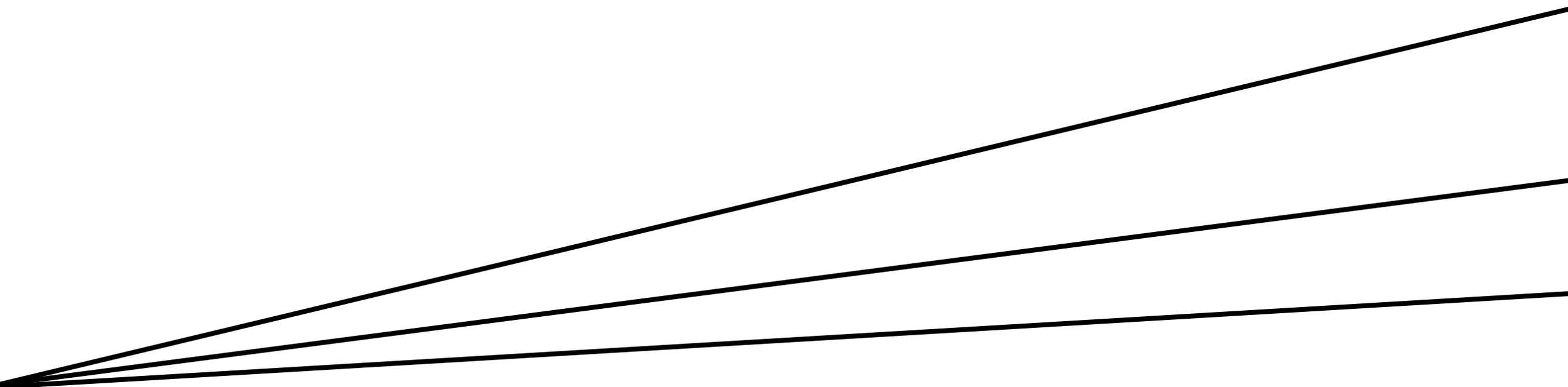


TURNING STORIES INTO ACTION

Media Kit 2022/23 by Impact.Edition



WHO IS IMPACT.EDITION?



WE STRENGTHEN LOCAL IMPACT BY CONNECTING IT TO THE BIGGER STORY

OUR MISSION

To empower people with best practices and creative solutions to shape a more just, more sustainable world.

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.



impactedition.org



IMPACT.EDITION MAGAZINE IS THE FOCAL POINT OF OUR VISION

In 2022, The Library of Congress assigned the official International Standard Serial Number (ISSN) to Impact.Edition's premiere magazine.

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

Pilot Circulation: 300 copies
Distribution: Free to Social Innovators



Scan to access
our inaugural issue

“Very often the way in which our young boys are perceived is: before they are judged by their intellectual aptitude, they’re going to be looked at as criminals.”

David tells how “experiencing racial profiling for the first time together helped us see the world in a different way.” Their story did not have a fatal ending, reversely, while fostering a successful academic career, David and Rashard joined forces in the same fashion as when they were kids and founded Project T.H.U.G. (Transforming Hope, Unifying Generations).

Since 2019, Project T.H.U.G. has curated a space for young Black boys to unlearn the institutionalized racism that tells them they don’t belong. Reclaiming the title of ‘thug’ is meant to “take that negative stereotype and transform it into something that typically doesn’t exist for us,” David says.

They asked themselves, “How do we take the word and add substance to it, and how do we give our students something meaningful down the line? It really came down to unifying generations.”

In creating space for different generations of the Black community to share collective knowledge & experiences in conversation, Project T.H.U.G. is giving young Black men the opportunity to redefine themselves and transform their hopes for a greater future.

Both David and Rashard come from immigrant parents. David expresses how “watching them kick and scratch to make means,” inspired their work ethic and dedication to achieving a better life. They knew they were going to have

to work harder but never stopped moving with gratitude, keeping the mentality that they were going to give back. They carried this mentality with them developing their mission statement “The Future I Create,” which is about being more than what you have been told you are. Transforming. Hoping.

Project T.H.U.G. does much of their work through mentorship, Unifying Generations. By working with 8th and 11th graders they are offering tools to kids in pivotal times in their lives when transitions and growing pains are all-consuming. By fostering relationships grounded in respect and accountability among these age groups, the boys receive a full-circle mentorship experience. Coupled with their individual training in leadership, Project T.H.U.G. hopes to break barriers and heal traumas.

Rashard tells of one of his favorite workshops called “The Story With Me” where the boys fill out a ‘man box’ describing what a man is supposed to be like.

