

Inked®

2025
MEDIA KIT





+ MISSION STATEMENT

INKED is the convergence of art, culture, and style. It's the celebration of individual expression and the voice of the hip, edgy, and creative. **INKED** is packed with stunning photography, progressive content, and the latest in fashion, music, art, pop culture, and lifestyle. **INKED** connects your brand to a dynamic platform powered by a sophisticated audience of more than 56 million trendsetters.





INKED PEOPLE

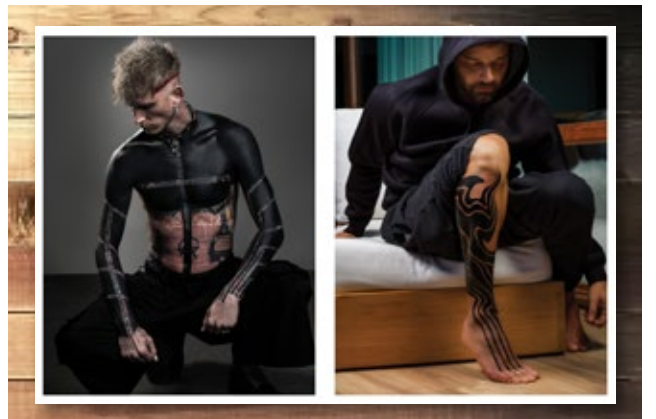
From skateboarders and musicians to fashion designers, artists, and chefs, INKED People profiles the trendsetting individuals who are defining the lifestyle of the INKED reader.

FEATURES

In-depth stories on actors, musicians, and athletes, shot by renowned photographers. We explore the art, style, and stories behind the biggest names in the INKED world.

THE SCENE

Covering the hottest tattoo artists, shops, parties, and events from around the world, INKED Scene is the authority on what is happening in tattooing.





**CIRCULATION
+ DEMOGRAPHICS**

56
MILLION +
COMBINED PRINT, DIGITAL,
AND SOCIAL MEDIA AUDIENCE

READERSHIP:
200,000 +

INKED READERS:

- FASHION INFLUENCERS
- ART AFICIONADOS
- CULTURAL TRENDSETTERS
- LIFESTYLE ENTHUSIASTS
- MAINSTREAM PROFESSIONALS
- EARLY ADOPTERS
- HHI: **\$180K**
- MALE: **54%**
- FEMALE: **46%**

SOCIAL MEDIA FOLLOWING

ALWAYS ON. ALWAYS CONNECTED.

INKED surprises, informs, and entertains more than 56 million fans with a consistent and engaging mobile news feed.

Fans are engaged in a mobile first, fully interactive experience where they can like, comment and share the **INKED** content they love.

A widespread social media fanbase creates a network for **INKED** to reach new fans, build a larger audience, establish brand loyalty, and perpetuate a buzz about our product for advertisers.

We offer customized social and digital media programs designed to amplify and accelerate the growth of your consumer base and online presence.

@Inkedmag
@The Tattoo Page
@Rebel Circus
@Lost Pinup
@Moms Got Ink
@The Rockabilly Page
@High Heel Moms
@Steadfastbrand
@Inkedshop.com
@Inked Cowboys

@Inkedmag
@Inked
@tattoos_of_inked
@tattoos_of_inkedmag
@tattooedgirls_byinked
@rebelcircus

