

# Edition8

## 2023 MEDIA KIT







## MISSION STATEMENT

We are committed to delivering our readers journalism that inspires; educating and uplifting young adults with optimistic and informative content that brings forth a new generation of leaders.

**Motto: “Leading a Lifestyle of Positivity”**

# Editor's Letter

## Edition8 Magazine

"Leading a lifestyle of positivity" [www.Edition-8.com](http://www.Edition-8.com)

Edition8 made its editorial debut in the spring of 2022 and it has been an awesome experience. As founder, creative director, and editor in chief of the brand and magazine, my goal over the past year has been for Edition8 to blossom into a household name, become a trusted source for news that matters, and become a platform that moves people's lives forward.

Edition8 is an investment in our young people, our future leaders, and the communities that they live and thrive in. As a media professional, I recognize that the quality and quantity of the news disseminated through our outlet directly affect the lives and mental statuses of those who consume it. And that is why, as overseer of news and content, each month I am purposeful, intentional and careful to present topics to our audiences that bring awareness to under-reported good news stories. Also, I am equally committed to presenting balanced and valuable solutions to the inevitable challenges that we face as a society.

Edition8 prides itself on being a healthy source that empowers its readers and sparks the public's interest as well as their intellectual curiosities. Our monthly topics include general news, pop culture, education, health, technology, politics, inspiration, and, of course, fun (our brain teasers and puzzles). As we continue to grow, Edition8 will be the number one media outlet that provides responsible storytelling, serves the people, promotes positivity and protects the public's overall well-being.

Join us!

Alaina J. Coats  
Editor in Chief

**Edition8**



## On the Cover

Our cover stories help the Edition8 brand attract a wide range of readers and media enthusiasts across all ages but appeal mostly to our target audiences: Gen Zs and Millennials. We ensure that our followers and subscribers get the news but experience it in a new way consuming media content and stories that provide them with a healthy moral compass for navigating the world. Our Primetime Spotlights are a multicultural representation of our diverse and ever-evolving society.



# Edition8 Ecosystem

**Edition8 is published by its Parent Company Alaco Media**

**It has a Growing Social Media Audience**

- LinkTr.ee
- Twitter
- Instagram
- Spoutible

**Websites - Edition-8.com, Alacomedia.com**

-10 thousand monthly visits

**E-Commerce - Apparel/Accessories**

## DEMOGRAPHICS

### AGE

17-35

**PRINT**

28%

**DIGITAL**

72%

### EDUCATION

High School

55%

Post-secondary

45%

### EMPLOYMENT

Employed

50%

In-School

30%

Unemployed

20%

### MONTHLY READERS

6 thousand print/digital readers

Women

60%

Men

40%





pressfoto/freepik

## **MEDIA CONTACT**

### **For Inquiries regarding:**

- Press
- Reprints
- Advertisements
- Partnerships

Contact us at

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