

Eat Your Friends

media kit

Eat Your Friends is a magazine for the young, urban, and creative (18-30yrs) who have a casual to avid interest in new, fresh, constructive, and positive aspects of pop culture. It aims to be a sourcebook of inspiration that will be invaluable to creatives at any level in the fields of art and design, music, fashion, writing, literature, film and TV.

We aim to take our readers to places imagined or real that they may not have considered visiting before, always paying attention to what's around the corner. Along the way, we'll also offer smart and fresh perspectives on places they already know.

EYF's tone is relaxed and casual while approaching our subjects with a hobbyist's enthusiasm. The content is highly informative, well researched, well written, and presented on sharply designed pages. We hope to stimulate readers into exploring the possibilities of the information brought forth, encouraging them to be prolific in their own creativity. They will be inspired to research and create to their maximum potential, actively participating in their urban communities in a positive and constructive way.

Introducing...

Our first issue featured an interesting range of articles, from a photographic journal of a trip to the Toronto Zoo, a piece on art collective 640480, to a close look behind Toronto's diverse DJ'd independent party events. Also featured was an interview with LA based illustration duo Kozyndan, as well as pages of artwork and artist profiles, news from Toronto's vibrant indie rock scene, reviews, and more.

With EYF2, the "A to B" issue, we'll be taking readers on an inspiring trip to see some next level creators, a few far out places, and as always check out the people and things that inspire us as individuals and ultimately as a community.



Eat Your Friends is the project of a close circle of friends who have discovered a void in high quality Canadian independent publishing. Taking a decidedly Canadian attitude, and with a mandate to inspire, EYF presents it's readers with natural resources for the imagination. We keep our ears constantly to the ground and show readers what's emerging.

EYF's writers are immersed in a growing community of cultural activity. As enthusiastic participants and close observers in their respective fields, they will provide readers with content that is compelling, authentic, and straight from the source.

Circulation

Issue 1 of EYF can be found all over downtown Toronto at these locations.

