

# REAL PEOPLE, REAL STORIES

FILM & TV | MUSIC | FASHION | DANCE | ARTS | CAUSES

THE INTERNATIONAL E-MAGAZINE FOR ARTS AND POPULAR CULTURE

## 2024-2025 MEDIA KIT



VIDEO



SOCIAL



PRINT / DIGITAL



PODCAST / RED CARPET

YEARBOOK  
&  
CUSTOM  
CONTENTS



# SOH<sup>TM</sup> MAGAZINE

EVENTS

FEATURE  
Q&A



BRANDING

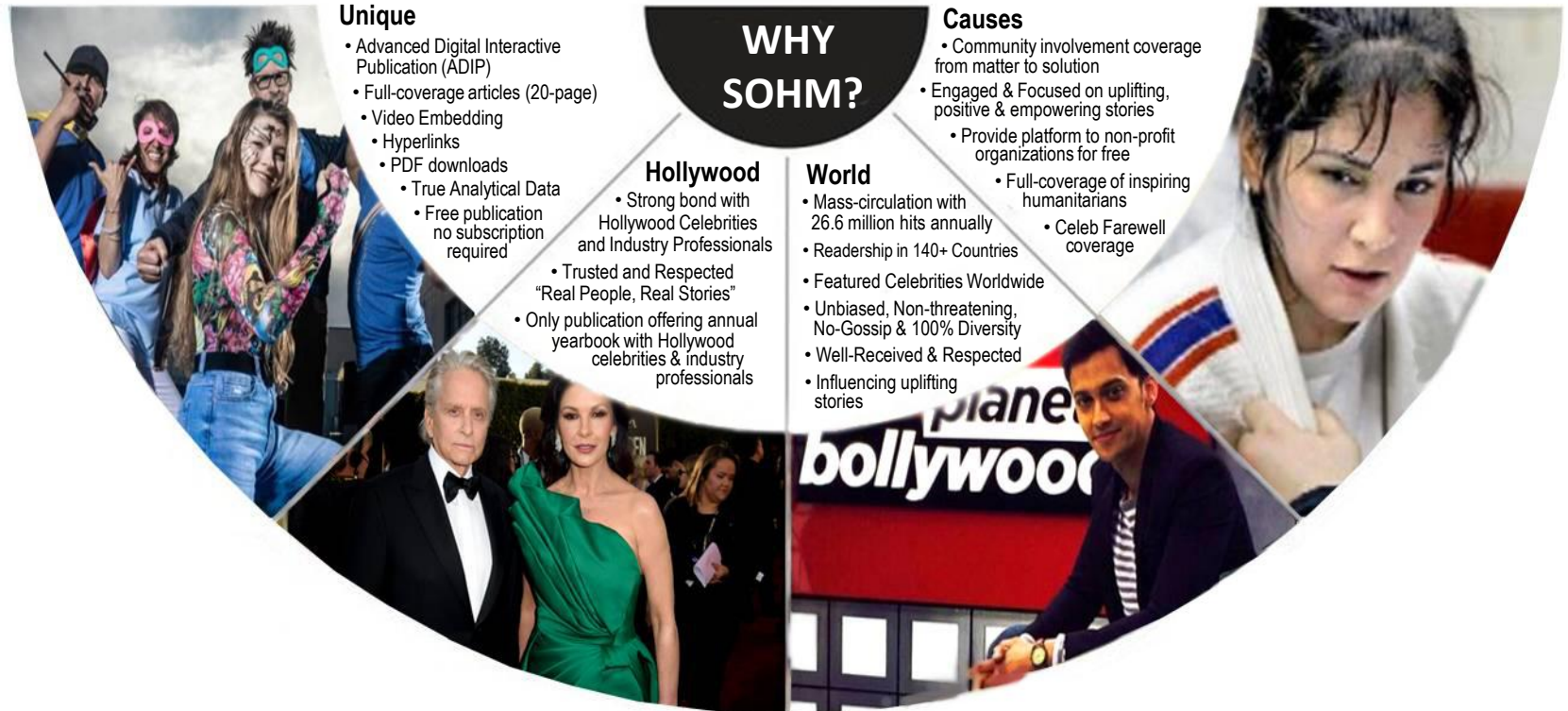
[ShineOnHollywoodMagazine.com](http://ShineOnHollywoodMagazine.com)

