

EERIE EXPEDITIONS

A SUPERNATURAL FRONTIER

MAGAZINE



2025-2026 MEDIA KIT

THE SOUL OF SPOOKY TRAVELS & LEGENDS



About

Our mission is to uncover the hidden corners of the world where the paranormal comes to life. We aim to provide our readers with immersive and authentic experiences, from haunted hotels and ghost towns to mystical landscapes and ancient sites steeped in legend. Through captivating storytelling, detailed guides, and exclusive interviews, we bring the eerie and extraordinary to your fingertips.

At Eerie Expeditions Magazine, we believe in the magic that lies beyond the ordinary, the mysteries that beckon from the shadows, and the stories whispered by the unseen. Our magazine is dedicated to exploring the intriguing and often spine-chilling world of paranormal travel. Whether you're a seasoned paranormal investigator or a curious traveler with a penchant for the supernatural, we have something to spark your curiosity and ignite your adventurous spirit.

Audience

Eerie Explorations Magazine is not for the faint of heart. Finally, a magazine that focuses on dark tourism, haunted history, and legends. This publication is made for the macabre traveler, explorer, and enthusiast of the unknown.

Distributed online and in print.

PRINT AD SPECIFICATIONS

AD SIZE	NON-BLEED ONLY
FULL PAGE	8.27" X 11.69"
1/2 PAGE	8.27 x 5.845

***For images crossing over an advertising spread, consider potential image loss between LH and RH pages. Any image area critical to remain continuous, please make sure this area does not cross into the gutter.**

AD DELIVERY

We require that ads be emailed to contact@erieexpeditionsmagazine.com. For larger files, please use a WeTransfer or Dropbox platform to ensure that the content meets our specifications before going on press.

GENERAL INFORMATION

PUBLICATION TRIM SIZE: 8.27" X 11.69"

SAFETY: 0.25" from trim on all sides

BLEED: 0.125" beyond trim on all sides

BINDING METHOD: perfect bound, jogs to foot

IMAGE RESOLUTION: 300 dpi

LINE SCREEN: 150 dpi

COLOR SPACE: CMYK, no spot color or RGB

ACCEPTABLE FILE FORMAT

PDF for all content related ads. Please embed all fonts and use high-resolution images. Ensure all elements are a minimum of 300 dpi and 100% in size.

PROOFS

Ads submitted without a SWOP 3-standard proof waive the right to question color/reproduction. Upon request, we can pull a proof on your behalf and add a production charge of \$50 to your invoice.

WE WANT YOUR AD TO PRINT CORRECTLY

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

CHANGING YOUR AD

Any ad intervention requested by the advertiser and/or required by our printer may result in additional charges to the advertiser.

COMMON AD PROBLEMS TO AVOID

Please check your ad for these errors before uploading

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area
- **PLEASE DO NOT USE CROP MARKS****

DISCLAIMER

EERIE EXPEDITIONS MAGAZINE is dedicated to ensuring the best ad reproduction. Please follow this information carefully to ensure that your ad meets stated specifications. We cannot take responsibility for materials that are not in accordance with these specifications.

DIGITAL AD SPECIFICATIONS

BANNER ADVERTISEMENTS

STANDARD BANNER

PRODUCT DIMENSIONS

- Desktop Leaderboard: 970 x 250
- Medium Rectangle: 300 x 250 (*also serves mobile & tablet*)
- Half-Page ad: 728 x 99
- Mobile Leaderboard: 320 x 50

PREMIUM BANNER

PRODUCT DIMENSIONS

- Desktop Leaderboard: 970 x 400
- Medium Rectangle: 336 x 280
- Half-Page ad: 300 x 1050
- Mobile Leaderboard: 320 x 100

SPECIFICATIONS

- Formats: GIF, Image HTML5, Max file sizes of 1MG/RGB format
- Video: 40k max initial load / 100k subsequent polite load / 2.2MB max for file-loaded video
- Max video length: 15 seconds
- Video cannot loop more than one time and cannot exceed 15 minutes total animation

EMAIL NEWSLETTERS

SPOOKY TRAVELER

- 2-3 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- 2-3 talking points with a call-to-action and URL
- Main point-of-contact for approvals
- Emails to include with newsletter

SPONSORED LEGENDS CORNER

- 4-6 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- 3-5 talking points with a call-to-action and URL
- Main point-of-contact for approvals
- Emails to include with newsletter

