

Knives[®]

ILLUSTRATED

www.knivesillustrated.com

EVERYDAY CARRY ESSENTIALS

EDC

Media **KIT**
2021



ENGAGED[®]
MEDIA, LLC

A Very 'Knife' Way to Build Outdoor Enthusiast Audiences for Your Brand.

There's a silver lining to this seemingly endless pandemic. Unprecedented numbers of people are discovering how great it is to be outside. Seasoned outdoorsmen have amped up their activity levels and are learning about new outdoor pursuits. People who didn't do much outdoor recreation before the pandemic are joining the fun and buying all the gear they need to do it. This is the golden moment to build market share for your outdoor product or service—market share that could fuel your business's profitability for years to come.

Anyone who spends any length of time outdoors is on the hunt for sharp tools—be they knives, multitools, hatchets or other implements. For more than 50 years, readers have trusted Knives Illustrated to discover the best tools out there, the skills you need to wield them well, and the knife makers who fashion them. More recently, we launched EDC, a sister brand that features more than just sharp edges. Its audience expands our opportunity to influence casual observers to become new knife addicts.

2020 has also kindled another desire among many consumers—the desire to feel self-sufficient and safe. Whether you're mastering new chef's skills during lockdown or going on an off-grid adventure, a good blade is essential. Our communities believe that if you've got a good blade on you, there's almost nothing you can't do. Now more than ever, consumers are turning to Knives Illustrated and EDC to find the blades they need right now.



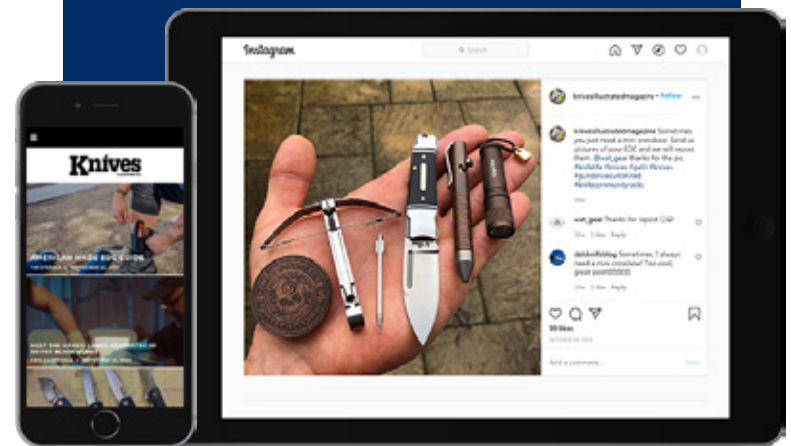
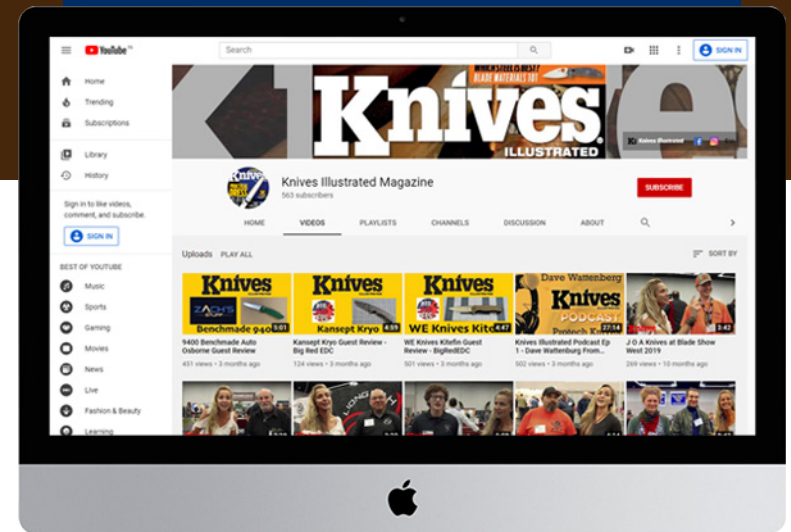
When audiences connect with the Knives Illustrated and EDC community, they get:


Social media updates that keep them on the cutting edge. Our Facebook and Instagram feeds keep our followers abreast of the new releases, makers, and communities they want to stay connected to.

