

MEDIA KIT 2023-2024

SPOTLIGHT & SCALE YOUR IMPACT



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.

by Kacie Brown

CHAMPION LOCAL STORIES WITH US

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*



WE LIVE OUT HERE

*300 copies
Issue 01 published 2022*



WHO IS MIAMI
STORYTELLING FOR CHANGE



2022 debut of Into the Great Dying, 17 pure-white ceramic sculptures at Faena Art Project Room

Photo by Pedro Wazzan

The 17 pure-white ceramic sculptures emerged at 3420 Collins Avenue as if they were left behind by a long-lost ocean. The contrast of bright white and shadow has a cataleptic effect that's heightened when one considers their hand-built fragility and real-life coral's vulnerability to human trash. As viewers move closer to each endangered element, immersed in an accompanying soundscape, they feel sandy clay crush beneath their feet. It seems with one wrong step, this mesmerizing ecosystem will collapse into the clay.

In 2018, Beatriz moved to Florida to be closer to the world's third-largest barrier reef and the only barrier coral reef in the continental United States. Florida's Coral Reef stretches approximately 360 linear miles from Dry Tortugas National Park west of the Florida Keys to the St. Lucie Inlet in Martin County.

Coral reefs safeguard against extreme weather, shoreline erosion, and coastal flooding and help form the sandy beaches and quiet lagoons that are signatures of

“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.”

Florida's tourism industry. Today, this coral reef ecosystem, which is also home to around 1,400 distinct species, is at grave risk due to rising sea temperatures, ocean acidification, plastic pollution, and coral bleaching.

"That's why all my works are white," explains Beatriz. "Some species are already extinct. You can only find them in labs where people have collected their genotypes and are trying to reproduce them."

We need more eyes upon the water
Corals are animals that live in colonies and maintain a symbiotic relationship with tiny algae inside of their tissues. When corals are stressed by changes in conditions such as temperature, light, or nutrients, they expel the symbiotic algae living in their tissues, causing the coral to turn completely white and can die. Known as coral bleaching, this devastating phenomenon has affected more than 75% of the world's reefs, and 30% of those reefs experienced bleaching so harsh they didn't survive.

Human carelessness above the surface, like construction runoff from coastal development, broken sewage systems or illegal dumping of waste are particularly challenging Miami's Biscayne Bay. The runoff leads to sedimentation, which pollutes marine ecosystems and blocks the sunlight algae need for photosynthesis. When light is blocked, the immobile coral reefs bleach and die.

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



Claudia and Scarlett are true SDGs champions who, for years, have been educating and challenging our local leaders to make sustainable choices in our governments, businesses, and communities. Last year, Claudia and Scarlett also launched the SDG Impact Pledge to ignite authentic and meaningful collaboration among businesses in Miami to adopt the SDGs.

In 2015, the UN announced the SDGs as a call to action for countries, governments, funders, and investors to unite to accomplish 17 global goals to end poverty, protect the planet, and ensure prosperity for all. The UN has outlined specific indicators to measure progress and a timeframe to achieve them by 2030, both of which help drive a shared understanding and urgency of this work.

“OUR MISSION IS TO LEAVE THIS PLANET BETTER THAN HOW WE FOUND IT.”



Photo courtesy of Community Food Waste Project

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 met with Sarah Curry, founder of Sereia 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.



Grey Clark, Good Miami

SPONSORED CONTENT

Support digital & print editorials for a bigger impact

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.



The 10 Days of Connection (May 1-10) is a collaborative movement that brings together social impact leaders, community organizations, and locals to step out of their comfort zone and join conversations on taboo topics in a safe environment. Produced by Radical Partners and powered by hundreds of leaders, the 10 Days of Connection is an open invitation to everyone to engage in acts of connection. Please visit 10daysofconnection.org for more information.

10
DAYS OF
CONNECTION

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

<p>FULL SPREAD</p> <p>\$2,000</p> <p><i>*50 print copies are included</i></p>	<p>ONE-PAGE</p> <p>\$1,000</p> <p><i>*25 print copies are included</i></p>
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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.

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/>



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.

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:





JOURNALISM FOR IMPACT & ACHIEVING GLOBAL GOALS



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.

SUSTAINABLE DEVELOPMENT GOALS



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

WEBSITE STATS



3,600+
organic
followers



45%
newsletter
avg. open rate

ENGAGEMENT

PRINT MAGAZINE DISTRIBUTION

Free to locals through high-traffic community partner network



BOOKS
&
BOOKS



MIAMI
FREEDOM
PROJECT



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:

- Partner announcement and inclusion Impact.Edition in digital presence: newsletter, website & virtual event platform (logo and description).
- Provide a link in the marketing email to the partner page.
- Community tickets discount & complimentary press passes.



OUR TEAM



YULIA STROKOVA

Founder & Publisher
yulia@imactedition.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

Editor-in-Chief
samantha@imactedition.org

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 BROWN

Social Impact Writer
kacie@imactedition.org

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

OUR BOARD



SCARLETT LANZAS
Founder & CEO
Accountable Impact

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
Founder & CEO
Media for Change

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 CLARK
Founder
Good Miami Project

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.





SUPPORT TODAY

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.

yulia@impactedition.org
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