



TRUE NORTH

*Pin Up Magazine*

**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, LGBTQIA+, 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



## CONTENT CALENDAR

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



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