Pages
256 Queen St. W
416.598.1447

Jet Rag
359 Queen St. W
416.979.2677

Rotate This
620 Queen St. W
416.504.8447

Magic Pony
785 Queen St. W
(2nd floor)
416.363.1322

Swipe
477 Richmond St. W
416.363.1322

le. gallery
1183 Dundas St. W
416.532.8467

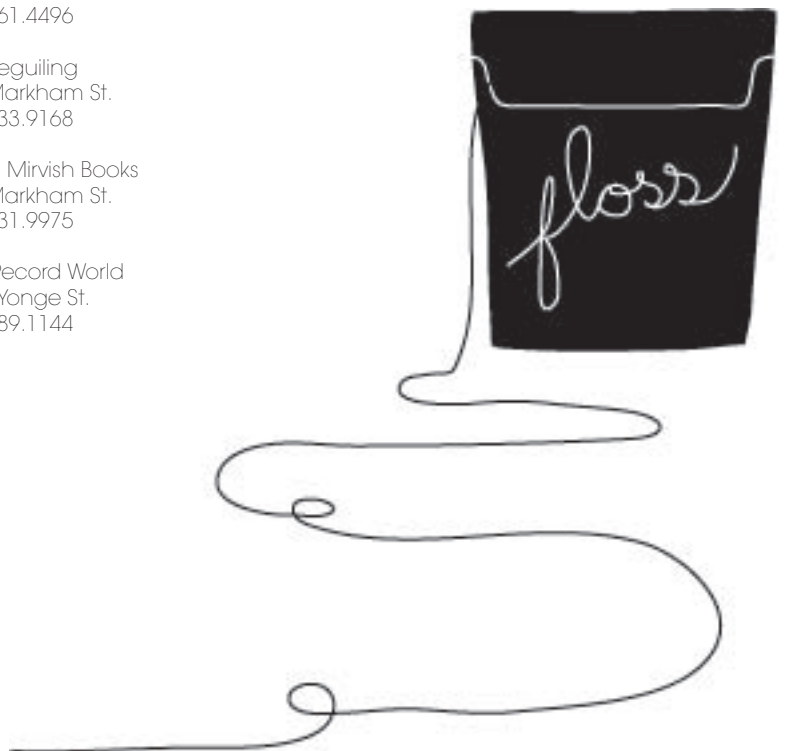
Skirt
903 Dundas St. W
647.436.3357

Book City
501 Bloor St. W
416.961.4496

The Beguiling
601 Markham St.
416.533.9168

David Mirvish Books
596 Markham St.
416.531.9975

Ed's Record World
2283 Yonge St.
416.489.1144



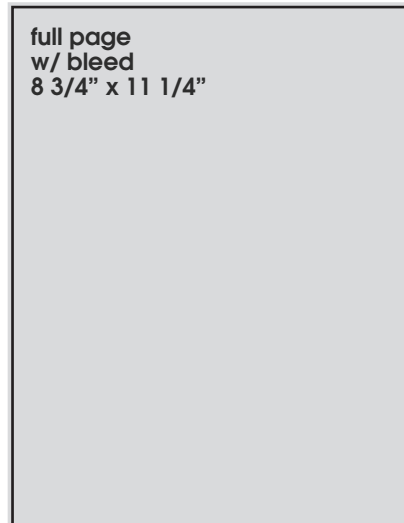
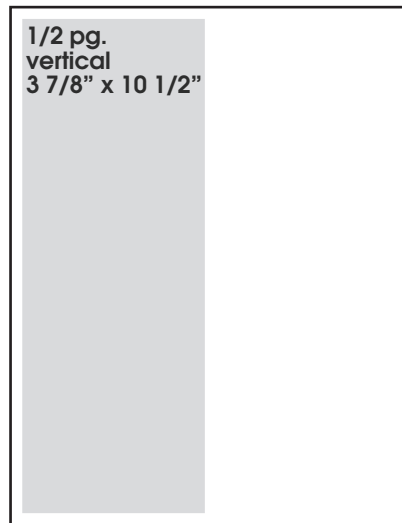
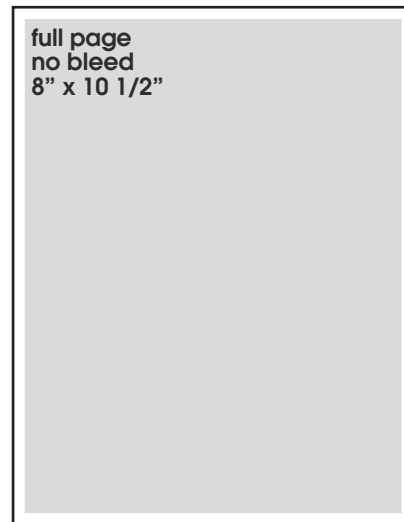
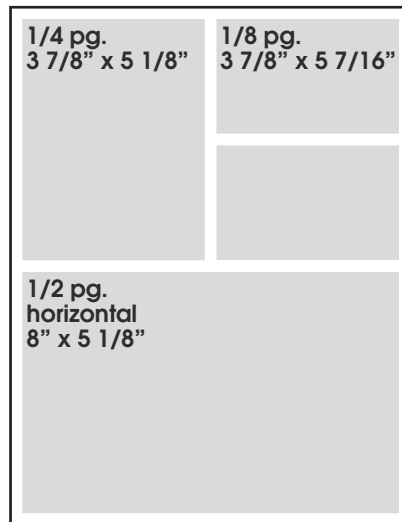
Ad Rates

Issue 2 Winter
 space close: Jan 7 '05
 Ads in: Jan 14 '05
 Street: Feb 7 '05

	1x		2x		3x	
	b/w	4 colour	b/w	4 colour	b/w	4 colour
full pg.	\$300	n/a	\$285	n/a	\$270	n/a
1/2 pg.	\$190	n/a	\$180	n/a	\$171	n/a
1/4 pg.	\$120	n/a	\$114	n/a	\$108	n/a
1/8 pg.	\$70	n/a	\$67	n/a	\$63	n/a
Front cover inside		\$400		\$380		\$360
Back cover inside		\$380		\$360		\$342
Back cover		\$460		\$437		\$414

Mechanical specs

Trim size: 8 1/2" x 11"



Ad specs.

- Please supply art through email (ads@eatyourfriends.com) or CD ROM.
- File format must be TIF (at least 300 dpi @ 100% print size) or EPS w/ all fonts embedded or converted to outlines.
- All images must be at least 300 dpi, 600 dpi for line art.
- Please send a pdf proof via email. For colour ads, all files must be converted to CMYK.
- File name format must include advertisers name and issue number, followed by a file extension. e.g. "advertisername-eyfissue1.tif"