Podcasts and videos featuring unboxing, product reviews, interviews with makers and other personalities in the knife community, and much more.

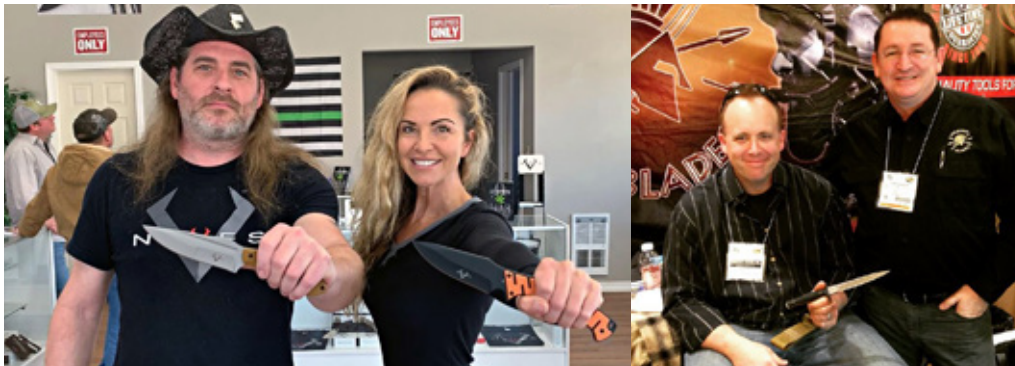
A robust, growing digital library of articles, podcasts, and videos. Knives Illustrated's searchable web site is the place to go to get no-nonsense reviews of the best blades and gear out there, how-to articles, and more.

Exposure to REAL experts. Our writers and subject matter experts are seasoned outdoorsmen, masters of self defense, crafts people, and professionals with tactical and survival experience.





A weekly newsletter for blade and gear enthusiasts that curates must-see articles from Knives Illustrated, as well as our sister outdoor sites (American Survival Guide and TREAD).



Live coverage of industry events. Even in a non-pandemic year, audiences can't always make it to every live event. Our coverage makes our followers feel like they're right there with us at events like SHOT and Blade.



Review: Benchmade Presidio II CF Elite

Is Benchmade's Black Class worth the price? Our trusty "Blue Class" reviewer weighs in... [Read More>>](#)



Gallery: 7 Custom Tactical Blades

Check out the knife that comes completely apart and the knife with brass knuckles built into the handle. These knives blend tactical utilitarianism and art. [Read More>>](#)

2020 Got You Down? It's Time To **THROWBACK!**

Get **1 FREE** year of back issues with your purchase of any yearly subscription.



Available for a limited time only.
Offer Expires: **July 20, 2020**



Why Fixed Blades Are Fixed To Fight

Whether you're cutting ... through parachute rigging, stabbing through clothing and load-bearing gear, or slashing through vegetation, you need more blade length than your average folder offers. [Read More>>](#)



Meet the Maker: Anthony Paul Fewkes of Archangel Blades

Once, a military contractor working overseas found one of his blades stuck in a sandbag. "I can't imagine what that knife had seen or how it helped the original user, but it made me feel like I did something good," Fewkes tells KI. [Read More>>](#)



Highly-regarded print magazines. For more than four decades, Knives Illustrated has been the publication of record for hobbyists and for the industry. Each issue features gear reviews from nationally-known writers and photographers, interviews with makers from all over the US and around the world, and how-to articles that school readers in knife maintenance, knife skills, knife history and traditions, and more. Introduced in 2019, EDC is a nationally distributed, twice yearly print magazine designed to introduce new “gear junkies” to all the great options out there for them and get them deeper into the hobby.



Frequent Contributors



Mike McCourt leads our sister publication American Survival Guide and heads up the Editorial Advisory Board for Knives Illustrated and EDC. Mike is deeply familiar with outdoor enthusiast markets. He's worked at 5.11 Tactical, where he collaborated with military and law enforcement professionals, tactical trainers, and outdoorsmen to design gear. Mike has covered 30 SHOT shows, 26 Blade shows, and has been a part of the knife, outdoor and tactical industries since 1981.



Bryan Ball is well-known among knife enthusiasts for his popular Slicey Dicey YouTube channel. His passion is folding knives and EDC. His videos, podcasts and articles for Knives Illustrated feature practical how-to tutorials in skills like sharpening and knife maintenance as well as knife reviews.



