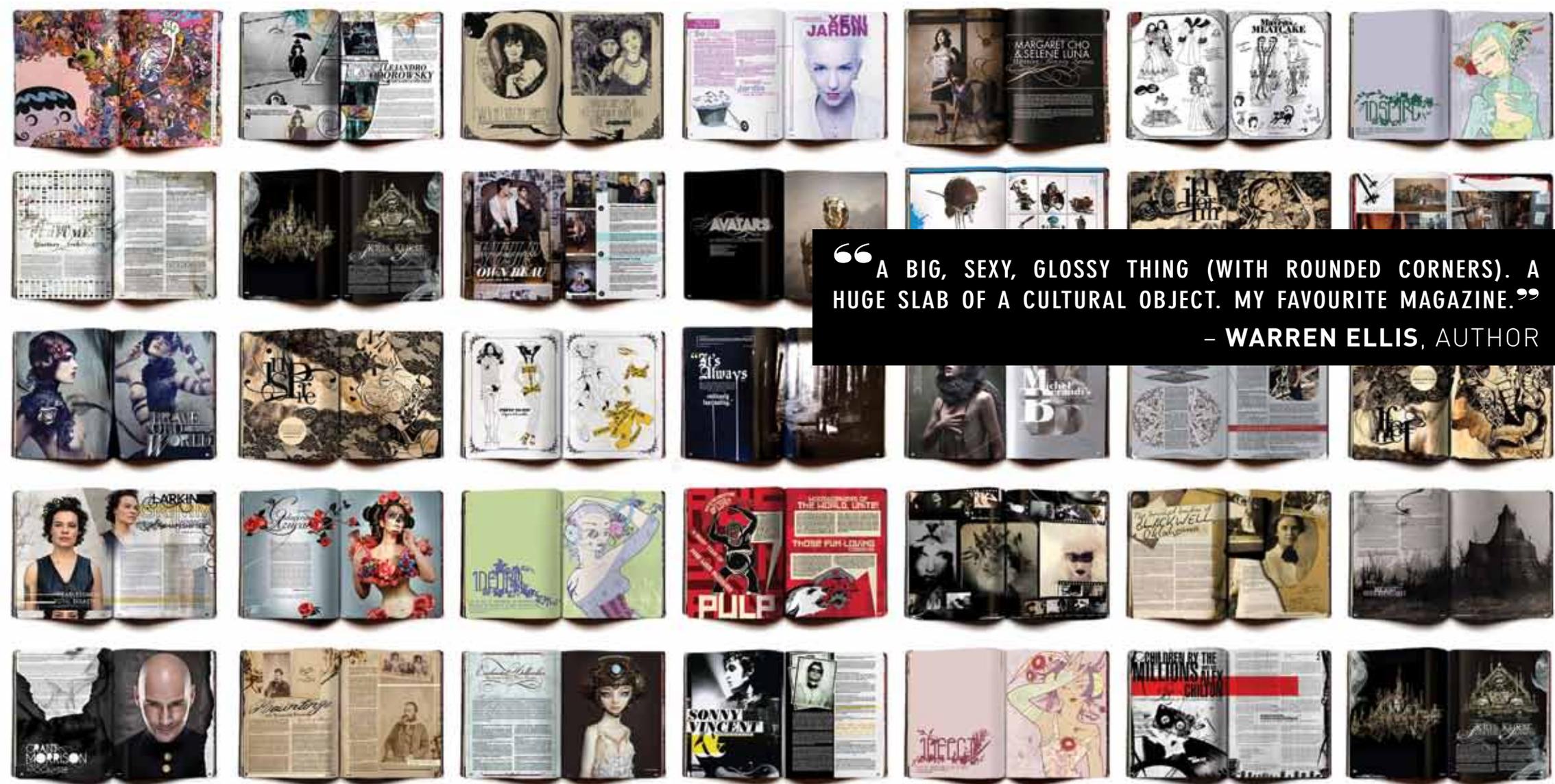




COILHOUSE

A LOVE LETTER TO ALTERNATIVE CULTURE

{**2011** MEDIA KIT}



“A BIG, SEXY, GLOSSY THING (WITH ROUNDED CORNERS). A HUGE SLAB OF A CULTURAL OBJECT. MY FAVOURITE MAGAZINE.”
- WARREN ELLIS, AUTHOR

“CONSISTENTLY ASTOUNDING DESIGN.
THE SINGLE MOST BEAUTIFUL MAGAZINE
I HAVE SEEN IN YEARS.” - RICHARD TAYLOR, 5-time Academy Award© winner,
co-owner and co-director of the Weta Companies

ABOUT



HOW DO WE DEFINE ALTERNATIVE CULTURE? Together with our readers, Coilhouse Magazine and Blog has been exploring that question for well over two years. In the process, we've bonded over a mutual love of cult films, cyberpunk, canine astronauts, Bulgakov, artificial limbs, conspiracy theories, Klaus Nomi, lavish ruffs, animation, DIY ethics, obscure manga/pulp/giallo, Lovecraftian tentacles, and countless other strange and beautiful items of interest. Our staff is an eclectic, yet uniformly passionate group of friends living all over the world. Each issue of our triannual publication is devoted to covering a wide assortment of **UNUSUAL ART, MUSIC, FASHION, FILM, SCIENCE AND LITERATURE** – from sci fi and punk rock, to fringe couture and green technology.