SOCIAL MEDIA SPONSORSHIP SPECIFICATIONS

- 3-5 talking points with a call-to-action and a URL
- 6-10 hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- Brand handles and hashtags
- Facebook/Instagram partnership approval

DIGITAL BRANDED CONTENT

SPECIFICATIONS

- Overall theme/pillar to focus on
- Copy points, key brand messaging, contact(s) for interviews
- Suggested POIs to highlight and URLs (if applicable)
- 10+ hi-res images (mix of horizontal and vertical) with brief captions + credits (if needed)*
- Call-to-action, URL(s), brand logo, and KPIs
- 100% SOV Banner ads with URLs or tags
- Social media handles, hashtags and Facebook/Instagram partnership approval
- Preferred way G&G to handle negative feedback on platforms (if applicable)
- Main point of contact for approvals
- Emails to include with newsletter deployment

Note: Talking points for the Spooky Traveler newsletter must include haunted location legends, experiences, or evidence related to the location, or haunted travel related content.

Note: Images submitted for sponsorship social media and email newsletters must have hi-res, professional shots and may not have any filters or text overlay.

For more information, email contact@erieexpeditionsmagazine.com.

www.erieexpeditionsmagazine.com

2025-2026 RATES

DIGITAL ADS	1X NET	3X NET	6X NET
SPOOKY TRAVELER	\$40.00	\$75.00	\$100.00
LEGENDS CORDER	\$40.00	\$75.00	\$75.00
SOCIAL MEDIA & WEBSITE	\$40.00	\$75.00	\$75.00

SPOOKY TRAVELER

The Spooky Traveler WEBSITE blog is a captivating online blog where partners, tour guides, & location owners can submit stories and ads that delve into the eerie and mysterious side of travel. It explores haunted destinations, supernatural folklore, and unsettling urban legends from around the world. The blog offers readers a blend of chilling stories, historical insights, and travel tips for those brave enough to visit the most haunted and spine-tingling locations. Whether it's a ghostly castle in Europe or a haunted forest in Japan, the Spooky Traveler provides a unique perspective for thrill-seekers and fans of the paranormal
Emailed out once a month.

LEGENDS CORNER

This video blog highlights haunted history and legends from across the world. Dedicated for the historical story tellers and tour guides to highlight historical, and cultural significances for locations. This video blog is perfect for writers, social media influencers and tour guides to highlight specific tours, and haunted locations. Content will be shared up to three times monthly online through social media as well as written into a monthly newsletter.
Emailed out once a month.

SOCIAL MEDIA & WEBSITE

Brand logos and ads would live and link to your website from the homepage of Eerie Expeditions Magazine for the duration of time purchased.

SPOOKY TRAVELER & LEGENDS CORNER CAN BE INCLUDED IN THE SOCIAL MEDIA & WEBSITE SPONSORS AS PACKAGES WITH AN EDITIONAL \$25 OR WITH NEGOTIATED TERMS.

NOTE: THE NETS ABOVE ARE BASED MONTHLY AND MUST BE PAID IN FULL UPON PURCHASE. ADS CAN BE CHANGED OUT MONTHLY.

PURCHASED PRINT ADS CAN BE COMBINED AS A PACKAGE FOR NEGOTIATED PRICING.

ACCEPTING
TRADES AND
NEGOTIATIONS

2025-2026 RATES

PRINT RATES & FREQUENCY DISCOUNTS

4-COLOR	1X NET	3X NET	6X NET
FULL PAGE	\$100.00	\$200.00	\$350.00
QUARTER PAGE	\$50.00	\$100.00	\$175.00
SOCIAL MEDIA & WEBSITE	\$40.00	\$75.00	\$75.00
INSIDE FRONT COVER	\$125.00	\$250.00	\$350.00
INSIDE BACK COVER	\$125.00	\$250.00	\$350.00
BACK COVER	\$150.00	\$300.00	\$400.00

AD CREATION

- Creation of ads includes one round of proofing changes
- An additional \$25 will be charged per change after initial proofing.
- An additional \$50 will be charged for changes made after approval.

**Additional charges will be incurred for resizing, type changes, scans and other changes*

INCLUDES TYPE WITH ONE LOGO AND ONE IMAGE

Full Page: \$75 Half & Quarter: \$50

NOTE: Ads that are purchased by net must be paid upon purchase. Ads can be swapped out for each issue if purchased by multiple nets.