@Inked Magazine

@Inkedmag

@Inkedmag

@Inkedmag



40.8M
FACEBOOK



12M
INSTAGRAM



2.1M
TIKTOK



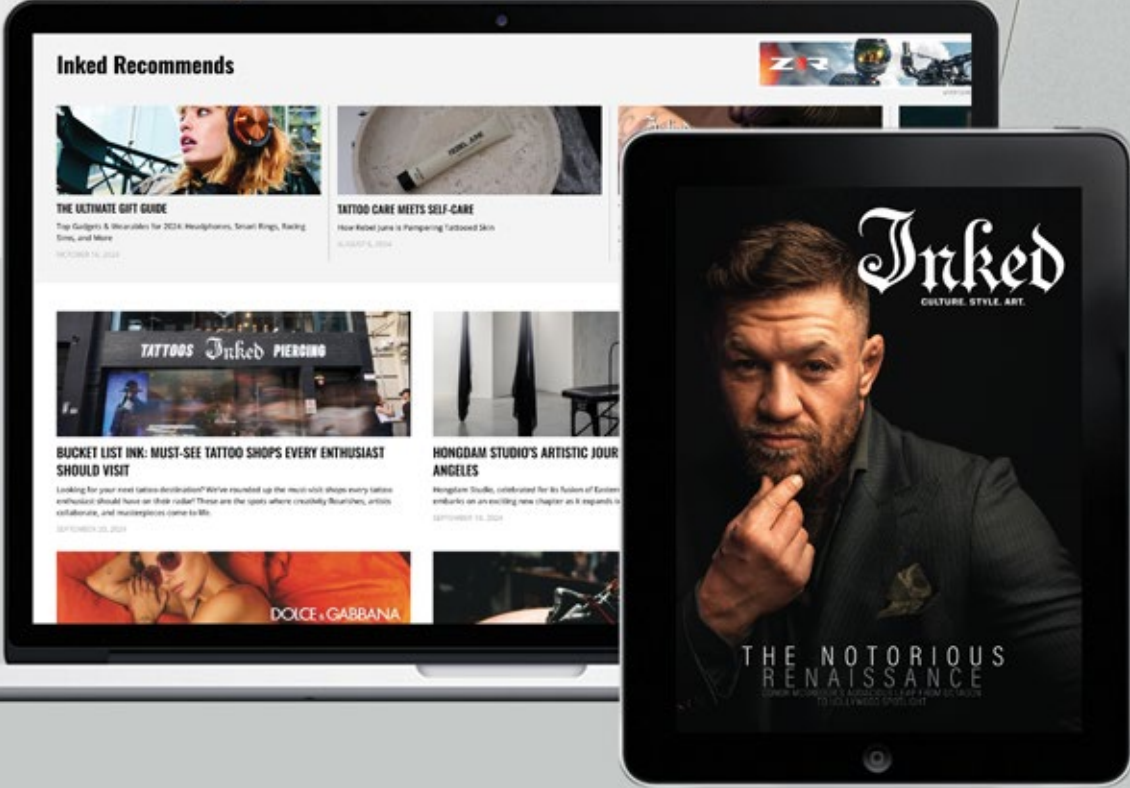
1.3M
YOUTUBE



950K
TWITTER



576K
SNAPCHAT



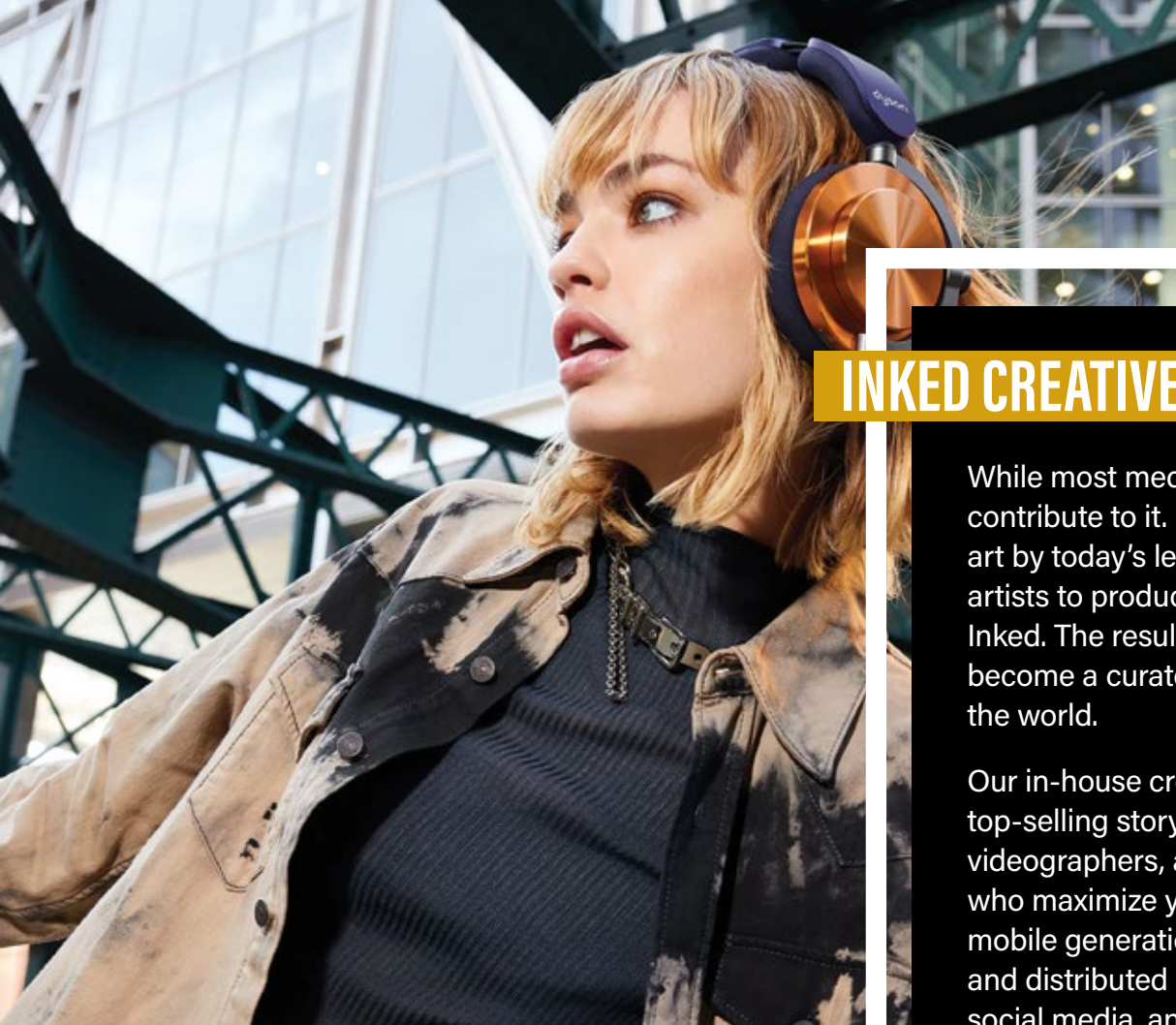
INKEDMAG.COM DIGITAL TRAFFIC

11M
PAGE VIEWS PER MO.

3M
VISITS PER MO.

2.6M
UNIQUE PER MO.

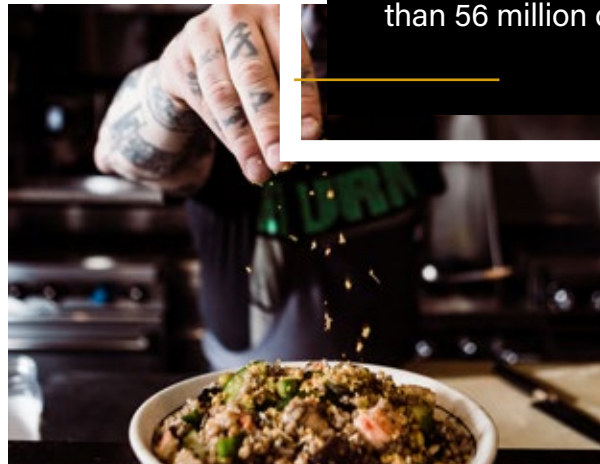
**ALWAYS ON.
ALWAYS CONNECTED.**
INKEDMAG.COM boasts eye-catching and tastefully designed advertiser content optimized for smartphones, tablets, and desktops.



INKED CREATIVE STUDIO

While most media outlets reflect culture, we contribute to it. Not only do we publish exclusive art by today's leading lights, we collaborate with artists to produce amazing work specifically for Inked. The result: our magazine and digital media become a curated art gallery on par with any in the world.

Our in-house creative team consists of top-selling storytellers, editors, producers, videographers, and digital marketing experts who maximize your brand exposure for the mobile generation. Your content will be optimized and distributed across our dynamic print, digital, social media, and event platforms reaching more than 56 million dedicated followers.



2025 EDITORIAL SCHEDULE

INKED's finger is firmly on the pulse of the global tattoo lifestyle. Whether it's covering the music people listen to, the influencers they follow or the content they consume, **INKED** is on top of it all.

ISSUE 1:

Tatted Music Makers // Art with Purpose // Moto Mania - Motorcycles and Gear // Enticed by Aspen (Stay & Play) // Artist Exclusives

ISSUE 2:

Mastering the Supreme Cookout // Tattoos and Timepieces // Road Tripping and Overlanding in Style // The Proliferation of Podcasts // Concierge Entertainment

ISSUE 3:

The Next Generation of Artists and Collectors // Tech, Gadgets, and Concepts // Lust-Worthy Fashion // The M.O. Behind the Art

ISSUE 4:

Tattoos and Mental Health // Holiday Gift Guide // Exclusive Interviews // Whiskey, Wines, & Cigars for Connoisseurs // Tattoo Trends



