



BOHACKERS

MAGAZINE

A LIFESPANNING COMPANY

MEDIA KIT

DECEMBER 2023
PROPRIETARY & CONFIDENTIAL

LIFESPANNING

5 MILLION BIOHACKERS 1 GLOBAL NETWORK



Dr. Mike Van Thielen
ISSUE 22



Christian Drapeau
ISSUE 21



Max Lugavere
ISSUE 20



Mark Young
ISSUE 19



Garnet Dupuis
SPOTLIGHT EDITION



Philip Holtzendorff
ISSUE 18



Tyler Lebaron
ISSUE 17



Litewater
ISSUE 16

GLOBAL FLAGSHIP MAGAZINE.

BX**OHACKERS**

LIVE FIT. LIVE WELL. LIVE LONG.

Established in 2019 as the trailblazer and guiding the uncharted territories of human enhancement, the magazine delves deep into the realms of science, art, technology, fitness, and personal optimization.

With our global network of 5 million biohackers, the magazine delivers unparalleled access to cutting-edge research, novel discoveries, lifestyle content and routine-enhancing methodologies to our audience in print and digital versions, available in 7 languages.

Our in-house innovation with AI, AR, & VR will bring a virtual edition to subscribers with a total immersive experience for each reader. With custom environments, sounds and color preference overlays, we're using our IP to transform the content engagement and reader experience for audiences in their physical and digital worlds.

The Editorial Team dive into the subject matter with a motivation to bring all of the cutting-edge routines, studies, and technologies to the forefront of the wellness space.

We empower people to *live fit, live well, and live long.*

CORE AUDIENCE PROFILE

PSYCHOGRAPHICS

Biohackers Magazine readers are highly educated, well-informed consumers who are committed to maintaining optimal health. With disposable income and a penchant for living life to the fullest, our readers have the desire, ability and dollars to surround themselves with the best life has to offer.

DEMOGRAPHICS

Biohackers Magazine readers are closely split between male and female, with the majority aged 45 and over; 87% are homeowners, and over 77% earn an annual income above \$50,000.

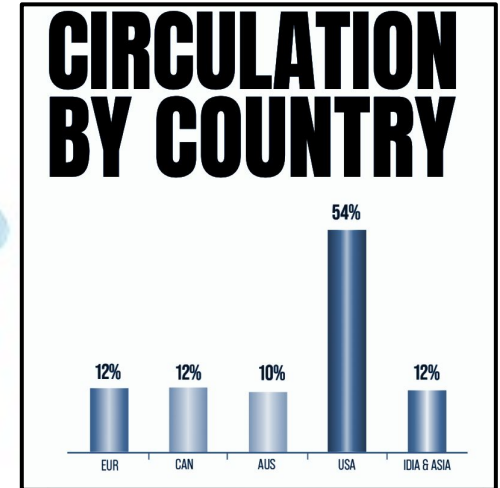
AGE

35 - 54	30%
25 - 34	60%
18 - 24	10%

GENDER

FEMALE	52%
MALE	48%

TOTAL SUBSCRIBERS (cross channels): **338,347**
TOTAL REACH PER ISSUE: 221,001
TOTAL ACTIVE READERS PER ISSUE: 16,300
TOTAL NEWSLETTER SUBSCRIBERS: 2,500
(as of July 2023)



ADVERTISING RATES & INFO

AD TYPE	SINGLE	3X	6X	12X
<i>Rates quoted per insertion</i>				
Full Page	\$1,249	\$1,059	\$874	\$624
Half Page	\$749	\$636	\$524	\$374
Inside Front Cover	\$1,499	\$1,274	\$1,049	\$749
Inside Back Cover	\$999	\$849	\$699	\$499
Sponsored Article	\$999	-	-	-

CANCELLATION POLICY

Orders are non cancelable 10 days prior to rate card insertion closing dates.

VOLUME DISCOUNTS

Advertisers may earn a discount based on page equivalency volume run within a contract year.

COMMISSION AND CREDIT POLICIES

- Commission to recognized agencies: 15%
- Terms: net 30
- Finance charge of 1.5% per month for invoices outstanding beyond 30 days
- Invoices rendered on or about on-sale date
- New advertisers must supply acceptable credit references and payment up front with first order

RATE PROTECTION

Announcement of any change in rate will be made at least two months in advance of closing date of the issue affected. Orders for issues thereafter will be accepted at "prevailing rate."

LIMITED SPOTLIGHT EDITION

The Limited Spotlight Edition is a strategic offer dedicated to prime exposure in the Biohacking and Health-Optimization Industry. For highly-targeted, culturally-rich audience profiling, this Special Edition Magazine is devoted solely to your Brand and can include any additional content you wish to publish in the Spotlight.

To preserve exclusivity, we publish a 'limited run' of these Editions on a yearly basis. All print material is also shared on our virtual, digital and social channels connecting with our audiences online, offline and in live attendance at our Biohacking events worldwide.