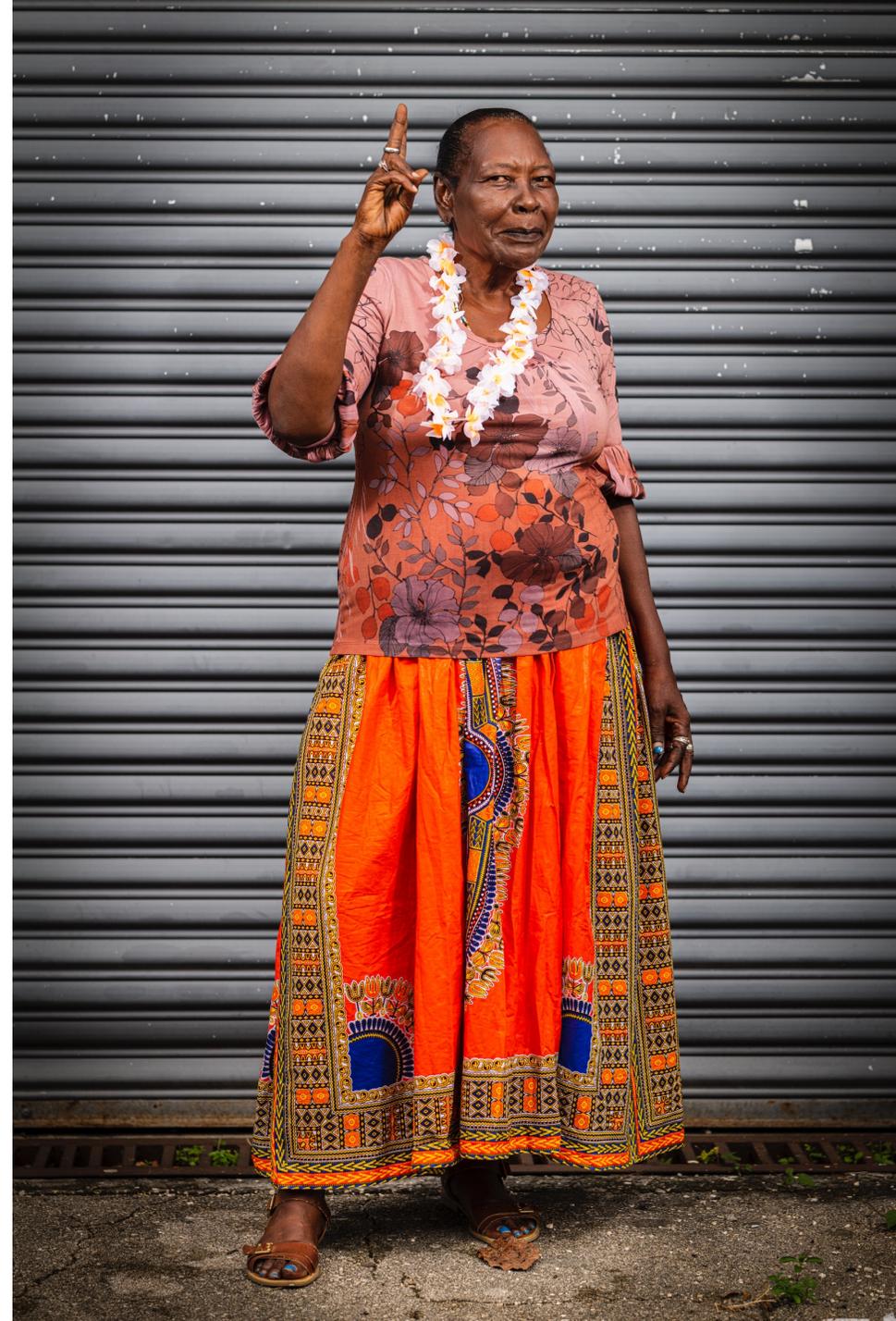
“We unpack that, and we kind of allowed them to know, you can be and you can do whatever you want to do.” There is a subconscious resistance from the students as they unlearn a toxic culture that was part of their upbringing.

