SPOTLIGHT & SCALE YOUR IMPACT

MEDIA KIT 2023-2024

WE LIVE OUT HERE

WHO IS MIAMI
STORYTELLING FOR CHANGE

HOW DO YOU FEEL, REALLY?

Lingering social stigmas and scarcity of services still bar access to mental health care. Yet there are those who challenge that notion and find unique pathways to nurture mental health in those having the hardest times. When and how we need to change our attitude, actions, and approaches to others - and our own - mental health.
STRENGTHEN LOCAL IMPACT BY CONNECTING IT TO THE BIGGER STORY

OUR MISSION
As an independent, Miami-based, community-driven media, Impact.Edition elevates the voices of local changemakers who work toward positive, lasting change – from addressing social inequality to saving the planet from environmental ruin.

OUR COMMUNITY JOURNALISM
Merges meaning and emotion in order to drive positive social change and connect on a human level.

OUR REACH
We introduce our readers to the diverse players that impact our society, thus strengthening our communities’ capacity for advocacy and resistance.
MEET IMPACT.EDITION MAGAZINE

Format: Print & Online // ISSN 2832-4706
Frequency: Twice per year

ISSUE 03 COMING DECEMBER 2023

Print circulation: 4000 copies
Featured topic: Miami 2030: Regenerative Development / Climate Tech / Youth Activism / Arts & Belonging

Complimentary print distribution through high-traffic community partner network:
- Independent Bookstores & Coffeeshops
- Conferences & Community Events
- Social Justice & Climate Movements
- Cultural Institutions
- Civic Engagement Organizations

Scan to access our latest issue

Issue 02 published 2023
2000 copies

Issue 01 published 2022
300 copies
The ocean is the most fragile environment. I want people to be aware that the choices they make as individuals and the way we behave as society influences the health of the ocean no matter where they are because we’re all connected through water.

We need more eyes upon the water. Lake is unique because we have constant and maintain a symbiotic relationship with our algae bloom. When algae are stressed by changes in conditions such as temperature, light, or nutrients, they react to the bloom. When algae bloom, their tissues, causing the water to turn completely white and can also. Known as coral bleaching, it is an alarming phenomenon that affects more than 1% of the world’s reefs, and 30% of those reefs are expected to disappear by 2050 due to uncontrolled bleaching.

Human actions above the surface include the construction of coastal defenses, broken sewage systems, and illegal dumping of water are particularly challenging. Miami’s ‘Water Day’ carries a heavy burden to help prevent the loss of our ecosystems and includes the public education and research on how to be a sustainable consumer and protect our natural resources. When light is allowed, the ecosystem cannot become too dark.

“Miami Waterkeepers is an organization that I respect a lot here in Miami because they are monitoring the

FROM TIDE TO TABLE

As the saying goes, the world is your oyster. But sometimes, the oyster (and other seafood we eat) absorbs toxins from man-made pollution. Knowing how and where your seafood is harvested might be the key to protecting our oceans and ensuring a long-term seafood supply. We meet with Sarah Curry, founder of Senia Films, who uses her skills and passion to tell stories of changemakers who impact the health of what’s in our waters and on our plates.
Submissions of this type provide an in-depth look at a topic in the field of social & climate innovation. The goal is not to promote or profile your company or accomplishments but analyze your local experiences for innovative insights and contributions to the global sustainable development agenda.

Example: The Summer Series, developed in collaboration with Radical Partners and the 10 Days of Connection, explored how Miami means home, the power of collective impact and revising our approach to mental health.

WHAT’S INCLUDED IN A STORY PACKAGE

- Editorial support provided by the Impact.Edition team.
- Publishing online & in print (or online only).
- Spotlights on our social channels and e-newsletters.
- Each story has maximum of 1200 words.
- Package per story starts at $800.

*Publisher retains right of final approval and acceptance of all advertising submitted and shall not be liable for any loss resulting from rejection of such advertising.
ADVERTISING: MAKE GOOD FAMOUS

We partner with mission-driven ventures and foundations interested in spotlighting their impact in print. Gather your content into an advertorial related to the topic of social and environmental justice and share it with us.