We're not only interested in finding ways to justify print in the digital age – we're determined to elevate the medium. In its published form, Coilhouse is as much a lovingly-designed art object as it is a trusted tastemaking source. Combining luxurious "paper fetish" production quality (die cuts, fold-outs, embossing, metallic inks, heavy gloss paper stock) with custom typography and edgy, award-winning graphic design, each issue of **COILHOUSE IS A KEEPSAKE.**

This attention to artful presentation, combined with a hunger for in-depth discussion and celebration of All Things Weird and Wonderful, has gifted us with lasting connections to a global grassroots community of **CREATIVE AND CULTURALLY AWARE PEOPLE.**

Curious, sincere and questioning, Coilhouse readers are not interested in any of the stale, staid notions of "alt" that are being recycled and handed down to them; they would rather forge their own. Coilhouse readers support inspired, unique businesses, and Coilhouse is proud to facilitate these relationships.

“FUTURIST VISIONS OF THE PRESENT.”

- **BRUCE STERLING**, AUTHOR

WHO READS COILHOUSE?

GENDER

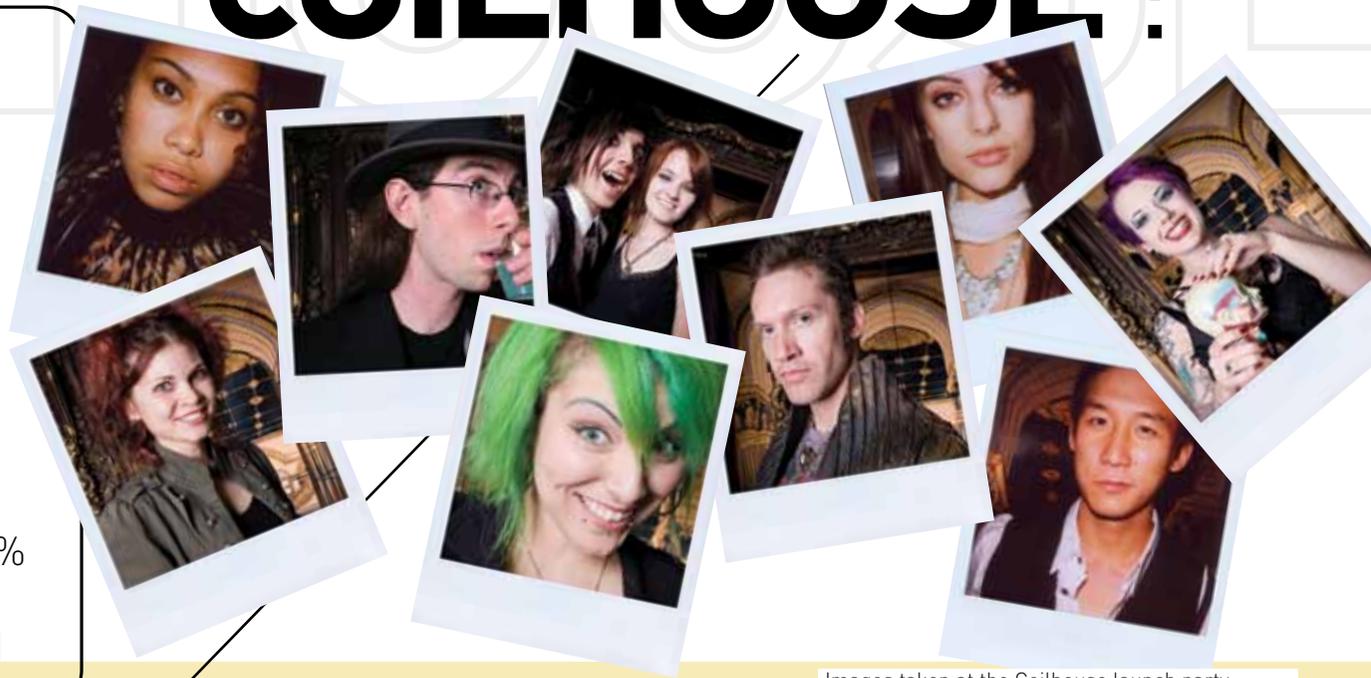
MALE 42%
FEMALE 53%
NONBINARY 4%

AGE

MEDIAN AGE: 27
AVERAGE AGE: 30

INCOME

HHI \$42,000+: 55.3%
\$44K MEDIAN HHI
\$47K AVERAGE HHI



Images taken at the Coilhouse launch party.