He reflects on the largest obstacle when working with these kids, noting “We’re meeting these guys when they already have



OUR WHY

- In a time of growing intolerance and aggressive invasion, a united path forward seems all the more perilous. Still, we firmly believe media has the power **to bridge divides** when it amplifies meaningful conversations led by voices who are otherwise underrepresented in mainstream media.
- Impact.Edition is an alternative way to discover South Florida through the lens of inspiring visual and written stories **to bring us back to our shared humanity, empathy, kindness, and solidarity.**
- Absorbing and representing the diverse voices of our local social impact leaders, we can creatively and critically encourage greater collaboration in what can feel like an increasingly divisive environment and **help find our common human ground.**





REDEFINE ME

While young black men are targets of racial profiling and police brutality, one organization is raising them to serve as beacons of integrity and leadership

by Anjuli Castano

Two Black boys unwarrantably stopped, rushed out of their cars, issued to raise their hands — all at gunpoint.



WE LIVE OUT HERE

How cultural practices, beliefs, and rights of indigenous people are tied to the health of the environment and why you should help protect them

ORCHESTRATING CHANGE

Why mass access to music education is critical in helping young people build neural pathways for mental health and resilience

by Kacie Brown

We call it the universal language, a puzzle of frequencies pieced together through time and space that communicates so viscerally to an audience of strangers it forges a shared experience. But music's practicalities — a history dominated by the perspectives of white men, a need for expensive instruments and highly trained instructors, plus a precarious place in an education system with values that often lie elsewhere — challenge equitable access to meaningful education in the art defined as much by the community as it is by technical skill.

Even through these challenges, music education programs are innovating to enrich students' entire lives in measurable, enduring ways. Organizations like Guitars Over Guns, Miami Music Project, and South Florida Center for Percussive Arts use music to equip students with pivotal skills like teamwork, critical thinking, and resilience. They're creating so-



harmony needed for all to live

the Everglades their home do not

all developers sent in four and their oil-drilling sites with ment of Environmental Protection ore President Biden signed an ising oil exploration on public land.

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omes of snakes, birds and nly a dried vastness of depressed r rescinded their conclusion 's “expressed commitment to

Betty Osceola
Environmental Advocate
by Greg Clark, Good Miami Project





WHO IS MIAMI: AN OUTDOOR & DIGITAL STORYTELLING CAMPAIGN

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

Collect a print edition encapsulating the in-depth stories of our public exhibit *Who Is Miami*. In partnership with Good Miami Project, *Who Is Miami* defines our community by the efforts of social innovators whose work will make Miami more just, resilient, and sustainable.

Pilot Launch: April 21, 2022

Supported By:



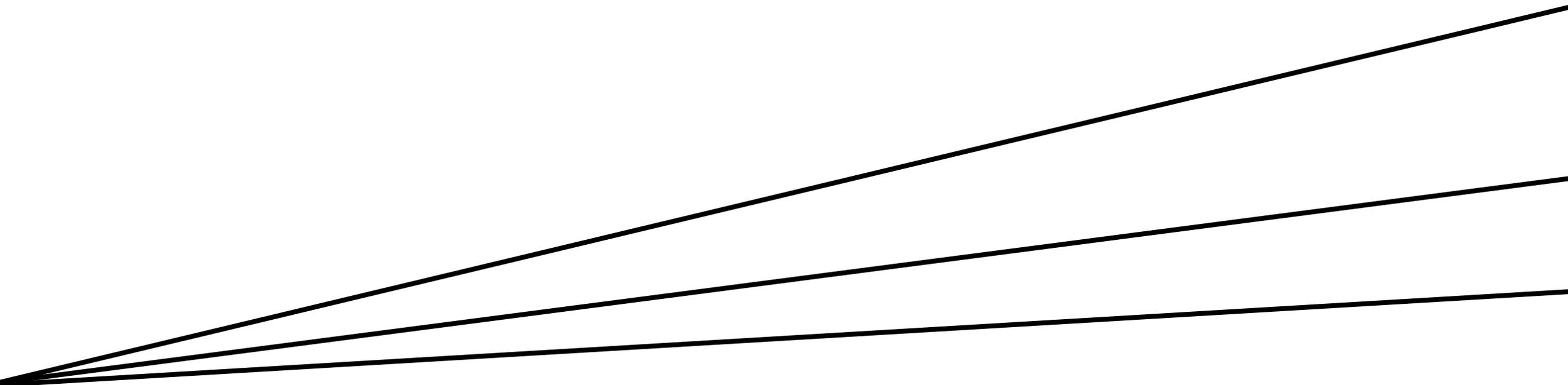


2ND PRINT EDITION
& PUBLIC EXHIBITION
COMING JANUARY 2023.

HELP MAKE A
BIGGER **IMPACT**.