AN INSPIRATIONAL LIFESTYLE PUBLICATION AND A *Celebration*<sup>®</sup> OF EVERYTHING HOLLYWOOD

# OUR VALUES & MISSION

**SHINE ON HOLLYWOOD MAGAZINE (SOHM) FOCUSES' ON PROMOTING THE "BEHIND THE SCENES" INDUSTRY PROFESSIONALS WHO SUPPORT & HELP MAKE HOLLYWOOD!**

**SOHM IS DEDICATED TO PROVIDING A POSITIVE, MEANINGFUL AND EDUCATIONAL EXPERIENCE TO INSPIRE OUR READERS WITH KNOWLEDGE AND INFORMATION FROM CREATIVE QUALIFIED INDUSTRY PROFESSIONALS.**



Our philosophy stems from a single concept, "*No gossip!*" SOHM works to connect the world community and explore how people and organizations work together to make the world a better place. Our mission comes from our passion and utmost desire to provide no-gossip reporting.

# OUR BRAND & PLATFORM

THE DEFINITIVE GUIDING VOICE OF ENTERTAINMENT & THE LIFESTYLE IT INSPIRES

SMART.  
ENGAGING.  
GLOBAL.  
AFFLUENT.  
FUN.

## MONTHLY E-MAGAZINE

SOHM is an interactive digital publication optimized with a responsive design for desktops, laptops, tablets and all other mobile devices, giving users a seamless, engaging experience at their fingertips.

Unparalleled depth, analysis and insight delivered in a monthly glossy, visually-rich digital platform package.

**CIRCULATION:** 26M since 2014

**GLOBAL READERSHIP:** 140+ Countries

**FREQUENCY:** Monthly

**SUBSCRIPTION:** FREE



## Shine On LIVE!

Shine On LIVE! adheres to SOHM's principles, impacting with a **live-stream** online **talk show, news** and **red carpet**, co-hosted by a panel of men and women who discuss a variety of entertainment, cause-related, pop-culture and other highly relevant topics.

## FEATURED EVENTS

- Charities
- Awards Season Fêtes
- Film & Festival screenings
- Fashion & Art Shows
- Music Concerts

All accessing the most influential movers and shakers powering Hollywood

## eBUZZ NEWSLETTERS

Daily postings in social media, monthly & seasonal e-newsletters cover breaking news across continents.

Our newsletters include:

- Features
- Reviews
- Uplifting News
- Awards & Education



# AUDIENCE

**HOLLYWOOD IS THE CORNERSTONE OF THE ENTERTAINMENT INDUSTRY WORLDWIDE. POP CULTURE FEATURED IN SOHM IS MANIFESTED AROUND THE WORLD THROUGH MOVIES, MUSIC, TELEVISION, NEWSPAPERS, GLOBAL STREAMING, FAST FOOD & FASHION.**

## SOHM Categories

- 40% Music/Film
- 30% Fashion/Beauty Pageants/Supermodels
- 22% Dance/Visual Arts
- 5% Books/Poetry/Novels
- 3% Comedies/Plays

**READ BY THE MOST  
INFLUENTIAL PEOPLE  
IN THE INDUSTRY IN  
HOLLYWOOD AND  
WORLDWIDE**

## Demographics

**Gender: 45% Male & 55% Female**

**Age: 30% 17-24 | 45% 25-35 | 25% 36 – 50+**

**Income: 20% 35K-50K | 37% 51K-85K | 43% 86K+**

## Exposure *(how our readers prefer to be reached )*

- 39% Email
- 79% Internet
- 65% Magazine advertisements
- 25% Local publications
- 65% Social networks
- 65% Via companies they already do business with

## Educated & Influential

- 75% College graduates or higher
- 55% Junior middle & high school
- 45% Volunteered for a charitable org.
- 38% Are business owners



# CIRCULATION

WITH 12 ISSUES A YEAR, OUR ADVERTISERS USE SOHM'S FREQUENCY AND REACH TO TARGET A MIX OF INDUSTRY PROFESSIONALS, A-LIST CELEBRITIES AND CONSUMER INFLUENCERS IN METROPOLITAN AREAS THROUGHOUT THE WORLD.

WE HAVE **LOCAL & INTERNATIONAL** READERSHIP.