Steven Barlow is a retired sergeant and firearms instructor with the New York State Police. Steven writes and edits for both Knives Illustrated and EDC. He holds a journalism degree from Syracuse University and specializes in outdoor and weapons-related topics. During his career, he has written for American Survival Guide, Concealed Carry Handguns, and Gun World.



Reuben Bolieu is a writer, photographer, adventurer and martial arts trainer (Muay Thai). He's spent more than 30 years backpacking and hiking in wilderness areas in the western US. He's also traveled abroad to test his skills in extreme environments like New Zealand's cold climate and the Egyptian desert. He has published articles on knife makers around the world, knife use, bushcraft, shelters, and more.

Frequent Contributors



Joe Flowers graduated from North Carolina State University with degrees in zoology and entomology. You'll often find him in the mountains of Western North Carolina or South American jungles, where he teaches primitive and survival skills. Joe loves covering machetes and the international community of blade makers around the world.



Kevin Estela first learned the art of backwoods survival and bushcraft from his father, a Filipino who lived in the wilderness as a boy as he evaded the Japanese during World War II. Today, Estela specializes in wilderness education—bushcraft, navigation, firecraft, signaling, foraging, primitive weapons, improvised tools, and more.



Jim Cobb is owner and lead trainer for DisasterPrepConsultants.com and is the author of a number of preparedness books. He lives in the Upper Midwest and focuses on survival knives and prepping.



A trusty blade reviewer for Knives Illustrated, **Michael D'Angona** also edits our popular Knives Illustrated Buyer's Guide. Michael also writes for American Survival Guide, Survivor's Edge, and other national magazines.



Frequent Contributors



Michael Janich has long practiced and taught Filipino martial arts, and he brings his expertise to his popular knife self-defense tutorials and tactical blade reviews. (Fun fact: Michael was trained by the late Colonel Rex Applegate, close-combat trainer for the OSS.) A skilled writer, photographer, and videographer, Michael has also co-hosted the Outdoor Channel's The Best Defense and produced manuals and instructional videos for Spyderco.



EJ Snyder began his career as an Army Ranger, and he retired as a combat veteran and Sergeant Major after a 25-year military career. He regularly trains military personnel and laypeople on outdoor survival skills. An avid survivalist himself, EJ has appeared on several seasons of Discovery Channel's Naked and Afraid. In his popular columns and videos, EJ teaches our communities how to deploy blades in their survival plans.



Tim Stetzer's nearly two decades as a police officer gives him unique insight into how tactical EDC should work. He is an avid outdoorsman as well. Tim specializes in gear guides and knife reviews.



Formerly an automaker who worked on V8 engines, **Abe Elias** is now a maker who has designed blades for CRKT. Abe received his first knife from an uncle when he was six and has been an avid collector ever since.



And many more nationally recognized knives and EDC experts.

Readership Stats



Technographics

Target users by device, such as desktop, laptop, tablet or mobile device



Demographics

Target users by gender, income, age and other methods



Event Targeting

Employ 'geo-fence' technology to target customers who have attended specific events at a particular location, such as a convention center, within a given range of dates



Browsing Behavior

Target users based on past browsing behaviors, such as websites visited



Intent-Based Search

Identify users based on their search history



Geo-Fence

Target users who have visited a specific geographical location



Geo-Targeting

Target by geography, including DMA, state, zip code or county



Contextual Content

Target users based on contextual content, including keywords, on the page they are viewing

Digital Audience Acquisition Solutions

2021 Editorial Calender

MARCH/APRIL

Cold Steel: Winter Gear Guide for Outdoorsmen | The Wonderful World of Knife Throwing | So, You Think You Want To Try Knife Forging... | Blade Collector's Checklist | Stuck Inside? How To Upgrade Your Blades | Hone Your Kitchen Knife Skills

MAY/JUNE

Best Blades for Your Road Trip | Knives Buyers Guide for Campers | SHOT Show Highlights

JULY/AUGUST

Bushcraft Bonanza | Mad about Machetes | Hatchet Job

SEPTEMBER/OCTOBER

In the Crosshairs: Hunting Knives | Best of Blade | Rudiments of Knife-Only Survival

