

FASHION • POP CULTURE • LIFESTYLE & ENTERTAINMENT



UNDERGROUND STEPHEN CURRY

EXCLUSIVE MATT DAMON & DAVID SPIDEL

TAKERU

SUBSCRIBE TO fusion

Email Address

SUBSCRIBE


LATEST POSTS

PAIR HOSTLESS | EMAIL...

SUMMER EDITION

AUGUST LIMITED EDITION

EXCLUSIVE MONTHLY MAGAZINE




THE MATRIX

EXCLUSIVE MONTHLY MAGAZINE

SAGINA KELLEY

MAHA

TWO LIMITED EDITION



EXCLUSIVE

TAKERU

DEADLINES REQUIREMENTS

Fusion deadline is every 15th of the month. Space reservations, digital ads, print ads, and any final changes must be received by 5pm on the 15th of the month prior to publication NO cancellations are accepted after this time. Once you have made reservations of any promotions this are non refundable

PAYMENT IS REQUIRED IN ADVANCE all payments are billed with online invoice so that you can make the payment quick and easy, we process all transactions with an agreement that you need to sign and date, the duration of this promotions will be listed on the agreement.

CAMERA READY REQUIREMENTS

- Ads must be produced to specific page sizes.
- 15-20% press gain - 100 line screen - Highlights 5-8% - Shadows 78-82%
- FUSION does not accept responsibility for the printing quality of camera ready ads.

UPLOADING & SENDING FILES:

- File upload utility (for files larger than 10MB): ads on fusion For further instructions, please contact your Account Executive

OTHER TIPS TO KEEP IN MIND

- Black and white ads must be saved grayscale
- All color ads must be CMYK (NO RGB, Index or PMS colors).
- Black should always be 100% black
- Minimum resolution: 300 DPI

ELECTRONIC & PAPER AD SUBMISSION

Acceptable File Formats: (FUSION is produced on a Mac platform, and will not accept Windows files such as Corel Draw, Publisher, Word, Excel, or PowerPoint.)

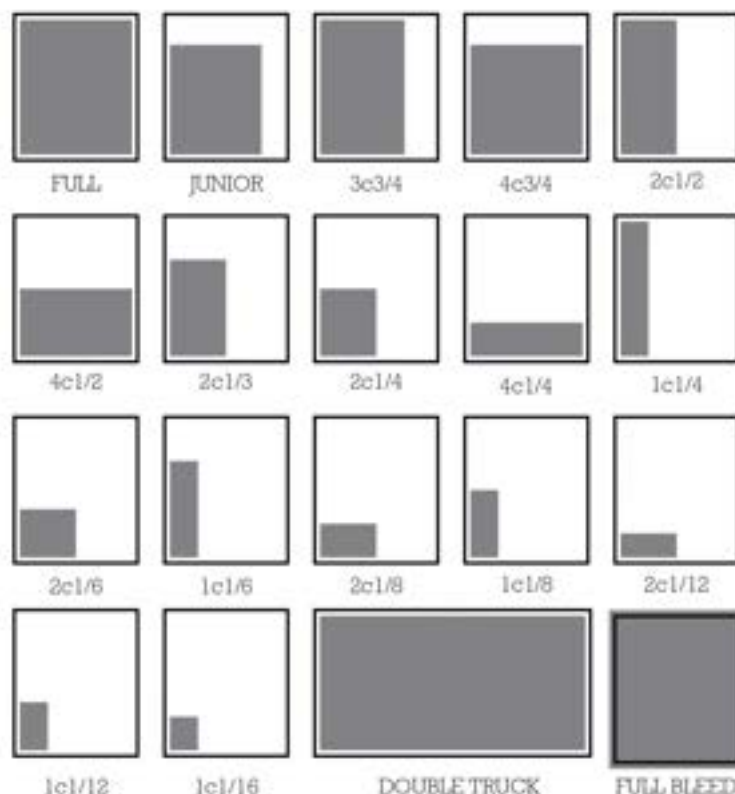
- Postscript file (.ps)
- Acrobat Distiller file (.pdf) with all fonts embedded
- Tagged image file (.tif) Photoshop File preferred
- JPEG graphic file (.jpeg) Save at least "medium" quality, 300 dpi preferred
- EPS, Illustrator or Photoshop File (.eps, .ai, .psd)

SIZES

Full Page	9.125" x 10.625"
Junior	6.8021" x 7.9271"
3 col 3/4	6.8021" x 10.625"
4 col 3/4	9.125" x 7.9271"
2 col 1/2	4.4792" x 10.625"
4 col 1/2	9.125" x 5.2292"
2 col 1/3	4.4792" x 7.0278"
2 col 1/4	4.4792" x 5.2292"
4 col 1/4	9.125" x 2.5313"
1 col 1/4	2.1563" x 10.625"
2 col 1/6	4.4792" x 3.4306"
1 col 1/6	2.1563" x 7.0278"
2 col 1/8	4.4792" x 2.5313"
1 col 1/8	2.1563" x 5.2292"
2 col 1/12	4.4792" x 1.6319"
1 col 1/12	2.1563" x 3.4306"
1 col 1/16	2.1563" x 2.5312"