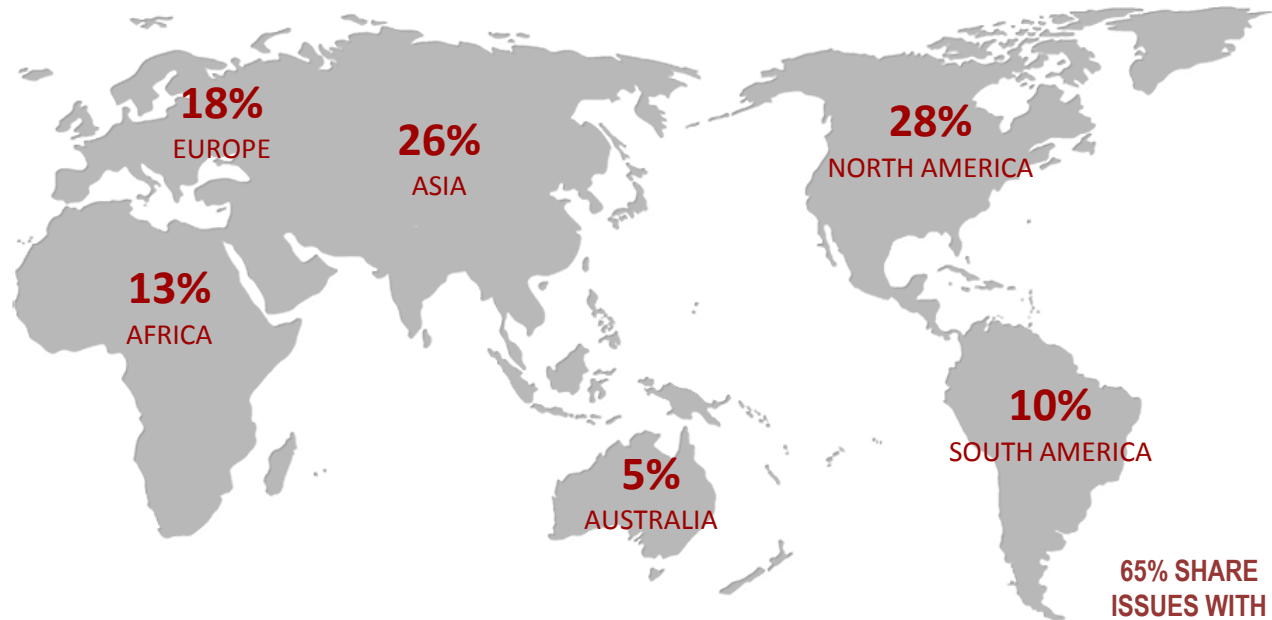
TOTAL HITS: 26,653,911 (Since 2014)

COUNTRIES: 140+

## SOHM TOP 3 MARKETS

1. North America, 28%
2. Asia, 26%
3. Europe, 18%

Our readership continues to increase in the millions annually.



AVERAGE TIME SPENT WITH MAGAZINE IS **35 MINUTES**

1 IN 3 READERS SPEND MORE THAN **40+ MINUTES** WITH OUR MONTHLY MAGAZINE

**50% READ AT HOME, 30% AT WORK AND 20% READ AT SCHOOL AND REFERENCE IT THROUGHOUT THE MONTH**

**Note:** Stats derived from multiplying annual SOHM readership by 2019 worldwide figures.

**38% LOOK AT SOHM RIGHT AWAY**

**3 IN 4 READ FOR BUSINESS KNOWLEDGE, INSPIRATION, EDUCATION & PLEASURE**

**65% SHARE ISSUES WITH FRIENDS OR SIGNIFICANT OTHER**

**35% TAKE SOHM WITH THEM OR REVISIT WHEN TRAVELLING OR COMMUTING**

# THE FACTS

**OUR GOAL IS TO HELP CUT COSTS AND GROW YOUR BUSINESS BY REACHING OUT AND WORKING WITH COMPANIES THAT CAN HELP GROW YOUR ESTABLISHMENT. OUR INNOVATIVE APPROACH TARGETING POP CULTURE MEDIA THROUGH SOCIAL MEDIA PLATFORM WORKS. **HERE ARE SOME FACTS** TO CONSIDER ABOUT THE POWER OF SOHM E-PUBLICATION WHEN CONSIDERING WHERE TO SPEND YOUR MARKETING BUDGET.**



## 1. Why Is Social Media Important For Business?

Social media marketing is very important when it comes to your business. It helps target your market and becomes more personal with the online users who are interested in your business. These days, it isn't enough to have a website for your business – social media is a way for people to communicate & interact online. It's called social media because users engage this medium in a social context, including conversations, commentary, user-generated annotations and engagement interactions.

