

[www.knivesillustrated.com](http://www.knivesillustrated.com)

# Knives

ILLUSTRATED

EVERYDAY CARRY ESSENTIALS

# EDC

MediaKIT  
2022

ENGAGED<sup>®</sup>  
MEDIA, LLC



## Sharpen Your Prospects with Our Outdoors and Knife Enthusiasts

Anyone who spends a lick of time outside hunts for the tools that prepare them for it. Knives are their first and best tool.

That's why *Knives Illustrated* has given its readers the blades they can trust for over 50 years. These tools we give them are why they keep reading—they trust us as well.

## What if your brand had the trust of committed knife buyers?

You already know that when a consumer buys a knife, he doesn't stop at one. He buys several knives at a time, often up to 20. But before choosing any of them, he'll look for the best manufacturers and sharpest tips for his needs. *Knives Illustrated* gives him both in one place. Our readers don't trust just anyone, but they trust our writers to find and train them to use essential blades.

Lately, more people have been getting outdoors and growing the self-reliance that requires. *Knives Illustrated*, and its sister publication *EDC*, build their self-sufficiency one knife at a time. You have a great chance to expanding your market share in outdoor gear. Our readers know they get the best knives from the magazine they trust most.

**Have our readers trust you in 2022.**



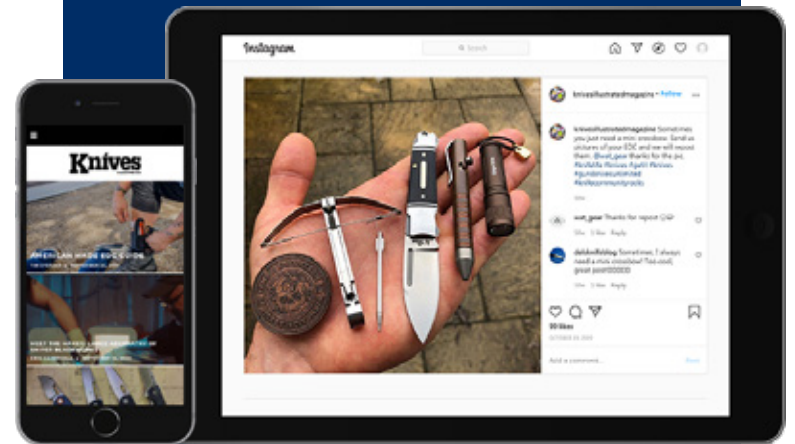
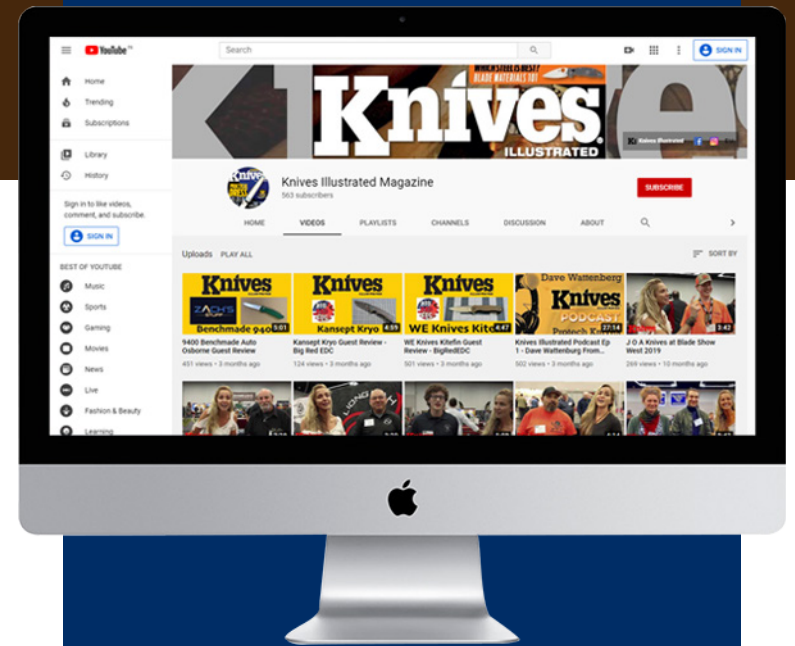


When audiences connect with the Knives Illustrated and EDC community, they get:

**Cutting-Edge Social Media Updates.** Our Facebook and Instagram feeds connect our people to the new blade releases, makers and communities they want to meet and follow.

