



Media Kit

**Unapologetically Progressive.
Uniquely New Orleans**

About Us

*Big Easy Magazine is the online home
for progressive New Orleans.*

Big Easy Magazine is an online publication offering both weekly and monthly content. The issues we cover are not always unique, but what is unique is the way we approach them.

We examine the issues we cover—from race to politics and from LGBTQ issues to the environment—through the eyes of the people of New Orleans

Our Core Values

- Kindness
- Compassion
- Equality
- Love
- Justice
- Inclusiveness

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Our Readers

*Our audience is progressive-minded
and New Orleans-focused.*

Our readers skew young, socially active, and educated. They all choose to live in New Orleans, and they care deeply for their community.

Big Easy Magazine launched in May 2018, and since that time, we have seen a steady growth in website traffic, social media engagement, and email subscribers.

Key Statistics

Average monthly visitors: **19,000+**

Facebook page likes: **5,200+**

Twitter followers: **900+**

Email subscribers: **1,000+**

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Work with Us

We offer a variety of advertising and sponsorship opportunities.

We're committed to the New Orleans economy, so we see the opportunity to work with local businesses as a partnership.

As such, we offer a variety of affordable opportunities to get your brand in front of our audience.

Available Opportunities

- **Website banner ads**
 - Get your message in front of our website visitors.
- **Email & social media**
 - Reach our followers as a press release, image, or ad.
- **Content area or monthly edition**
 - Serve as a sponsor of a coverage area or monthly edition.
- **Advertorials:**
 - We write a feature about you, and it appears among our content.

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Advertising Rates

Website ad (640 x 400 pixels)

*Your ad will run on the sidebar on every page across across the website.
The longer you commit to, the lower the monthly rate.*

9-12 months:	\$160/month
4-8 months:	\$180/month
1-3 months:	\$200/month

Email ad (600 x 72 pixels)

Your ad appears in the header of our three-times-a-week email.

1 week: **\$100 (3 emails)**

Advertorial

One of our writers will write a feature-length article about your business.

Per advertorial: **\$200**

Social media ad

We'll post your ad, event, or message to our Facebook and Twitter pages.

Per post: **\$75**

Combine and save. Let us design your ad.

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Contact Us

*We look forward to hearing from you
to start the conversation.*

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