**SOCIAL ENGAGEMENT BRINGS BUSINESS ON A GLOBAL SCALE**

## 2. Social Media Readers Love Shine On Hollywood e-Magazine

When it comes to digital publication, SOHM uses social media for branding awareness. The effectiveness of SOHM has helped increase client's ad "hits" and "likes" in thousands to millions while ranking high on search engines. It brings your ad to life by utilizing the true power of digital solutions with our SOHM e-Magazine innovative digital marketing tools.

By publishing your stunning and interactive marketing ad with SOHM, you will actively engage with your customer to give them a fun and interesting true-to-life buying experience. Featuring your digital ad with SOHM will make it simple and seamless for readers to click-through and make positive buying decisions.

Our innovative e-magazine is the only one of its kind with powerful interactive tools which include:

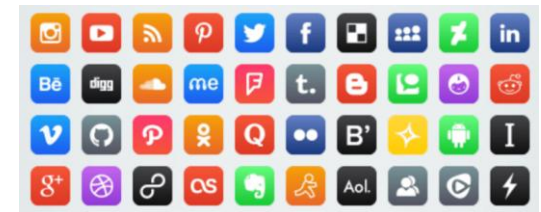
### • Advanced Video Embedding



### • Downloadable Content

- Email:
- Direct Links to buying pages and much more:

### • Hyperlink - Social Media



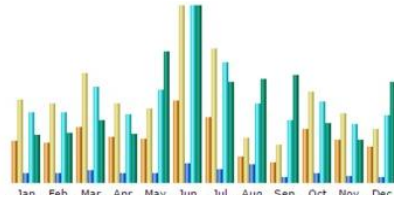
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# ANALYTICS INCREASE RESULTS

GET THE MOST FROM YOUR DIGITAL CATALOG WITH MEASURABLE STATISTICS CUSTOMIZED TO SUIT YOUR SPECIFIC NEEDS. TRACE ACTIVITY THROUGH SEARCH ENGINE OPTIMIZATION (SEO) WITH THE ROBUST, RAPID, FLEXIBLE AND DYNAMIC DIGITAL CATALOG SERVICE AVAILABLE FROM SOHM.

SCREEN SHOT EXAMPLES OF SOHM DIGITAL MAGAZINE WITH ANALYTICS AND MEASURABLE OUTCOMES:

## 1. Monthly & Daily History:



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan.	44,840	89,802	227,987	1,789,571	36.95 GB
Feb.	42,743	85,621	240,100	1,803,996	38.56 GB
Mar.	60,388	119,555	307,043	2,455,994	48.73 GB
Apr.	49,164	85,693	234,519	1,733,835	37.94 GB
May	47,327	80,562	231,938	2,381,014	102.04 GB
Jun.	88,952	192,164	492,534	4,514,343	137.33 GB
Jul.	70,569	145,856	340,388	3,059,970	78.29 GB
Aug.	28,424	48,818	463,895	2,029,173	80.20 GB
Sep.	22,026	40,666	137,658	1,604,081	83.60 GB
Oct.	58,602	99,123	227,343	2,074,028	46.13 GB
Nov.	46,616	75,585	168,499	1,491,754	33.36 GB
Dec 2014	39,417	58,544	150,237	1,716,152	78.08 GB
<b>Total</b>	<b>599,068</b>	<b>1,121,989</b>	<b>3,222,141</b>	<b>26,653,911</b>	<b>801.21 GB</b>