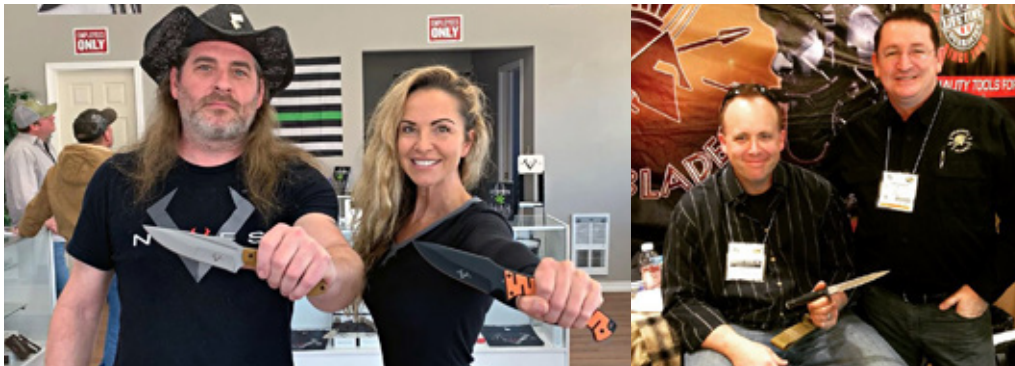
**Robust Digital Content Suite.** The Knives Illustrated searchable website is the one-stop shop for no-nonsense reviews of the best blades and gear out there, how-to articles and other digital blade content.

**Access to REAL experts.** Our writers and experts are seasoned outdoorsmen, masters of self-defense, knowledgeable craftspeople, and survival professionals. And they train our readers without filters or sugarcoats.





**Curated E-Newsletters.** Knives Illustrated weekly newsletter brings the must-see, better-buying articles right to our knife and gear enthusiasts. It also includes the wide-ranging articles from TREAD Magazine, our outdoor sister site.



**Live Coverage of Industry Events.** Our audiences can't attend every live knife event. But our coverage brings our followers 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>>](#)





**Trusted Print Magazines.** For over 50 years, Knives Illustrated has been the eminent publication for the blade industry and its enthusiasts. Each issue has gear reviews from nationally known writers and photographers, interviews with knife makers from around the world, and how-to articles that teach readers knife maintenance, skills, history, traditions, and more.

EDC, introduced in 2019 as a national semiannual magazine, introduces “gear junkies” new to knives to all the gear and tools that they’ll need for the hobby.



## Frequent Contributors



**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. Throughout his career, he has written for American Survival Guide, Concealed Carry Handguns, and Gun World.



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



**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 as a writer but also crafting them as a designer, and the international community of blade makers knows and respects his work.



**Tim Stetzer's** nearly two decades as a police officer gives him unique insight into how tactical EDC should work. His avid outdoors experience just adds to his crucial role at Knives Illustrated, where he specializes in gear guides and knife reviews.



## Frequent Contributors



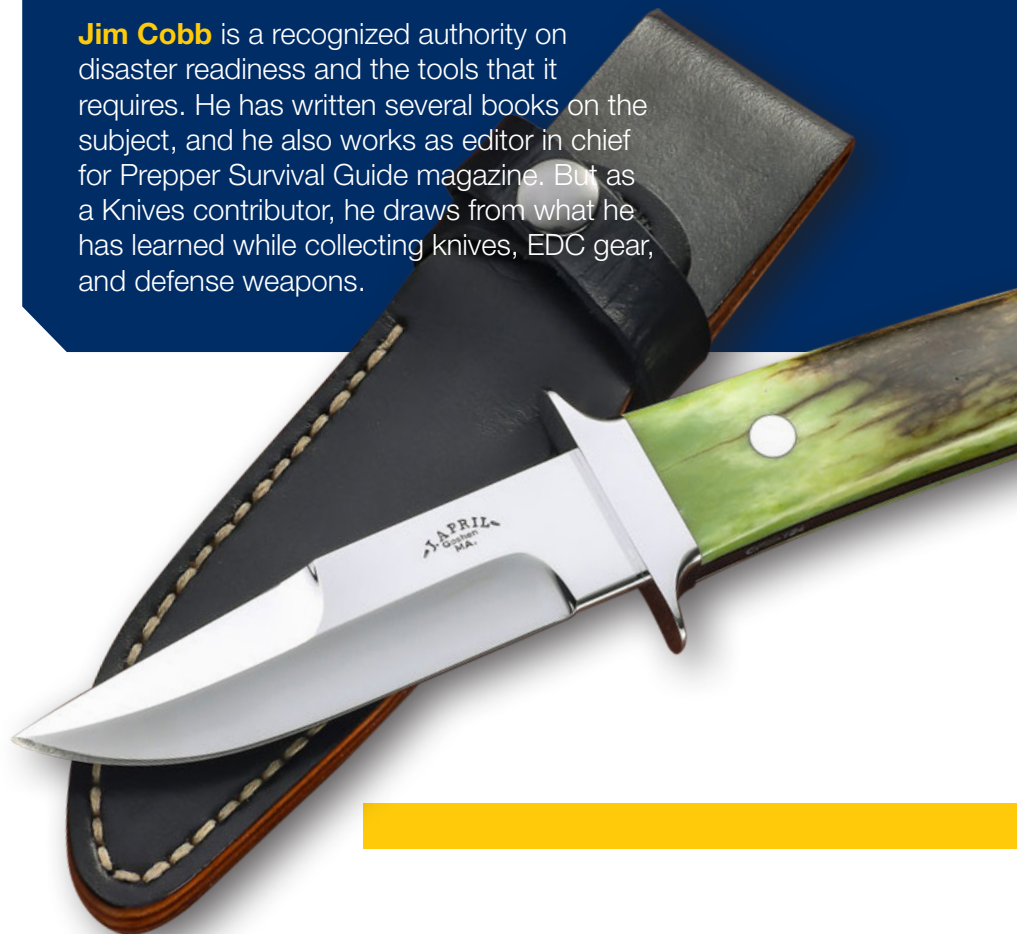
**Patrick Vuong** besides being the CEO and founder of Tiga Tactics, he also reviews tactical knives and other crucial gear for Knives Illustrated. His expertise ranges from combat sports to professional stunts to martial arts, as he has been a self-defense instructor since 1999. And along the way, Patrick has studied under some of the greatest tactical experts in the U.S.



