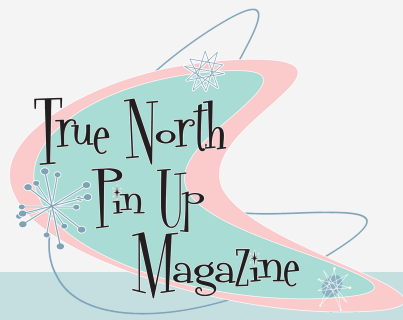




CONTENT KIT
2020



OUR MAIN MISSION

True North Pin Up Magazine believes in connecting and revolutionizing the Pin Up Community, and those living and loving the vintage life in Canada.

Connecting Pin Up's and vintage lovers from coast to coast. Supporting local and showcasing all Canadian Pin Up and Vintage lovers with Canadian Pin Up's, Retailers, Artisans, Photographers, How To's, Product Reviews and Events.

Revolutionizing and empowering the entire community through body positivity, connection and authentic expression of self. From Canadian to Canadian.



OUR CURRENT STATS

- 3 online platforms True North Pin Up, Moms, For Real & Rides For Relief
- Collective reach of over 1.4M
- Post engagements over 500,000 weekly
- Collective likes and followers over 10,000
- Women and Men between 25-65
- From Canada and the United States predominately
- Continually growing network across Canada and worldwide

WE OFFER

- Social media shares
- Limited edition printing
- Advertising
- 100% Canadian content
- Ever growing readership
- Brand awareness and showcasing
- Special featured articles
- High quality, local printing
- Potential for partnership in events

CONTENT

IN EVERY ISSUE

- Full length feature interview of the COVER MODEL
- Feature BIOS of Pin Ups from every Province and Territory
- Themed multi-page spread THEMED SHOWCASE
- Full length feature interview of one Canadian Pin Up BAD ASS BABE
- ASK MRS. REES column
- Feature interview Canadian ARTISANS
- Feature interview Canadian Pin Up MAKE UP ARTISTS
- Feature interview Canadian Pin Up HAIRSTYLISTS
- Feature interview Canadian Pin Up PHOTOGRAPHERS
- Feature interview Canadian Pin Up STYLE RETAILER
- Feature PRODUCT REVIEWS
- How To's: TIPS AND TRICKS
- Canadian Pin Up EVENTS
- Exclusive VINTAGE RECIPES: themed per issue
- Where to find it: BUSINESS CARD advertising
- PRIZING and GIVEAWAYS of product



CONTENT CALENDAR

ISSUE	THEME	FEATURE	BOOKING DEADLINE	ARTWORK DEADLINE	SALE DATE
Summer 2020	Road Trip	Road Trip Across Canada	Apr 15	May 1	Jun 1
Fall 2020	Haunted Horror	Vintage Horror Movie	Jul 15	Aug 1	Sep 1
Winter 2020	Winter Adventure	Vintage Winter Activities	Oct 15	Nov 1	Dec 1
Spring 2021	Spring Garden	Flowers, Gardens	Jan 15	Feb 1	Mar 1
Summer 2021	Beach/pool	Fun in the Sun	Apr 15	May 1	Jun 1
Fall 2021	Pumpkin Patch	Everything Harvest	Jul 15	Aug 1	Sep 1
Winter 2021	Snow	Sparkles, Snow and Lights	Oct 15	Nov 1	Dec 1



CONTRIBUTORS

True North Pin Up publishes writing and artwork on a wide range of topics, including everything related to pin up, rockabilly, psychobilly, burlesque and vintage lifestyles.

We welcome pitches from unpublished writers and seasoned freelancers.

Please send all written files in .docx or .pages formats.

Have an idea for a submission? Send us your pitch. info@truenorthpinup.ca

PRODUCTS

Product and Service submissions will be exchanged for promotion through various social media and product layouts within the magazine with the possibility of advertising discounts.

Please contact us for more information.

CONTACT US

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