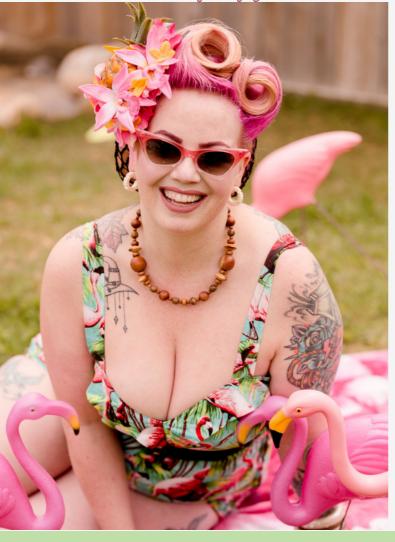


CONTENT WRITER'S KIT

2022





OUR 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.

We actively support Diversity and Inclusion, Women's Rights, LQBTQIA+, Black Lives Matter, All Children Matter, MMIWGs, and the BIPOC Communities.

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
- Canada and the United States predominately
- Continually growing network across
 Canada and worldwide
- Well known brand across Canada

WE OFFER

- Showcase in the two largest Pin Up Contests in Alberta
 - Rides For Relief
 - Autorama World Of Wheels
- 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 BADASS BABE
- Full-length feature interview of one Canadian Pin Up PHOTOGRAPHER
- Full-length feature interview of one Canadian BAND/MUSICIAN
- Feature content Canadian ARTISANS
- Feature content Canadian Pin Up MAKE-UP ARTISTS
- Feature content 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
- PRIZING and GIVEAWAYS of product



Rooking Submission Sala

CONTENT CALENDAR

			Dookiiig	3451111331011	Juic
Issue	Theme	Feature	Deadline	Deadline	Date
Winter 2022 Spring 2023 Summer 2023 Fall 2023 Winter 2023	Post-COVID Car Show Summer/Beach Pumpkin Patch Winter Sports	Re-connection Cars Everything Summer Pumpkins, Corn Mazes Skating, Skiing & Tobogganing	Oct 15 Jan 15 Apr 15 Jul 15	Oct 30 Jan 30 Apr 30 Jul 30 Oct 30	Dec 1 Mar 8 Jun 1 Sep 1 Dec 1





CONTRIBUTORS

True North Pin Up publishes writing and artwork on various topics, including everything related to pinup, rockabilly, psychobilly, burlesque, and vintage lifestyles.

We welcome pitches from unpublished writers and seasoned freelancers.

Please send all written files via Google Doc, .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

True North Pin Up Magazine



403-507-1788



info@truenorthpinup.ca



www.truenorthpinup.ca



www.facebook.com/truenorthpinup



© @truenorthpinup