**Mike Travis** has worked at mags like American Outdoor Guide, Survivors Edge and Backwoods Survival Guide. He teaches as a police firearms instructor, land navigation instructor and survivalist instructor, all while hosting his YouTube channel, Blue Mountain Bushcraft & Outdoors. He graduated from Nature Reliance School with tracking and scouting courses, along with Tom Browns' Tracker School. In short, he knows personally how Knives readers can learn to make the most of their blades.



**Jim Cobb** is a recognized authority on disaster readiness and the tools that it requires. He has written several books on the subject, and he also works as editor in chief for Prepper Survival Guide magazine. But as a Knives contributor, he draws from what he has learned while collecting knives, EDC gear, and defense weapons.



# 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



# 2022 Editorial Calendar

## MARCH/APRIL

Special Food Prep Section | 5 Must-Have Knives for the Kitchen | Campfire Cookery | Benchmade Tech | The Attleboro Knife | Bradford Guardian 3.5 | Ryan Weeks Kukri | Condor Mountain Pass Series

## MAY/JUNE

Special Tactical Knife Section | Defend Against a Knife Attack | Best Pocket-Sized Fixed Blades | Fast-Deploy Folders | Knives as Backup Weapons | Defending Knife Use in Court | Tactical Tests: Can Your Knife Cut It? | SHOT Show Roundup of Top New Blades

## JULY/AUGUST

Special Family Camping and Bushcraft Section | Essential Blades for Travel | Family Campcraft Projects | One-Knife Survival | A Night in the Woods With Minimalist Gear | Instill Self-Reliance in Your Kids | Whittling Primer

## SEPTEMBER/OCTOBER

Special Hunting Knife Section | Montana Knife Co. Stonewall Skinner | Axes, Hatchets and Machetes | DIY Big Game Processing | Handy, Packable Sharpeners | Low-Cost Deer Camp

## EDC - FALL

Wilderness EDC | Top New Carry Gear | Best and Brightest New Flashlights | Holster Options for Concealed Carry | Update Your Car Kit | Day Packs | Lightweight Lifestyle | Stay Dry: Rain Jackets and Water-Resistant Gear

## NOVEMBER

Special EDC Knife Section | The Two-Knife Carry Solution | Top Carry Techniques | Get Your Knife Out Fast | Marvelous Multitools | Collectible Knives | Investor's Guide to Knives

## DECEMBER

Special Section on Big Blades and Custom Creations | Holiday Gift Guide | How Big is Too Big? | Belt Sharpeners | Start Making Your Own Knives | Best Blades Under \$75

## EDC - SPRING '23

Urban EDC | Adapt for a Day in the City | Cold-Weather Carry | Best Winter Defense Options | Weapon-Mounted Lights | Stay Warm Clothing Options | The Do-It-All Swiss Army Knife | Portable Power

## BUYER'S GUIDE '23

More than 150 of the best new blades highlighted in key categories, including: EDC, Tactical, Budget, Bushcraft/Survival, Multitool, Food Prep, as well as sharpeners and other accessories. Editor's Picks: special reviews of the best of the best.

*\*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 '22	12/01/21	12/09/21	01/25/22
May/Jun '22	02/02/22	02/10/22	03/29/22
Jul/Aug '22	03/23/22	03/31/22	05/17/22
Sep/Oct '22	05/18/22	05/26/22	07/12/22
EDC - Fall '22	07/13/22	07/21/22	09/06/22
Nov '22	07/13/22	07/21/22	09/06/22
Dec '22	09/07/22	09/15/22	11/01/22
EDC - Spring '23	10/12/22	10/20/22	12/06/22
Buyer's Guide '23	10/19/22	10/27/22	12/13/22

*\*Dates are subject to change.*



## 2022 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

## 2022 Digital Advertising Rates

### Full Digital Package » \$2,000

- Website Ad
- Boosted Facebook Campaign
- Promoted Instagram Post
- Newsletter Ad Unit

### Product Roundup Package » \$2,000

You receive these with direct links and tags to your brand's website and accounts:

- 1 full web article at knivesillustrated.com
- 3 slides of IG Story promotion on the KI account
- 1 KI post that promotes your web article
- 3 FB stories (identical to IGS\*)
- At least 5 Pinterest pins



Our digital audience of over 60,000 enthusiasts.



# 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