CLIMATE CHANGE | SOCIAL JUSTICE | BUSINESS FOR GOOD | ART FOR IMPACT

OUR AUDIENCE



OUR REACH

12,500+

FOUNDATIONS NONPROFITS ACADEMICS ARTS
GOVERNMENT IMPACT INVESTORS BUSINESSES



1,700
new web
visitors



1,000
monthly
page views



2.5 min
avg. session



3,000+
organic
followers

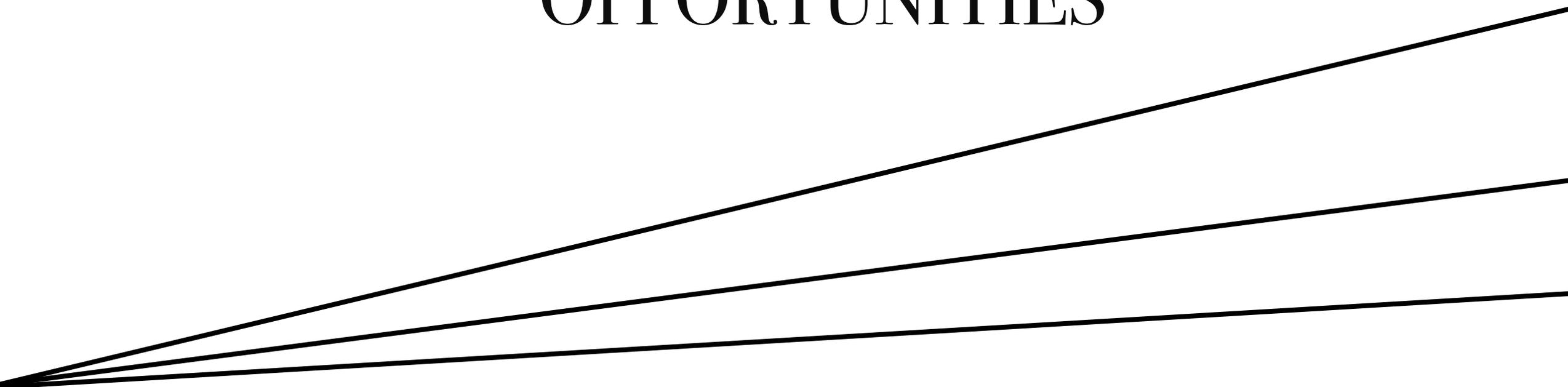


30.3%
newsletter
avg. open rate

WEBSITE STATS

ENGAGEMENT

ADVERTISING
OPPORTUNITIES



ADVERTISING OPPORTUNITIES IN WHO IS MIAMI WINTER 2022/23



FOR **MISSION-DRIVEN** FOUNDATIONS & VENTURES

Gather your content into advertorial for your brand/organization's biggest accomplishments or current projects.

Our content brings readers from the arts, business, nonprofit, government, academia, impact investors, and startup sectors.

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

FULL PAGE
\$1,000

HALF PAGE
\$500

ADVERTISING OPPORTUNITIES

IN WHO IS MIAMI WINTER 2022/23

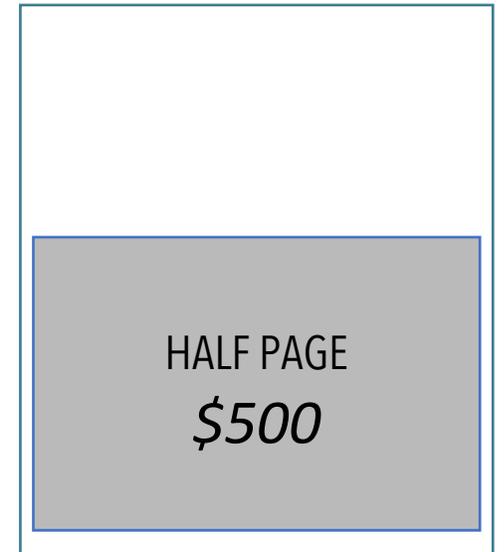


MATERIAL TO PROVIDE

- Summary of brand mission & vision
- Summary of what you want this advertorial to achieve
- Creative Assets:
 - Brand guidelines
 - Brand logo
 - File type: png, eps or svg
 - CMYK
 - 300 dpi
 - Brand fonts
 - Brand color palette (CMYK)
- Brand Photography and/or iconography (if available)
 - File types: jpeg
 - CMYK
 - 300 dpi