SPOTLIGHT EDITION PROMO PACKAGE

- Front Cover Portrait
- Interview by Biohackers Mag
- Up to 4 Interviews or Articles of Your Choice
- Inside of Front Cover Ad of Your Choice
- Inside of Back Cover Ad of Your Choice
- 2 Full Page Ads of Your Choice
- Back Cover Ad of Your Choice
- Print Ready Files with Copyrights
- Newsletter Featured Company of the Month
- Website Featured Company of the Month
- Electronic Magazine Diffusion to Audience



SPOTLIGHT EDITION SPECIAL OFFER

The total rate card value of this Special Offer is **\$12,800**, reflecting the extensive exposure, exclusive spotlight-branded layout design and production, and promotional marketing included in the Spotlight Edition Magazine.

**Confirm your Spotlight Edition Today and Pay the
BIOHACKERS MAGAZINE 25th EDITION
Celebration Price of \$2,995.**

PRINT READY SPECIFICATIONS

BIOHACKERS

MAGAZINE

PRODUCTION SCHEDULE

Advertising Closing Dates are on the 20th of each month.



Page Specifications

Trim Size: 8.375" x 10.875"

Live Area: 7.625" x 10.125"

Bleed Area: 8.625" x 11.125"

General

Printing method: Web offset.

Binding: Saddle Stitch. See Ad specs for format of art files.

High-resolution Adobe PDF files are preferred. We also accept files from Mac and some PC versions of Adobe InDesign, Adobe Illustrator and Adobe Photoshop. Files can be supplied by DVD, CD, email or other ejectable media. Disks must be labeled clearly with advertiser's name, return address and issue date. Please include a completed copy of the insertion order with a disk, a proof and a list of all contents, including fonts.

CONTACT FOR SALES AND INFORMATION

Dallas McClain

dallas@biohackersmagazine.com • ph 336-314-8941



MAGAZINE INSERTION ORDER

Page Trim Size: 8.375" x 10.875"

Insertion Order #

Live Copy Area: 7.625" x 10.125"

With Bleed Added: 8.625" x 11.125"

Purchase Order #

Publication:

Biohackers Magazine Monthly

Biohackers Magazine SPOTLIGHT Edition

Issue Dates:

Jan Feb Mar Apr May Jun

Jan/Feb Mar/Apr May/Jun

Jul Aug Sep Oct Nov Dec

July/Aug Sept/Oct Nov/Dec

Client Company:

Product Name:

Corporate Address:

Main Company Contact Info:

Name:

Phone:

Email:

Agency Information:

Name:

Address:

Company:

Phone:

Email:

Ad Size:

Ad Color:

Frequency:

Position Requests:

Ad Production Materials:

Ad Production Materials Deadline:

Payment/Billing Information

CC#

Exp / Signature

Credit Card Name

CC Address

Company Check [] Ch #

Company Name

Accounting Contact

Mailing Address

Phone

Fax

If paying by check, make check payable to Biohackers Magazine
Call Dallas McClain at 336-314-8941

Rates:

Gross (Per Insertion):

Discounts (Per Insertion):

Net Cost (Per Insertion):

Advertiser is responsible for reviewing, proofing, editing, approving, and signing off on all copy. Editor/publisher will not be responsible for any errors in ad copy after advertiser sign-off. Editor/publisher reserves the right to reject or cancel any and all advertising from agencies or advertisers with unpaid invoices.

I HAVE READ, UNDERSTOOD, AND AGREE TO BE BOUND BY ALL OF THE ITEMS ON THIS ADVERTISING INSERTION ORDER CONTRACT, INCLUDING THE TERMS AND CONDITIONS SET FORTH IN THE ATTACHED "INSERTION ORDER/ADVERTISING CONTRACT TERMS AND CONDITIONS". I FURTHER ACKNOWLEDGE THAT I AM ACTING WITHIN THE BOUNDS OF MY AUTHORITY IN SIGNING THIS AGREEMENT.

