



ONLINE MAGAZINE / GALLERY | **MEDIA KIT**

BACKGROUND

TLOSmag.com has been a journey of discovery. It began with my own struggle after graduating from the Center for Creative Studies. The job market for designers had been doing reasonably well, but it got hit hard right before I graduated. Suddenly, a lot of young designers and illustrators were left competing for jobs against people with years of experience willing to work for the same pay as recent graduates. I was left with a degree in an area I loved and wanted to contribute to but without avenues to pursue.

I fell back on the training honed at school: work on my portfolio and keep sharp as a designer so when the opportunity presented itself, I'd be ready. I kept producing work even though I had no one to show it to. That's when I first imagined an online magazine/gallery that would give exposure to artists who had ideas they were working passionately on, but no outlet to share those ideas with others.

After working professionally for a number of years in publication design, illustration, marketing and advertising, TLOSmag.com is the site I always hoped to launch.

ABOUT TLOSmag.com

TLOS isn't an acronym for anything. It's LOST rearranged. Certainly, that's how I felt when I graduated, displaced almost. But the notion is more about taking something and creating your own meaning rather than being defined by someone else. The basic principle is in search of something greater but open to the fact that you may not know what that is. What you seek and what you never expected to find is what TLOSmag.com is all about.

This site was imagined as an online salon humming with ongoing conversation. Unlike a blog, where content is cut and paste, the articles are designed to give this environment an individual look and feel.

Our *Gallery* accepts submissions from artists in illustration, design, photography, music and video. In each issue, a selection of 10 to 15 artists are juried to go onto the website, where they get the attention of creative directors, designers and inspired thinkers.

The *Magazine* focuses on interviews from established artists whose insights may be just the fuel for artists who have the talent and the drive but aren't sure what it actually takes to make it in the world of art. Stories are a carefully selected mix to keep the viewer at the edge of what's happening. Suggestions and offerings from readers are welcome.



FOUNDER

K'Kio Hardin has been Design Director of *Clear* magazine for the past seven years, where he continues to sharpen his creative eye. He is also lead designer for *Audi Magazine* [U.S.] and has created the design standards for *4c* and *Ambassador* magazines. In addition to editorial design, Hardin has been the creative force behind advertising campaigns for Dollhouse, Amuleti J, Inkslingers, and Vigoss Jeans. His work can be seen at www.kkiohardin.com

TLOSmag COLLABORATIONS

Collaborations are a unique feature of TLOSmag.com. Pairing together a featured TLOSmag gallery artist and an advertiser to create brand messaging exclusively for our site, this work is showcased online and in TLOSmag guerilla gallery venues throughout the United States.

Using a logo as a springboard to creating an idea for the site built around a product launch, TLOSmag.com is a stage where the commercial and artistic worlds converge.

WHO SHOULD SUBMIT WORK

Entries are selected from the following categories: illustration, graphics, photography, music and video.

ENTRY CRITERIA

Think of each category in terms of its broadest definition; we do. As such, work is not divided into sub-categories. Our intent is to include rather than exclude. Anyone who paints with brushes, pixels, emulsion, music* or video is encouraged to submit his or her work for consideration. Submissions are chosen strictly from whatever is deemed the best in each category by the jury.

* All we ask? That it's radio friendly.

HOW TO SUBMIT WORK (Instructions)

Entry forms can be found on our *Submissions* link; a form must accompany each entry. Entries should be in jpeg, tiff, eps, pdf, mp3 or mpeg formats saved to a CD or DVD (unfortunately, slides of work are not accepted at this time). Printouts of work *must* be included with each submission. If the work has only lived in electronic form, please submit low-resolution printouts or screen grabs of the digital file with each entry. If you are working in music or video, your work should be accompanied by performance/musician images or video stills. Submit duplicates of work only; entries will not be returned. There is an entry fee of \$5 per series submitted. Entries must be postmarked by the submission closing date. Submissions should be mailed to: P.O. Box 914, Warren, MI 48090.

TARGET AUDIENCE

SPONSORSHIPS / ADVERTISERS

If you are looking to advertise, TLOSmag.com can be reached at mail@TLOSmag.com

AUDIENCE

The intended audience for TLOSmag.com is creative minded people of all stripes, from artists and people interested in art to those in search of hiring an artist.

TARGET DEMOGRAPHICS / PSYCHOGRAPHICS

Age

18-45*

* but artists of any age with compelling visual art or radio friendly work are welcome here

Education

Bachelors Degree or Higher 63%

High School Graduates 26%

Other 11%

Gender

Men 55%

Women 45%

Income

Annual Household \$60,000

Top four purchases in the next month

Audio / Video equipment

Clothing

Clothing Accessories

Digital downloads / CD / DVD

Entertainment

Bars / Nightlife 38%

Events (charity functions, magazine launches, gallery openings, etc.) 31%

Movies 20%

Concerts 11%

RATES AND SPECIFICATIONS

Skyscraper advertisements are reserved for our *Home* page. Placement here also includes banner ads on our *Suggestion, Giveaway* and *Spotlight* pages (up to 168 X 600) \$1,200 per month.

Banner advertisements are placed per section of magazine / gallery. Purchase in a section guarantees ad placement on every page of that section. Available sections are *Illustration, Design, Photography, Music, Video* and *Interviews* - (up to 900 X 150) \$1,000 per month.

Collaborative sponsorships are also available for purchase. Unique to TLOSmag.com, companies are invited select TLOSmag artists of their choosing to create non-traditional advertisements exclusively designed for the TLOSmag.com site; showings of this work is included in our guerilla venues. Collaborative sponsorship advertisers also have first rights to additional advertising placement on the sections of the site they wish to sponsor; ads are included in this sponsorship and do not incur additional costs. TLOSmag artists selected are compensated for any work they create.