EDC - FALL

Pocket Power | Best Portable Energy Solutions | Have EDC, Will Travel | Shine On: Best Flashlights | EDC Recommendations for How You Live Now

NOVEMBER

Solider On: Military Lives, Military Knives | Tactical Blade Buyers Guide | Fixed Blade Fixation | Focus on Self-Defense

DECEMBER

Holiday Gift Guide | Fantastic Folders | Multitools with Merit | Makers Making the Mark

EDC - SPRING '22

EDC for everyone on your gift list | Winter EDC | Navigational EDC | EDC for Newbies

BUYER'S GUIDE '22

More than 250 new knives reviewed in the following categories: Bushcraft/Hunting, Tactical/Survival, EDC/Pocketknives, Multitools, Cooking Knives, Knife Maintenance & Storage Solutions, And more...

**Editorial subject to change.*



Distribution

Our retail partners include major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Kroger, and PX Military stores, as well as key regional and other outlets. Engaged Media's circulation business model is designed to aggressively and strategically acquire the most influential and esteemed readership in all key niche markets.

Print Schedule

Issue	Ad Close	Materials Due	On Sale Date
Mar/Apr '21	12/02/20	12/10/20	01/26/21
May/Jun '21	01/27/21	02/04/21	03/23/21
Jul/Aug '21	03/24/21	04/01/21	05/18/21
Sep/Oct '21	05/19/21	05/27/21	07/13/21
EDC - Fall '21	07/14/21	07/22/21	09/07/21
Nov '21	07/14/21	07/22/21	09/07/21
Dec '21	09/08/21	09/16/21	11/02/21
EDC - Spring '22	10/13/21	10/21/21	12/07/21
Buyer's Guide '22	10/20/21	10/28/21	12/14/21

**Dates are subject to change.*



2021 Print Advertising Rates

Size	1x (\$)	6x (\$)	12x (\$)
Full Page	3,541	3,364	3,154
2/3 Page	2,870	2,814	2,587
Half Page	2,532	2,476	2,282
1/3 Page	2,282	2,235	2,055
1/4 Page	2,067	1,999	1,824
Cover 2	3,971	3,808	3,584
Cover 3	3,931	3,650	3,584
Cover 4	4,210	4,134	3,809

2021 Digital Advertising Rates

Placement	Spec/Cost
300x250 Ad Unit on Website	4,395 Monthly Page View
Boosted Facebook Campaign	7,859 Followers
Promoted Instagram Post	2,100 Followers
Newsletter Ad Unit	3,353 Subscribers
Mobile App Ad Unit	39,729 App Downloads
Total Package Price	\$750
Dedicated Eblast with Package	3,767 Subscribers
Savings Package with Eblast	\$1,000
Savings Package with WebID	\$1,300

Video Clip

5-min video product/
manufacturer review on KI
YouTube channel, shared on
other social channels

\$2,500
includes production charge



Print Ad Sizes and Specifications

Mechanical Requirements

Printing: Web Offset

Binding: Perfect Bound

KI Magazine Trim Size: 7.75" x 10.5"

EDC Magazine Trim Size: 9.125" x 10.875"

Material Requirements

Digital Files: PDF 300 DPI

Total maximum dot densities:

180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Engaged Media, LLC will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Knives Illustrated Magazine

Standard Layouts	Width x Depth
Full page (live area)*	7" x 9.75" deep
2/3 page (vertical)	4.5" x 9.625" deep
1/2 page (horizontal)	6.75" x 4.75" deep
1/2 page (vertical)	4.5" x 7.25" deep
1/3 page (horizontal)	4.5" x 4.75" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	3.25" x 4.75" deep

*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

Magazine Trim Size:
7.75" x 10.5" deep

Full-Page Bleed
(all 4 sides):
8" x 10.75" deep

Non-Bleed Spread:
14.75" x 9.75" deep

Full-Bleed Spread
(all 4 sides):
15.75" x 10.75" deep
(keep live matter centered
to 14.75" x 9.75")

Every Day Carry Magazine

Standard Layouts	Width x Depth
Full page (live area)*	8.375" x 10.125"
1/2 page (horizontal) w/bleed	9.375" x 5.5"
1/4 page (vertical)	4.125" x 5"

*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

Magazine Trim Size:
9.125" x 10.875" deep

Full-Page Bleed
(all 4 sides):
9.375" x 11.125" deep