Signature

Title

Date

MAGAZINE INSERTIONS & CONDITIONS

- A. Insertion orders are offers to purchase space from Publisher of Biohackers Magazine ("Publisher") and shall not constitute binding contracts until accepted by Publisher. Upon such acceptance by Publisher, in its sole and absolute discretion, there shall exist an advertising contract between the Advertiser, or if the insertion order was submitted by an agency, Advertiser and its agency (in either case, hereinafter, "Advertiser and its agency") and Publisher, which shall be subject to, and on, the terms and conditions stated herein. Only those terms and conditions appearing herein are binding upon Publisher, and no terms or conditions, printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the provisions herein shall be binding upon Publisher, unless specifically agreed to in writing by an authorized representative of Publisher.
- B. Placement of an order for an advertisement constitutes a representation by Advertiser and its agency that agency is the authorized agent for Advertiser, and that Advertiser and its agency shall be jointly and severally liable for all charges and other obligations to Publisher arising out of the advertising contract. Neither Advertiser nor its agency may change, withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. In consideration of Publisher's review for acceptance of any advertising for publication, Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.
- C. Advertiser and its agency shall obtain all necessary licenses and other permissions necessary in connection with publication of the advertisement. Upon placement of any insertion order, Advertiser and its agency each represent and warrant to Publisher that they are fully authorized to publish the entire content and subject matter of the requested advertisement including, without limitation, the name, likeness, or other identification of any person, and all material contained therein, and that nothing therein will violate or infringe any third party rights or any applicable law or regulation.
- D. Positioning of all advertisements is at the discretion of Publisher, except as specifically agreed upon separately and in writing by an authorized representative of Publisher. Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers, or Advertisers index. Publisher shall have no obligation or liability for any change in advertisement requested after the applicable closing date. Publisher shall have no liability for the reproduction quality of advertising print materials which fail to meet the mechanical requirements stipulated.
- E. Publisher reserves the unrestricted right to reject any advertising at any time for any reason after receipt of the advertising materials. Rejection by Publisher shall not constitute a breach of contract between Publisher and Advertiser or its agency. In such event, Publisher shall repay any amount previously paid by Advertiser or its agency to Publisher with respect to the rejected advertisement.
- F. Publisher reserves the unrestricted right to cancel at any time, for any reason, any advertisement, whether or not the same has already been accepted for publication and/or previously published. Cancellation by Publisher shall not constitute a breach of contract between Publisher and Advertiser or its agency. In such event, Publisher may publish the advertisement in a subsequent issue or repay any amount previously paid by Advertiser or its agency to Publisher with respect to the canceled advertisement, in its discretion, without any other liability to Advertiser or its agency, provided that, Advertiser and its agency may elect repayment of amounts previously paid in lieu of publication in a subsequent issue.
- G. Publisher shall have no liability to Advertiser or its agency as a result of any failure to publish or circulate all or any part of an issue or otherwise fulfill an insertion order as a result of any event beyond Publisher's control, except to publish the advertisement in a subsequent issue or repay any amount previously paid in respect of such advertisement.
- H. Publisher's liability, if any, for any act, error or omission in any and all circumstances shall not exceed the cost of space ordered or occupied by Publisher's error, which shall be the sole remedy available to Advertiser and its agency, and Publisher shall not, in any event, be liable for any consequential or other damages including, but not limited to, expenses incurred or lost income or profits.
- I. Publisher shall have the right to hold Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that Advertiser or its agency ordered and that was published.
- J. All advertising materials will be destroyed after one year, provided that, if Advertiser or its agency requests in writing that the materials be returned or delivered to a third party, Publisher will return or deliver the materials at the requesting party's sole expense, risk and liability.
- K. Advertiser and its agency do hereby agree to defend, indemnify and hold harmless Publisher and its officers, directors, shareholders, affiliates, parent, subsidiaries, agents and employees, from and against any loss, liability, damage or expense, including attorney's fees, arising out of or in connection with the copying, printing or publishing of any advertisement submitted by Advertiser or its agency, based on the content or subject matter of advertisements including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism, copyright or trademark infringement, or violation of any law or regulation, or the breach by Advertiser or its agency of any covenant, term, representation or warranty contained in these Contract and Copy Regulations.
- L. The advertising contract set forth herein and all matters relating thereto, including any matter of dispute arising out of the advertising contract, shall be interpreted, governed and enforced according to the laws of the State of Florida, and the parties consent to the exclusive jurisdiction of all appropriate courts in the State of Florida, County of Broward, to resolve such disputes. The prevailing party in such proceedings shall be entitled to an award of reasonable attorney's fees.

ADVERTISEMENT CHECKLIST



Page Specifications

Trim Size: 8.375" x 10.875"
Live Area: 7.625" x 10.125"
Bleed Area: 8.625" x 11.125"

**If no color proof is provided,
color matching cannot be
guaranteed. Ads will run AS
THEY ARE SUPPLIED.**

**Note:
Files other than those listed
above or those that require
manipulation, corrections or
repairs
are subject to
production charges.**

{} All ads must be supplied electronically on DVD, CD, email or other ejectable media.
(if transferable).

{} Disk and file are labeled with advertiser name, return address and issue for insertion.

{} Proofs: Digital – provide hard copy proof.

{} Application (program) information and its version (e.g. InDesign 6) used to build ad.

{} Page layout document size should equal trim size (8.375" x 10.875"),

{} Ad file has only one page.

{} ALL fonts (including fonts in linked EPS files and printer and screen fonts) are supplied
along with a list of these fonts.

{} All unneeded fonts have been searched and replaced.

{} All linked graphics are PSD, TIFF or EPS files.

{} All scanned photos are 300 dpi at 100% print size.

{} All grayscale or color images should be at least 300 dpi. 600–1200 recommended for
black & white line art.

{} Do not use 72 dpi web images.

{} Images with clipping paths have a flatness value of no less than 3 pixels.

{} Traps for color ads are set to 0.144 points.

{} Small black graphics and type are set to overprint.

Please send ad material to:

Biohackers Magazine LLC
3633 Finch Street Orlando FL, 32803

Web: biohackersmagazine.com
Email: dallas@biohackersmagazine.com



BOOHACKERS
MAGAZINE



LIFESPANNING

HELLO@LIFESPANNING.COM
WWW.LIFESPANNING.COM