FULL PAGE
\$1,000



HALF PAGE
\$500

MORE WAYS TO SCALE OUR IMPACT



THE INDIVIDUAL SUBSCRIPTION

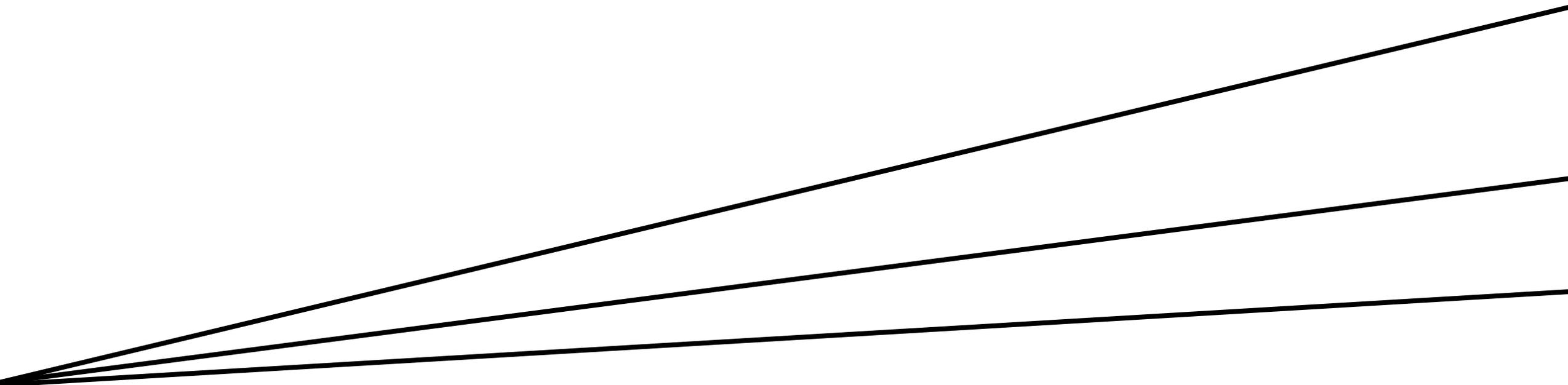
\$50 per year (two print editions included). With that small contribution, we will be able to share more print copies free within our partner network.

<https://www.impactedition.org/impactstore>

THE SPONSORED PRINT ISSUE REQUEST

for partner network/key stakeholders who might be interested in distributing our content: 50 copies minimum, with a discount price of \$15 per issue.

OUR TEAM





YULIA STROKOVA

Founder & Publisher, Impact.Edition
yulia@impactedition.org

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.

MBA, Florida Int'l University | Ph.D., Media Industry Academy



SAMANTHA SCHALIT

Editorial Lead, Impact.Edition
samantha@impactedition.org

Multi-passionate and curious, Samantha went into journalism and digital advertising. And in that work, her fascination with the intersection of storytelling, art, and technology only grew. Samantha's driven by the belief we should leave the world better than we found it. The cornerstone of that mission is using her skills as a writer, strategist & producer to connect her community to their own stories.

Miami born & raised | B.A. Creative Writing & Journalism, University of Central Florida



GREG CLARK

Founder, Good Miami Project
greg@goodmiami.org

Greg is an award-winning Miami-based environmental and social documentary photographer who works with NGOs and nonprofits. He founded Good Miami Project provides pro-bono photoshoots for Miami-based nonprofits and individuals doing good to help further their missions. Images are free for organizations to use. Greg is on the Board of the Overtown Music Project and Miami Waterkeeper.





KACIE BROWN
Social Impact Writer

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 is eager to amplify the voices of community changemakers.

Bachelor of Music in saxophone performance with a certificate in journalism from Indiana University



ANJULI CASTANO
Social Impact Writer

Anjuli is a writer and activist focusing on raising the voices of individuals and grassroots organizations that are giving support and advocacy to pressing issues in South Florida such as the climate crisis and social justice. Being a queer Latina has shaped her into a champion for intersectionality, bridging the worlds of her political education at FIU and personal artistic endeavors to better serve her community.

B.S. in Int'l Relations | minor in political science
Florida Int'l University



SOFIA ZUÑIGA
Social Impact Writer

Sofia is an aspiring journalist who amplifies other's voices and forms of expression through her work. Previously, she held leadership positions in her school's social media team, blog staff, yearbook committee, and Gay Straight Alliance. Helping individuals express themselves through writing and art, she earned recognition as a Silver Knight Honorable Mention in the Journalism category.

Pursuing a B.A. in Digital Communications & Media
and a certificate in Queer Studies
Florida Int'l University

THANK YOU

for supporting our journey

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.