CLASSIFIED SIZES

1/24	2.1563" x 1.6319"
1/32 (H)	2.1563" x 1.2682"
1/48 (H)	2.1563" x 0.5508"
1/48 (V)	0.9948" x 1.6319"



FULL PAGE BLEED: 10.75" x 11.8125" | Trim Size: 10.25" x 11.3125"
CENTER SPREAD DOUBLE TRUCK (no bleed) 19" x 10.625"
CENTER SPREAD DOUBLE TRUCK
(with bleed) 21" x 11.8125" | Trim Size: 20.5" x 11.3125"

FILM SIZES

1 col	1.6917" x --	4 col	7.2667" x --
2 col	3.55" x --	5 col	9.125" x --
3 col	5.4083" x --	Full Page	9.125" x 10.625"

*FILM ADS ARE BASED ON A 5 COLUMN GRID

**FULL COVERAGE, FULL PROMOTION!
THE FIRST THING OUR READERS SEE**

MAXIMUM EXPOSURE

Full promotion on the Cover of FUSION Magazine is a high impact creative unit that is sure to be seen by readers.

This is also a great tool for anyone waiting to get huge exposure an innovative way to focus attention on artist, models, talents or product to create the buzz you need

Dominant coverage!

To get the most of your exposure Fusion magazine is one of the finest ways to sell yourself and get yourself known to the masses. Our reach extends to Asia and Western countries, giving you maximum exposure.

Do you have a story to tell? Promote yourself on FUSION the platform that is focused on pure entertainment!



fusiontvmedia.com

PACKAGES

GET NOTICED WITH THIS SPECIAL OFFER

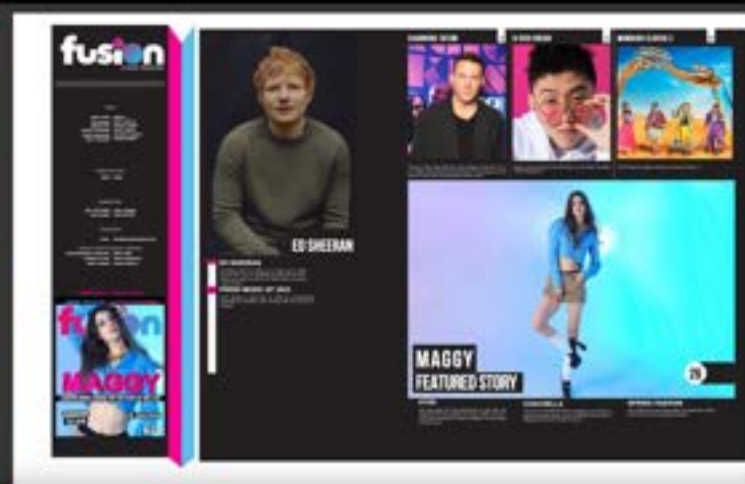
The following is for Package A

- Front Cover Magazine (this includes the production & post production)
- Promotional Campaign promo video commercial
- 10-12 pages of exclusive main feature story
- Sneak preview as main story in the index directory
- Exclusive special sponsor advertisement for 6 months
the advertisement is place as a full page inside the magazine
- Video promo / Interview to promote any campaign
NOTE: we can also create a video commercial to promote any campaign
- The Magazine will be available in Digital & Print
- The Promotion will be displayed in the front page of website
- Sponsor Advertisement on the front page on website for 6 months

PRICE \$20,000



MAIN STORY



INDEX PROMO



FRONT COVER

PACKAGES

PACKAGE B PRICE INCLUDES THE FOLLOWING:

- Name on Front Cover Magazine (the name will appear on the front cover)
- Promotional Campaign promo video (video PV is 30 to 90 sec max)
- 6-8 pages of exclusive as feature story
- Sneak preview as feature story in the main index directory
- Exclusive special sponsor advertisement for 1 month
the advertisement is place as a full page inside the magazine
- Video promo campaign or interview promotion
- The Magazine promotion will be available in both Digital & Print
- website Sponsor Advertisement ads on the front page for 3 months



PACKAGE B PRICE \$10,000



NAME OF FRONT COVER



the big Feature story



6-8 Page story

PACKAGES

GET NOTICED WITH THIS SPECIAL OFFER this is packages C which includes the following:

- Name on Front Cover Magazine (the name will appear on the front cover)
- Promotional Campaign promo video
- 4-8 pages of exclusive as feature story
- Sneak preview as feature story in the index directory
- Exclusive special sponsor advertisement for 1 month
the advertisement is place as a medium space inside the magazine
- The Magazine promotion will be available in Digital & Print
- Online Sponsor Advertisement ads on the front page for 2 months
you can place any promotion banner to promote your brand or product or talent

PACKAGE C PRICE \$5,000



NAME OF FRONT COVER



Website promo



Video Promo

GOT QUESTIONS?

contact us

info@fusiontvmedia.com

fusion