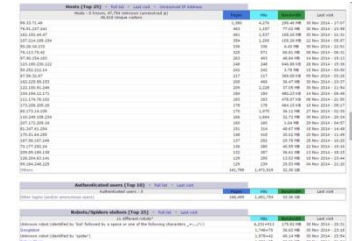
Days of month



## 2. Countries:

Countries		Pages	Hits	Bandwidth
China	cn	69,159	412,586	7.38 GB
United States	us	65,863	728,929	17.46 GB
Taiwan	tw	14,166	175,487	3.81 GB
Philippines	ph	2,067	22,064	503.90 MB
Canada	ca	1,614	13,481	429.50 MB
Brazil	br	1,329	17,153	441.05 MB
Hong Kong	hk	1,048	10,299	229.71 MB
Vietnam	vn	1,011	9,299	245.14 MB
Uruguay	uy	850	3,532	183.24 MB
Mexico	mx	732	5,094	160.92 MB
Germany	de	732	6,934	174.00 MB
Romania	ro	700	6,063	127.01 MB
Argentina	ar	621	3,566	146.69 MB
India	in	615	3,900	165.07 MB
Russian Federation	ru	579	4,232	129.42 MB
France	fr	525	5,163	135.40 MB
Great Britain	gb	499	3,431	131.15 MB
Turkey	tr	465	5,024	133.42 MB
Spain	es	464	4,742	111.32 MB
Indonesia	id	362	3,608	88.97 MB
Thailand	th	301	3,049	63.66 MB
Finland	fi	296	3,923	80.49 MB
Morocco	ma	267	2,371	55.04 MB
Colombia	co	246	2,751	64.94 MB
Italy	it	229	1,665	69.73 MB
Armenia	am	213	829	51.87 MB
Japan	jp	206	2,305	49.23 MB
Netherlands	nl	201	1,071	32.47 MB
Malaysia	my	192	1,910	46.11 MB
Pakistan	pk	186	1,601	42.94 MB
Saudi Arabia	sa	164	1,827	38.25 MB
Belgium	be	162	487	54.35 MB
Switzerland	ch	155	848	40.40 MB
Ukraine	ua	140	548	15.40 MB
South Korea	kr	132	1,185	21.93 MB

## 3. Hosts / IP address / Authenticated users / Robots / Spider visitors:



## 4. Key phrases used on search engine

## 5. Days of week and hours history

## 6. Clicked Images / PDF download

One thing is certain: Measurement of useful data leads to action and increased engagement and sales.

# REVIEW & RECOGNITION

**CONNECT YOUR BRAND TO SOHM, THE FASTEST GROWING E-MAGAZINE IN HOLLYWOOD & AROUND THE WORLD COVERING POP CULTURE, ARTS & ENTERTAINMENT.**



I have been in the world of journalism for a long time and saw the gradual deterioration in reporting and communicating with the people; it went from reporting to projecting, from facts to gossip, from balance to sensationalism. I was turned off from reading the newspaper.

Then you [SOHM] came along and touched my life. You made it your mission to bring to the world the stories of real people. Instead of news of the extraordinary rich doing ordinary things, you went to the ordinary people doing extraordinary things.

Instead of taking the easy road, you took the "Road Less Traveled" and demonstrated how magnificently "real people" rise and shine.

You set the standard for what journalism and reporting is all about. You have raised the bar.

Thank you SOHM HOLLYWOOD MAGAZINE team for dedicating your time and talent to what is really important in life, Goodness.

God Bless,

**Dr. Aida Takla-O'Reilly**

Former two-time President & current Trustee of the Hollywood Foreign Press Association / Golden Globe Awards

[Click for more SOHM Testimonials](#)

JOIN ADVERTISERS AND LEADING HOLLYWOOD / WORLD ORGANIZATIONS WHO TRUST **SHINE ON HOLLYWOOD** MAGAZINE TO PROMOTE THEIR BRAND AND STORIES ACROSS MULTIPLE PLATFORMS.



- Hollywood Foreign Press Association (HFPA) / Golden Globe Awards
- National Academy of Television Arts and Sciences (NATAS)
- The Daytime Emmy Awards
- The Hollywood Museum
- National Association of Music Merchants (NAMM)
- National Association of Securities Dealers Automated Quotations / NASDAQ
- The United Nations Educational, Scientific and Cultural Organization / UNESCO
- The Academy Awards / OSCARS
- Hollywood Music in Media
- Sundance
- Berlinale Film
- Elton John AIDS Foundation
- Jeffery Foundation
- L'Oréal
- Moët & Chandon
- World Dance Awards
- Musicians Institute
- Blind Judo Foundation
- California State LA

## Memberships:

- Hollywood Chamber of Commerce
- The Recording Academy / Grammy Awards
- The American Society of Composers / ASCAP
- ...and many more.