ISSUE 1

Material Deadline: 12/1/24
On Sale: 1/1/25

ISSUE 2

Material Deadline: 3/3/25
On Sale: 4/1/25

ISSUE 3

Material Deadline: 6/2/25
On Sale: 7/1/25

ISSUE 4

Material Deadline: 9/1/25
On Sale: 10/1/25

INKED MAGAZINE AD SIZE REQUIREMENTS

Space Unit	Full Bleed	Final Trim Size
2-Page Spread	17" x 11.125"	16.75" x 10.875"
Full Page	8.625" x 11.125"	8.375" x 10.875"
1/2 Page (Horizontal)	7.65" x 5"	7.65" x 5"
1/3 Page (Vertical)	2.75" x 10.25"	2.75" x 10.25"
Front & Back Cover	8.625" x 11.125"	8.375" x 10.875"



DIGITAL FILE REQUIREMENTS - PDF ONLY

GENERAL GUIDELINES

Ensure that all images are a minimum of 300dpi at 100% of final placement size. Convert all spot/special colors to four-color process. Please provide CMYK files and images only. Do not submit files in RGB, or files containing additional channels.

PLEASE NOTE

- PDF files must contain only 4-color process images (CMYK).
- *Inked Magazine* is not responsible for PDF files prepared incorrectly.
- All artwork must be designed per the specified dimensions. If they are not, the artwork will be resized to fit the designated space.
- SAFETY: All live/readable text/matter should be .25" from the trim line on all four sides. *Inked Magazine* is not responsible for any information or live matter placed outside the safety that is trimmed or cut off.
- When using pure BLACK in your design, please use: C=40, M=30, Y=30, K=100
- All ads submitted should be suitable to print as is. *Inked Magazine* is not responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, *Inked Magazine* can not guarantee the reproduction of the advertisement.



SUBMITTING FINAL MATERIALS

OPTION 1: UPLOAD FILES

Prepare and submit ad file(s) to: toby@inkedmag.com

Multiple files must be put into a .ZIP file.

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications, **contact our Design Department at (480) 626-8552.**

2025 SOCIAL MEDIA SPECS

When submitting creative for social media posts, please include the following:

- Copy/verbiage for post
- Page (or pages) you'd like tagged
- Any links/hashtags to be included in the post
- Desired date/time scheduled

INSTAGRAM

Profile photo:
320 x 320 pixels
Feed photos:
Landscape: 1080 x 566 pixels
Portrait: 1080 x 1350 pixels
Square: 1080 x 1080 pixels
Stories:
1080 x 1920 pixels
Reels:
1080 x 1920 pixels
Aspect ratio of 9:16
Cover photo: 420 x 654 pixels

FACEBOOK

Profile photo:
170 x 170 pixels
Cover photo:
851 x 315 pixels
Posts and timeline photos:
1200 x 630 pixels
Stories:
1080 x 1920 pixels
Feed ads:
1080 x 1080 pixels

YOUTUBE

Profile photo:
800 x 800 pixels
Banner:
2048 x 1152 pixels
Video:
1280 x 720 pixels
Thumbnail:
1280 x 720 pixels

TIKTOK

Profile photo:
20 x 20 pixels
Video:
1080 x 1920 pixels

TWITTER

Profile photo:
400 x 400 pixels
Header photo:
1500 x 500 pixels
In-stream photos:
1600 x 900 pixels
Card image:
120 x 120 pixels (minimum)
Ads:
Single & multi-image tweets: min. 600 x 355 pixels
Website card image: 800 x 418 pixels
App card image: 800 x 800 pixels
Carousels: 800 x 800 pixels
Direct message card: 800 x 418 pixels

NEWSLETTER

Please include the following when submitting creative for dedicated email blasts:
<ul style="list-style-type: none">▪ Link▪ Desired subject line▪ Desired body copy
Preferred banner ad:
970 x 250 pixels
Hero image size:
1200 x 630 pixels

INKEDMAG.COM

DESKTOP
Homepage:
980 x 90 pixels (Google Image ads)
320 x 480 pixels (Google Image ads)
Blog Page:
950 x 90 pixels (Google Image ads)
Single Blog Page:
950 x 90 pixels (Google Image ads)
336 x 280 pixels (Google Image ads)
MOBILE
Home, Blog Page, Single Blog Page:
320 x 50 pixels (Google Image ads)
336 x 280 pixels (Google Image ads)