Dear Friends,

Impact.Edition is a nonprofit media organization primarily driven by the voluntary efforts of our editorial team. With our creative enthusiasm and passion, we are eager to uplift the underrepresented voices of local changemakers who are actively building Miami's climate resilience and fostering social justice within our communities.

Local journalism lacks sufficient funding, so we’re devising alternative ways to scale our mission and sustain our operations. This media kit contains collective efforts and regenerative cooperation you can use to fuel community journalism.

When you get involved, we can produce more meaningful stories and keep Impact.Edition freely accessible to the community at a time when people crave meaningful stories that remind us of our shared humanity and inspire us to act in empathy & solidarity.

Please explore these options to partner with us. Together, we can empower our communities with best practices and creative solutions for more just, sustainable, healthier, and happier communities.

WITH ❤️ FROM MIAMI
STRENGTHEN LOCAL IMPACT BY CONNECTING IT TO THE BIGGER STORY

OUR MISSION
Impact.Edition is a Miami-based media organization dedicated to sustainable development and collective efforts, with a mission to elevate 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 resilience.
HOW TO SPOTLIGHT & SCALE YOUR IMPACT

01 SPONSORED STORIES
02 ADVERTISE IN PRINT
03 ORDER SUBSCRIPTIONS
04 SUPPORT OFFLINE
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

2000 copies
Issue 02 published 2023

300 copies
Issue 01 published 2022

WE LIVE OUT HERE
The ocean is the most fragile environment. It requires people to be aware that the choices they make as individuals and the way we behave as a society influence the health of the ocean no matter where they are because we’re all connected through water.

We need more eyes upon the water. It’s our job to ensure that the ocean remains a symbol of balance and health among all living species. We must stay informed and educated about changes in our environment such as temperature, light, and nutrients, to help ensure that the ocean remains a healthy place for our future generations.

In 2019, the UN announced the SDGs as a call to action for countries, governments, businesses, and individuals to work together to take responsibility for the planet and protect it. The SDGs are a framework for action with 17 goals and a vision to achieve short-term, debt-free, and self-sustainable development. The goals are divided into four categories:

1. Eradicating poverty
2. Ending hunger
3. Promoting prosperity
4. Ensuring peace and security

Our mission is to leave this planet better than how we found it.

FROM TIDE TO TABLE

As the saying goes, the world is your oyster. But sometimes, the oyster [and other seafood] we eat actually comes from marine pollution. Knowing how and where your seafood is harvested might be the key to protecting our oceans and ensuring a long-term, sustainable supply. We met with Sarah Curry, founder of Savorius Foods, who uses her skills and passion to tell stories of fishermen who impact the health of what’s in our waters and on our plates.
Submissions should 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 and/or in print.
- Spotlights on our social channels and e-newsletters.
- Each story has maximum of 1200 words.
- Pricing for packages starts at $400 (online only) and $800 (print only) but may be quoted for custom publishing strategies.

*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. You get copies to share in your network.

*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.
YOUR SUBSCRIPTION MAKES A DIFFERENCE

THE INDIVIDUAL SUBSCRIPTION & MEMBERSHIP

starts at $5/month

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

THE BULK ORDER

10 copies=discounted at $20 each
30+ copies=discounted at $15 each

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

FREE DIGITAL COPYRIGHT

We encourage you to share our stories with your network. Please feel free to link to our articles as often as you would like.

https://impactedition.fundjournalism.org/donate/
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.

**Who Is Miami: Narrative For Change**

Pilot Launch: April 21, 2022

*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.
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

3,600+ organic followers
45% newsletter avg. open rate
PRINT MAGAZINE DISTRIBUTION
Free to locals through high-traffic community partner network

Hotels, Bookstores, & Coffeeshops
Community Events
Social Justice & Climate Movements
Cultural Institutions
Conferences
Civic Engagement Organizations
‘WALK THE TALK’ SERIES

In partnership with citizenM Hotels, we are hosting conscious connections & inspiring conversations where our guests can meet the local champions who are regenerating Miami’s communities and nature by taking real actions and contributing to the greater good.

This first gathering was focus on our story, That’s (Not) My Trash, from the latest issue of Impact.Edition magazine. While plastic production is expected to double by 2040, we can, and must, change how we make and manage plastic pollution.

*Interested in partnering for future events? Reach out to yulia@impactedition.org
MEDIA PARTNERSHIP & IMPACT ADVOCACY

If you wish to engage Impact.Edition as a media/network partner for your event and other activities, please reach out to us. We aim to showcase more changemakers who are regenerating Miami’s communities and nature by taking real actions and contributing to the greater good.

Impact.Edition commits to:

- Announce the media partnership in an official newsletter distributed to our targeted contacts.
- One featured article on impactedition.org and social media posting.
- Fulfill the partner social media deliverables.

Our Partner commits to:

- Provide a link in the marketing email to the partner page.
- Community tickets discount & complimentary press passes.
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 ImpactEdition, 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

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).

B.A. Creative Writing & Journalism, University of Central FL

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.

B.A. & Master of Music, Indiana University
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.
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.

THANK YOU for making a difference

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