- Barco
- Hollywood Piano
- Indian Film Festival

## Recognition:

- City of Los Angeles
- County of Los Angeles
- State of California
- International Noble Awards



# SOHM RED CARPET TEAM

**SOHM IS COMMITTED TO ACHIEVING HIGH STANDARDS OF PROFESSIONALISM IN EVERY ASPECT OF OUR WORK. WE HAVE THE MOST COMPREHENSIVE INTERACTIVE MEDIA COVERAGE FOR MAJORS & INDIE EVENTS.**

SOH LIVE-STREAMS ENTERTAINMENT & RED CARPET COVERAGE, WITHOUT THE GOSSIP, CLICK BAIT OR FAKE NEWS!



JOHN SCHOLZ & NONA MELKONIAN

## Shine On LIVE! Celebrity Host Team

Our specialty is hosting Major Awards, Celebrities, Indie Events, Charity Events, Fashion, Film, Arts, Music & Sports.



TIFFANY BRANNAN



KANIKA LAL



LISA M. BERMAN



DENISE O'BRIEN

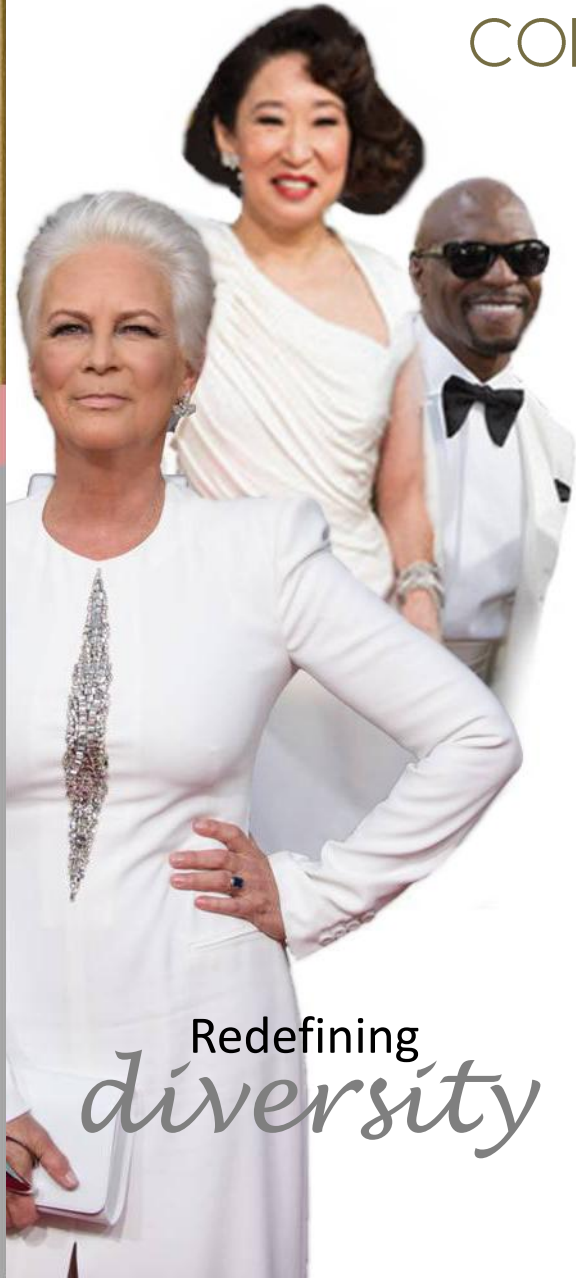


LACY PHILLIPS

I wanted to take this opportunity to thank you for the amazing job your team did in handling the red carpet for our 85th Anniversary and grand opening of our new location in Burbank.

We were very impressed with the professionalism of each and every member of your team. I will definitely call you again for our future red carpets and would be happy to personally recommend your services to anyone looking for top-of-the line red carpet management and organization. ~ **Glenn Treibit**, President & C.E.O., Hollywood Piano

# CONTENTS & 2025 EDITORIAL CALENDAR



Redefining  
*diversity*

## CONTENTS

- **MUSIC:** Featured artists, releases, tour dates, and showcases
- **FILM:** Reviews — films, actors and industry professionals
- **DANCE:** Featured dancers, events, tours
- **FASHION:** Showcase of the latest fashions
- **PHOTOGRAPHY:** Celebrity and red carpet events
- **BEAUTY:** Skin care, hair and beauty products
- **BOOKS:** Writers & poets, releases & reviews
- **ART:** Painting & various forms of art mediums
- **LIFESTYLE:** Celebrity events & night life
- **PREVENTION:** Health & Wellness
- **CAUSES:** Awareness & education, tributes, guidance
- **POP CULTURE:** Visual resources, ideas, perspectives & attitudes
- **COMMUNITY:** “Share Your Shine, Tell Your Story” support of organizations

