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Graveyard Girls

It all began in 2000 with a local video webzine for local bands called Box-13. I was brand new to publishing on any level, fairly green to photography, and an absolute novice to any type of video production. All I wanted to do was work with the music industry on some level.

I thought it would be a lot of fun, so I jumped in head first.

By mid 2001 the webzine had already released 2 home videos, we were well on the way to converting over to DVD releases, and the idea of Graveyard Girls was born of my interest in photography.

In the Spring of 2001 I was approached by my friend Kia about shooting some photos of her to use as cover art for her music. I wasn't sure what I would get in the shots, but agreed to do it anyway. The set was shot on my old Canon T5 series 35mm camera on some nice gritty Kodak B&W film.

We spent about 2 hours out in a cemetery in Spartanburg SC and shot about 75 pictures total. After we got them back from 1 hour processing, she was impressed with what I shot. I returned home and put the camera back on the shelf, and that is where it stayed for another year.

Kia on the other hand began showing the photos to her friends.

As the photos circulated, more requests were coming in from women in my area interested in similar photos. I wasn't really prepared to shoot anything else at the time, so nothing else came of it.



By mid 2002 I was thinking about what I could do to add more to the site. My thoughts immediately went back to the photos I shot of Kia. One of her photos from that set was printed up on fliers which read "Who wants to be a Graveyard Girl?"

That was 7 years and over 30 thousand clicks of the shutter ago. I never thought so many people would care, but all great things must come to an end.

In January 2009 we announced the end days of Graveyardgirls.net.

Now we are proud to present to you all the things to come.

January 2010 brings a new horizon. Graveyard Girls is going to print.

Shaye Foster - 4-14-2009

Goals of Publication

Music, alternative art, and independent modeling are our primary focus. This formula has always served us well as an online publication, and we expect it will continue to serve us well in print as a quarterly publication.

January 2010 is the planned launch date for the new venture. Current plans are to print and distribute 5 thousand copies, for free to the masses. As this venture grows sponsorships, print runs will be increased from 5 thousand to 10 or even 15 thousand per issue.

Each issue will feature no less than 3 models, plus articles on events, music, and lifestyle.

Target Marketing

There are tons of free magazines out there, most of which end up going to be recycled, or end up discarded as garbage. The reason for this travesty is poor placement and over saturation of the product.

An average gas station or a diner out on some random country road are just not options to us. We want this magazine to be seen, read, and considered a treasure with each issue.

Our plans are for a 10 thousand unit printed distribution, all targeted at music stores, night clubs, tattoo and piercing studios, and other locations that cater to the rock and roll, tattoo, alt modeling lifestyle.

If that's not enough, there are also our own events. Each one is an opportunity to hand a copy to each individual that enters the show.

For those outside of our free distribution range, there's also the option of an expanded purchased edition, to be made available as both digital download and printed versions.

It will be available literally everywhere.

Advertising

This is the point where we are doing the unthinkable. It's prime real estate folks.

Every free magazine publication out there, as well as some paid publications, make selling ads the main priority. Obviously it is needed to pay the bills, but in many cases over saturation of ads turn the publication into nothing but garbage. Our focus is the content.

Graveyardgirls.net has always remained free of clutter, and our magazine will follow the same rules. Advertising will be extremely limited spaces, and we will not just randomly add pages just to sell more spaces.

Package Options

All are subject to availability of spaces.

The basic space costs:

Quarter page	Half page	Full page standard	Full page high profile
\$300.00	\$600.00	\$1,000.00	\$1,000.00 (1 year required)

Haunt Season Special (October oversized issue) –

Full page and half page options are both available, however there will only be 4 total pages of advertising added to this special issue.

Full Page High Profile – 1 year

Placements include back outer cover, inside back cover, and inside front cover. A 1 year contract is required for these placements, with prepayment for the 1 year term. This package includes free vending space at our 4 issue release parties planned for 2010.

Total cost, \$4,000.00.

Full Page Standard – 1 year

All placements for this option will fall within the interior of the magazine, immediately preceding photosets of our Graveyard Girls and feature articles. This package includes free vending space at our 4 issue release parties planned for 2010.

As an added bonus, a 1 year term qualifies for a 10% discount, for a total cost of \$3,600.00.

Half page – 1 year

All placements for this option will fall within the interior of the magazine among articles. This package includes free vending space at our 4 issue release parties planned for 2010.

As an added bonus, a 1 year term qualifies for a 10% discount, for a total cost of \$2,160.00.

Quarter page – 1 year

All placements for this option will fall within the interior of the magazine among articles. 1 year term \$1,200.00.

Payment plans – 1 year

Payment plans are available with a 1 year contract on all advertising options. 10% 1 year contract discount for half page and full page ads is not included with payment plans, and a 5% financing fee is added. For high profile full page and quarter page, add 15% financing fee. Due dates are 2 months before scheduled publication. (i.e. January 2010 publication would be due before November 1, 2009.)

Individual issue advertising –

Spaces may be available. Contact admin@graveyardgirls.net for information.

Volume 1, (4 issues, quarterly distribution)

Issue 1 - Projected Release January 2010

Content / Ad art deadline Dec 1 2009

Issue 2 - Projected Release April 2010

Content / Ad art deadline March 1 2010

Issue 3 - Projected Release July 2010

Content / Ad art deadline June 1 2010

Issue 4 - Projected Release October 2010

Content / Ad art deadline Sept 1 2010