87% SAY COILHOUSE IS THEIR
FAVORITE MAGAZINE

62% WORK IN ARTS, ENTERTAINMENT,
FASHION, ADVERTISING, PUBLISHING
AND OTHER CREATIVE FIELDS

84% READ THE COILHOUSE
BLOG EACH DAY

“Truly unparalleled. Glorious, a glistening tribute to
all that is magnificent about ink on paper.”

- GALA DARLING, BLOGGER AND JOURNALIST

65% OF READERS BOUGHT PRODUCTS
FROM **COILHOUSE** ADVERTISERS

SOURCE: INTERNAL SURVEY OF 1,019 READERS, 2010

82%

USE FASHION TO EXPRESS THEIR IDENTITY

• EDUCATION / EMPLOYMENT

- 71% graduated from a 4-year college or higher
- 20% hold a post-graduate degree
- 91% are employed

• STYLE-CONSCIOUS

- 82% use fashion to express their identity
- 85% have bought a pair of boots this year
- 56% buy more than 4 pairs of shoes/boots a year
- 38% dyed their hair at least once this year

• HIGH-TECH

- 99% own a computer
- 41% own more than one computer
- 74% own an MP3 player
- 85% own a digital camera
- 47% use creative software

• MUSIC LOVERS

- 90% shop for music/CDs in stores & online
- Avg. of 21 albums purchased this year
- 78% attend live music performances

• ENGAGED READERS

- 92% have bought a book in the past year
- 77% buy at least one book a month
- 69% read comics and graphic novels

• CREATIVE MINDS

- 82% have at least one artistic outlet
- 64% purchased art supplies this year
- 43% report more than one creative pursuit
- 38% publish a blog

• DISPOSABLE INCOME

- 95% have made an Internet purchase over the past year
- 84% have an active PayPal account
- 65% bought products from Coilhouse advertisers
- 77% actively support independent businesses



ADVERTISE WITH US

We want your brand to have the **FULLEST IMPACT** it can possibly have, and for that reason we make our lush, full-color ad pages extremely **AFFORDABLE** compared to other magazines of Coilhouse's quality and circulation.

Our ad rates are as follows:

AD SIZE	DIMENSIONS	1X	2X	3X	4X+
FULL PAGE	8.75 X 11.25"	\$6000	\$5000	\$4000	\$3000
SPREAD	11.25 X 17.5"	\$8000	\$7000	\$6000	\$5000
INSIDE FRONT SPREAD	11.25 X 17.5"	\$8000	\$7000	\$6000	\$5000
BACK COVER	8.75 X 11.25"	\$10,000	\$9000	\$8000	\$7000
INSIDE COVER	8.75 X 11.25"	\$8000	\$7000	\$6000	\$5000
1/12 PAGE	2.5 X 2.3"	\$149	\$129	\$119	\$99

*PRICES FOR GATEFOLDS, INSERTS AND SPECIAL UNITS AVAILABLE UPON REQUEST





FAQ

FREQUENTLY ASKED QUESTIONS

1

HOW OFTEN DO YOU PRINT?

Coilhouse is published three times a year. Issue 05 is due out in May/June, Issue 06 is due out in August/September, and Issue 07 will be out in November/December.

2

WHERE IS COILHOUSE DISTRIBUTED?

Our primary markets are North America, Europe and Australia. Coilhouse is distributed in Borders, Barnes & Noble, Hastings and Books-a-Million, as well as large newsstands across the country. Coilhouse is also distributed at alternative bookshops, clothing stores, art galleries, music shops and other specialty stores of interest to Coilhouse readers across the country.

3

WHAT IS YOUR CIRCULATION?

Coilhouse reaches 115,000 targeted readers per issue through a print circulation of 23,000 copies and a 5.3 reader-per-copy pass-along rate. Most issue of Coilhouse have sold out on the website within months of their release. The Coilhouse blog is read by 100,000 unique visitors per month. Secure web stats available upon request.

4

WHY SHOULD I ADVERTISE?

It works! The point of the majority of advertising isn't to sell product, it's to establish a brand. Targeted ads where your buyers are can really help establish you in the mind of your customer, so that if they do look for a product you make, they may look to you first or Google it and recognize you. Coilhouse lets you reach an incredibly targeted customer base at an affordable price.

“There are three things sitting by my bed – Moby Dick, a few of my favorite comics, and COILHOUSE. It’s an object of beauty, it’s something wonderful. I think IT’S SMART, it doesn’t condescend. It’s my FAVORITE MAGAZINE IN THE WORLD right now, and I read a lot of magazines.

IT DOESN’T LOOK LIKE ANYTHING ELSE OUT THERE.”

- CLIVE BARKER, AUTHOR, FILM DIRECTOR AND VISUAL ARTIST

INFORM
INSPIRE
INFECT



CONTACT COILHOUSE.NET
ADVERTISING@COILHOUSE.

“I clearly recall reading RE/SEARCH and Mondo 2000 and bOINGbOING way back in the old days, and when I read Coilhouse, I get the same joyful and magical feeling. I wish I could live in the world that I see whenever I open a new issue of Coilhouse.”

- WIL WHEATON, AUTHOR AND ACTOR