MATERIAL TO PROVIDE

Summary of your organization’s mission & what you want this advertorial to achieve.
Creative Assets:
- Brand guidelines
- Brand logo
  - File type: png, eps or svg
  - Color model: CMYK
  - Resolution: 300 dpi
- Brand fonts, CMYK
Brand Photography and/or iconography (if available)
- File type: jpeg
- Color model: CMYK
- Resolution: 300 dpi

Secure your spot by Aug 01, 2023

You provide the content, and we’ll design a space for your social impact to shine in our next print edition.

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YOUR SUBSCRIPTION MAKES A DIFFERENCE

THE INDIVIDUAL SUBSCRIPTION

2 issues
$50 per year

With that contribution, we can share more print copies free within our community partner network.

THE BULK ORDER

50 copies minimum discounted at $15 each

Perfect for foundations, businesses, and established organizations who want to distribute Impact.Edition magazine.

https://www.impactedition.org/impactstore
OFFLINE STORYTELLING:
MEET PEOPLE WHERE THEY ARE

We drive outdoor storytelling campaigns.

Pass a bus stop; encounter eye-catching portrait photography; scan a QR code; get instant access to compelling community journalism.

*Contact us if you are interested in getting involved for our next bus-stop exhibition coming December 2023.

Supported By:
Solutions to our world’s biggest problems start locally and get done when there’s a system of accountability.

From the beginning, Impact.Edition stories track local initiatives that’ll bring us closer to achieving the United Nations Sustainable Development Goals. The 17 goals outline measurements for progress and a timeframe to achieve them by 2030.

This is why our content categories cover: Climate Change, Social Justice, Business for Good, and Art for Impact.
OUR REACH

12,500+

FOUNDATIONS  NONPROFITS  ACADEMICS  ARTS
GOVERNMENT  IMPACT INVESTORS  BUSINESSES

WEBSITE STATS

1,700 new web visitors
1,000 monthly page views
2.5 min avg. session

ENGAGEMENT

3,500+ organic followers
45% newsletter avg. open rate
Using her skills as a content strategist and producer, Yulia helps mission-driven ventures drive positive social change through inspiring storytelling and community engagement. Her social efforts have resulted in the launch of Impact.Edition, a nonprofit media that amplifies the voices of ordinary people doing extraordinary things. She also works with Stanford Social Innovation Review, a shared intellectual space for scholars and practitioners to advance social change.

Born & raised in Miami, Samantha grew into a love of story. She studied journalism and fell into advertising: an unexpected journey that proved the art & science of storytelling is constantly evolving. Samantha’s driven by the belief we’re meant to leave this world better than we found it. For her, that means producing ethical, valuable, engaging community journalism that connects the changemakers and organizations within its home city (starting with Miami).

Kacie masters the forms of creative expression with words and without. She is a professional musician and writer originally from Broken Arrow, Oklahoma.

With this unique blend of creative skills and passion for social justice and music, she amplifies the authentic voices of community changemakers.
Scarlett Lanzas is a social entrepreneur, impact investor, and nonprofit management executive. She founded Accountable Impact, a social enterprise that prioritizes the need to collect timely data and provide policy solutions to advance the SDGs by working with corporations, cities, and regional governments to create scorecards and voluntary local reviews.

Sanjeev Chatterjee is a professor at the School of Communication of the University of Miami, a visual storyteller, and an avid mentor to young changemakers in the media and related fields. In 2013, Sanjeev founded mediaforchange.org in the effort to connect media changemakers everywhere.

Greg is an award-winning Miami-based environmental and social documentary photographer who works with NGOs and nonprofits. He founded Good Miami Project to provide pro-bono photoshoots for Miami-based nonprofits and changemakers to help further their missions. Images are free for organizations to use. Greg is also on the Board of the Overtown Music Project and Miami Waterkeeper.
Thank you for making a difference

In representing the diverse voices of our local social impact leaders, we creatively and critically encourage greater collaboration in a world that feels more divisive than ever. Stories bring us back to our shared humanity, empathy, kindness, and solidarity.

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