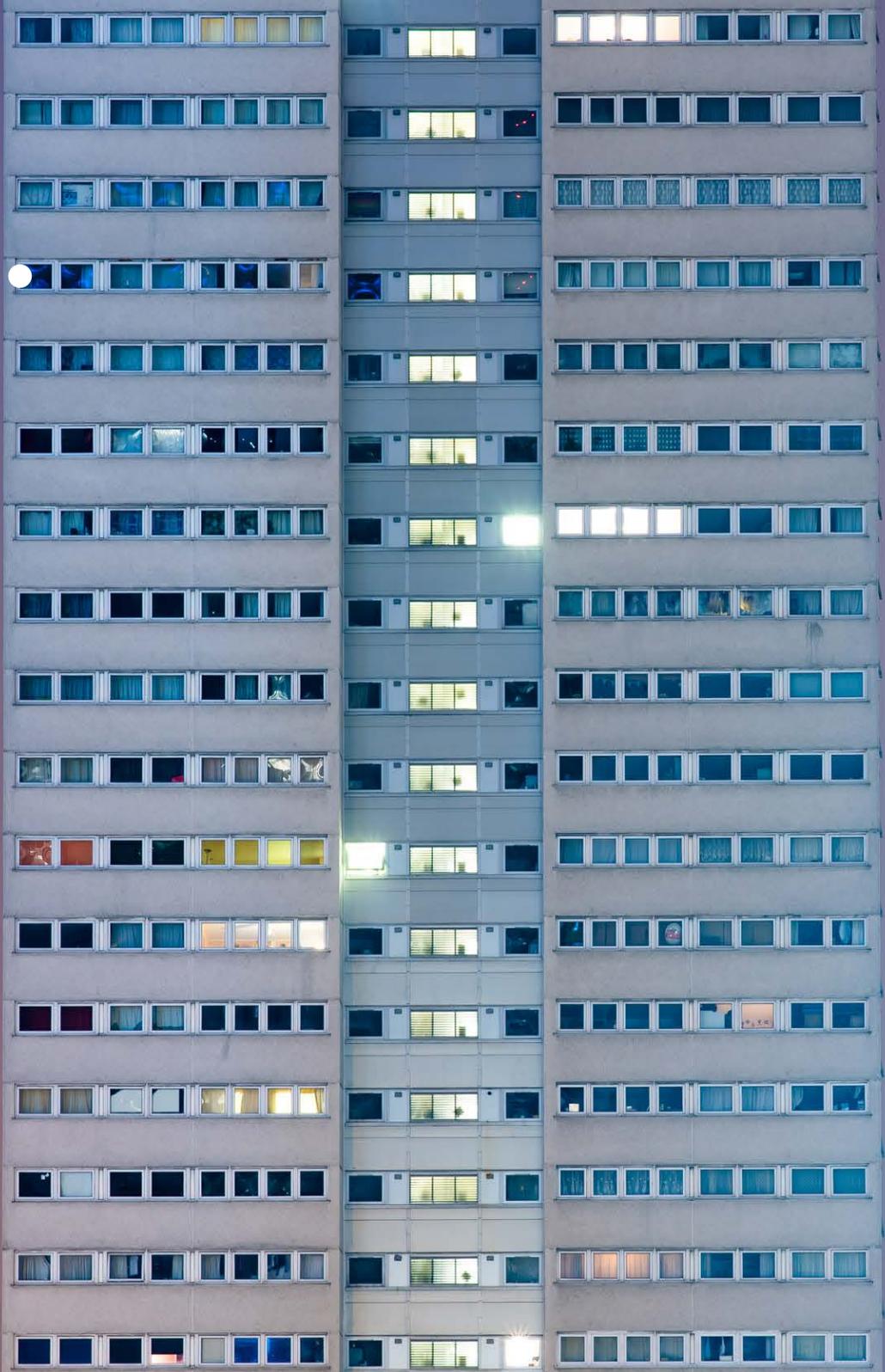


Bab Mag.

Media Kit
Advertising



Birmingham and beyond.
Issue One
Spring 2016

Image :
Tom Bird
www.infinityproject.co.uk

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Why advertise with BabMag?

BabMag is proud to be deeply rooted in the Midlands post-industrial landscape. Our years spent living and working in the city's independent and cultural hotspots have helped us gain insight into how the city operates and thrives.

BabMag is a lifestyle and culture magazine produced by local creatives providing a unique platform to showcase local talent within music, art, fashion and more. Aiming to be the epicentre for cultural happenings in the Midlands and stand as the forerunner in delivering engaging thought provoking content to the region in a collectable format.

It is a quarterly, printed publication with online content distributing to major outlets and independent businesses across the UK. The publication has a print run of 5000 copies on 90gsm (cover: 250gsm) uncoated bond paper. The magazine will sit comfortably alongside the likes of Very Nearly Almost, Trap Magazine, Bonafide and LAW.

BabMag provides affordable advertising with a broad reach, free to pick up from handpicked quality stores in Birmingham, Nottingham, Leicester, Stoke, Wolverhampton, Coventry, Redditch and Stafford. The magazine will also be available to buy on our online store for a small fee, along side collaborative merchandise such as t-shirts, tote bags and artist designed sticker packs.

Our team of editors will be continually delivering fresh content to our online media channel at babmag.co.uk all year round to secure our position as ambassadors of underground culture. This will be further strengthened by collaboratively hosted events with well-established brands within the cities in which we operate.

Contacts

John Bryan
Editor In Chief
Phone: +44 7979 103 905
Email: john.bryan@babmag.co.uk

Callum Barnes
Art Director
Phone: +44 7769 226 028
Email: callum.barnes@babmag.co.uk



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Inside Issue one:

We kick off issue one with a true icon of ours and a pioneer of the culture of which we represent. **Goldie**, a British electronic music artist, disc jockey, visual artist & hero of urban/underground culture. **Goldie** has found himself on the 2016 New Year's honours list for his services to music and young people; he gives us an in-depth interview about his journey so far.

We touch base with **Gent48**, a Mixed media artist, known for his character-based murals set in warped realities. **Gent48** has painted around the globe and is considered as one of the best street artists around having picked up awards in multiple continents.

With back-to-back killer collection releases, Birmingham based **Dark Circle**, are a leading influencer on the street wear scene. Their crafted garments incorporate bold graphics alongside cut n sew designs and have been seen on the likes of Kendrick Lamar, Joey Bada\$\$ and Chance the rapper. Expect collaborative merchandise to launch with issue one.

The Lurkers are a collective of conceptual artists and lifestyle documenters. Creating platforms for content, which focuses on the often over-looked or neglected aspects of our planet through graffiti, photography, exploration, storytelling, fashion, film and animation. We take a moment with them during their travels around the world 'lurking' to talk about their recent projects.

Head honcho at Seven9signs, Birmingham's **Zoot** invites us down to his new creative headquarters, which is a visual haven littered in typography and sign paint. Holding down the traditional art form of signwriting and gold gilding, **Zoot** is keeping alive an old school medium within a contemporary scene.

Also included:

Tom Bird
Chunky
Wear?
Foka Wolf
Kickposters
And More

2016 planned publication dates:

Issue	Season	Artwork deadline	Launch Date
one	Spring	1st February	1st March
two	Summer	1st May	1st June
three	Autumn	1st August	1st September
four	Winter	1st November	1st December

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