

# Knives

ILLUSTRATED®

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

MEDIA KIT  
2023

ENGAGED®  
MEDIA LLC

# Knives Illustrated

As the trusted authority on the best blades, we know knives. Our experts cover everything that blade enthusiasts need to know about their favorite knife styles, which is why our audience has trusted our work for over 50 years.





## Who is the Knives Illustrated Audience?

We reach a devoted audience of

**148K+**

blade enthusiasts



**Knives Illustrated  
Digital**

**120K+** unique users per  
year



**Knives Illustrated  
Social**

**14K+** followers



**Knives Illustrated  
Newsletter**

**6K+** subscribers



**58%** earn

**\$70K+** per year



**87%** are male



**82%** own homes

## The Knives Illustrated Audience

They're already hitting the outdoors and buying the blades and other tools to do it well.

**59%**

often go  
freshwater  
fishing.

**56%**

hunt  
throughout  
the year.

**56%**

hit the  
outdoors on  
ATVs.

**65%**

usually buy  
from gear  
catalogs.

**46%**

buy high-end  
outdoors apparel.





# The Knives Illustrated Network

All the channels that reach, engage and retain our devoted blade enthusiasts.



## Offline

- *Knives Illustrated Magazine*



## Digital

- KnivesIllustrated.com
- The *Knives Illustrated* weekly newsletter



## Social Media

- Facebook
- Instagram



## Custom Content Marketing

- Sponsored articles
- Social media campaigns



## Marketing Solutions

- Programmatic displays
- WebID
- Geofenced ad campaigns

**120K+**

unique users per year

Sharpened for Anything—Online

**10K+**

monthly unique users

**13K+**

monthly unique page views



# Knives Illustrated Social

**14K+**

Devoted Followers

Sharpened for Adventure—On the Go

**1.5%**

average engagement rate

Vs.

**1.6%**

average industry rate\*

*\*Per Social Insider*

**13,669**

monthly reach

**19,099**

monthly impressions

## Platforms



5K+ followers



9K+ followers  
8K+ likes





## The Knives Illustrated Newsletter

**22K+**

Readers

### Sharpened for Adventure—In Their Inboxes

We curate the must-have advice and sharper-than-an-everyday-knife gear reviews. And our subscribers want them all.

**6K+**

subscribers

**80%** of marketers say customer email engagement is growing.\*\*

Email marketing is ranked **#2** for building brand awareness, according to business owners.\*

**18%** CTO Rate  
Vs.  
**12.89%**  
Industry Rate\*

Email marketing has the highest return on investment for small businesses.\*\*\*

**2.5%** subscriber growth every year

There will be **4.4+** billion email users by 2024. \*\*\*

\*Per MailerLite, 2022.

\*\*Per HubSpot, 2022.

\*\*\*Per Campaign Monitor, 2019.

# Knives Illustrated Marketing Solutions

**Drive a successful ROI utilizing an engaged audience!**

Our integrated marketing solutions connect your brand to the devoted blade audiences most likely to buy your products and services. You just choose your solution:

- Custom content solutions that build your audiences with industry-leading digital and print stories
- Pinpoint: marketing that gives your brand total access to your next buyers through well-targeted digital ads and tailored social media campaigns
- Custom social campaigns that place your brand in our social media
- Programmatic displays that serve banner or video ads to the audience that we know want outdoor-adventure products
- And more!



Advertise with us!

Size	1x (\$)	3x (\$)	7x (\$)
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



## 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.

### 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")



## Knives Illustrated Team

### Steven Barlow | Editor

Steven is a retired sergeant and firearms instructor with the New York State Police, and he specializes in all things weapons, outdoors and survival. While also editing *American Outdoor Guide: Boundless*, Steven has led *Boundless* and written for *Concealed Carry Handguns*, *Gun World* and other publications.

### Hilary White | Editorial Assistant and Frequent Contributor

As a South Dakota native, Hilary has been outdoors all her life, most recently with solo multi-day hikes. While writing and editing for *Knives Illustrated*, she has also written for *American Outdoor Guide: Boundless*, *American Farmhouse Style* and *Street Trucks*. Like the rest of the *Knives Illustrated* team, she makes “jack-of-all-trades” an understatement.

### Reuben Bolieu | Contributor

Reuben is a writer, photographer and adventurer who has spent over 30 years backpacking in the wildest places from the American west to the Egyptian desert. Testing his skills in these environments means he practices the sensible bushcraft that he writes at *Knives Illustrated*, *American Outdoor Guide: Boundless* and other publications.

### Joe Flowers | Contributor

Joe loves covering machetes for *Knives Illustrated* but also crafting them as a builder, and the international blade-maker community respects his work. You’ll find him in the mountains of western North Carolina or in South American jungles, learning the survival skills he teaches nationwide.

### The March/April Issue

- Knife-sharpening techniques
- A special selection of food-prep knives
- And more!

### The May/June Issue

- A special selection of tactical blade and defense tips
- Part 1 of the 2023 “New Products Guide”
- And more!

### The July/August Issue

- Part 2 of the 2023 “New Products Guide”
- Special sections for camping and travel
- And more!

### The September/October Issue

- Best new hunting knives
- A special selection of EDC knives
- And more!

### The November Issue

- A special selection of survival and bushcraft knives
- Full multi-tool roundup
- And more!

### The December Issue

- Our holiday gift guide
- Custom-made knife profiles
- And more!

### Knives BG Jan/Feb 2024

- The Annual Buyer's Guide: all the blades, gear and tools that outdoor adventurers need for 2024.

## 2023 Production Schedule



Issue	Ad Close	Materials Due	On Sale Date
Mar/Apr	11/30/22	12/06/22	01/24/23
May/Jun	01/25/23	01/31/23	03/21/23
Jul/Aug	03/22/23	03/28/23	05/16/23
Sep/Oct	05/17/23	05/23/23	07/11/23
Nov	07/12/23	07/18/23	09/05/23
Dec	09/13/23	09/19/23	11/07/23
Knives BG Jan/Feb 24	10/18/23	10/24/23	12/12/23

CONTACT US!



**ENGAGED<sup>®</sup>**  
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