Click images to view:



## EDITORIAL CALENDAR 2025

ISSUE	TOPICS	AD CLOSE	DISTRIBUTION
Jan -March	<b>Youth Issue and Special Edition</b>	01/15/2025	03/30/2025
April/May	<b>The Women Issue</b>	03/15/2025	05/31/2025
June	<b>Top Humanitarians/Philanthropists</b>	04/15/2025	06/30/2025
July	<b>SOHM 13-Year Anniversary /Yearbook</b>	05/15/2025	07/31/2025
August	<b>Top Entrepreneur Pros/Share Your Shine</b>	06/15/2025	08/30/2025
September	<b>Top Music Professionals</b>	07/15/2025	09/31/2025
October	<b>Top Film Professionals</b>	08/15/2025	10/31/2025
November	<b>The Men Issue</b>	09/15/2025	11/30/2025
December	<b>Top Fashion Professionals/Holiday</b>	10/15/2025	12/31/2025

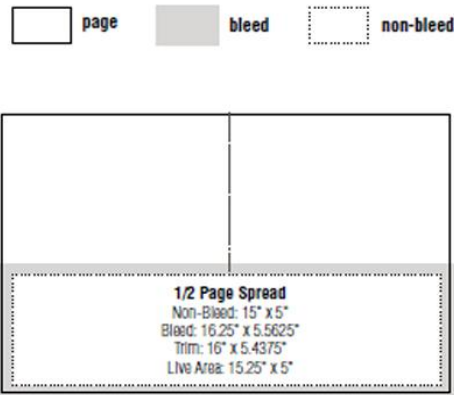
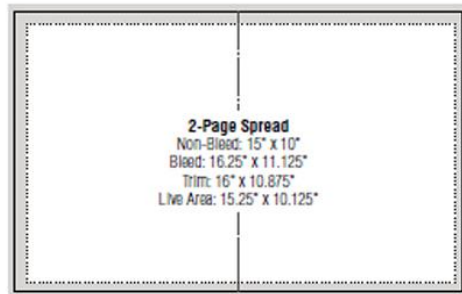
Note: Editorial calendar is subject to change without notice.

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# AD SPECS

**SOHM IS COMMITTED TO ACHIEVING HIGH STANDARDS OF QUALITY IN EVERY ASPECT OF OUR MISSION. TO ENSURE THAT YOU RECEIVE A HIGH LEVEL OF DESIGNING AND SERVICE, PLEASE ADHERE TO THE FOLLOWING GUIDELINES IN PREPARING YOUR ADVERTISEMENTS FOR PRODUCTION.**

For all ad inquiries and pricing, contact:  
[advertise@shineonhollywoodmagazine.com](mailto:advertise@shineonhollywoodmagazine.com)



## GENERAL GUIDELINES

All ad submissions must be press-ready PDF/X1-a files via the *SOHM ad portal*, *email*, *CD* or *FTP* upload. (File name should include name of advertiser and issue run date.)

## DIGITAL AD REQUIREMENTS

Export setting: ADOBE ACROBAT 6 (1.5) or higher. Quality control depends on properly created PDFs.

## ACCEPTED PHOTO FORMATS

Camera-ready ads may be submitted in the following formats: PDF, TIFF, JPEG or EPS at 300 DPI in CMYK.

## FILE DELIVERY METHOD

Via EMAIL:  
[editor@shineonhollywoodmagazine.com](mailto:editor@shineonhollywoodmagazine.com)

Questions? Contact Alex Antonino, Office Manager + 1 (323) 774-6977.

[SHINEONHOLLYWOODMAGAZINE.COM](http://SHINEONHOLLYWOODMAGAZINE.COM)



## Terms

50% due upon signing, 50% upon publication  
 Prepayment discount of 5%

## Special Positions

Subject to availability: +15%  
 Agency commission: 15%

## Space

- 2-Page Spread
- 1/2-Page Spread
- Full Back Page
- Full Page
- 1/2-Page Horizontal
- 2/3-Page Vertical
- 1/2-Page Vertical
- 1/3-Page Vertical

