

2018



# MISSION STATEMENT

At Existence+ we're here to help you cultivate, reveal, and live the best version of you! Our site is designed to offer you guidance on building and rebuilding yourself. By sharing and discussing what countless others have done to ensure promising opportunities, you will find yourself in a positive position ready to seize the day. "carpe diem!" By allowing us to show you what others have accomplished and achieved with their new found lease on living, you too will reap the benefits that life has to offer.

Existence+ gives you a new lease on thinking so that you can live and enjoy your life. With continual growth, you will find yourself in a continuous path of progression which leads to personal success! We will showcase members of the community who shine above the rest, and help lead you down the same paths. We have found that learning from positive influences can only yield positive results. Don't forget - We are molded by the influences of our environments. This is the Ex+ Project, better known as Existence Plus. We look for positive atmospheres and help grow them in our community by helping you be the best version of you! We help build your productivity with safety, happiness, health, art and wealth. We look forward to joining you on your journey to the best you!



# EDITORIAL



## PROJECT

EFFECTING AND CONTRIBUTING TO THE COMMUNITY. WE DONT JUST PUBLISH TO OUR COMMUNITY WE ALSO MAKE IT A POINT TO BE APART OF IT.



## OUR COMMUNITY

ALL TYPES OF ART HELPS INFLUENCE OUR COMMUNITY. BEING FIRST WITH NEW TRENDS, EVENTS, NEW IDEAS AND ART FORMS AND MUSIC.



## FEATURES

EDITORIAL SHOTS BY COMMUNITY PHOTOGRAPHERS EXPLORE AND PUBLISH ART, LIFE, AND TRENDS TELLING STORIES BEHIND THE COMMUNITIES.

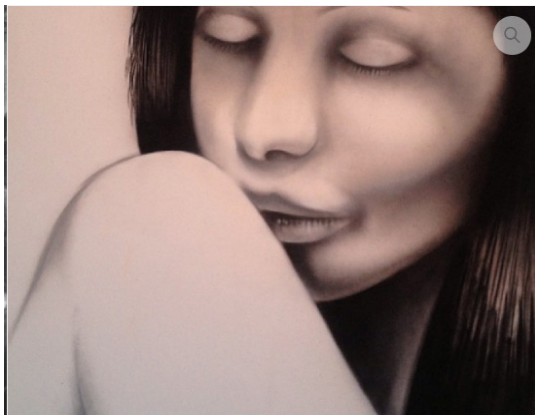
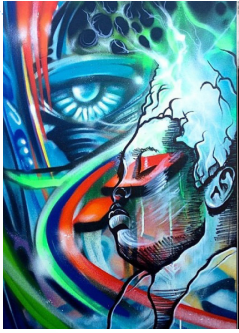


## SCENE

COVERING STORIES ON ART EVENTS, SPORTS, MUSIC AND BUISNESS. GIVING UNDERSTANDING ON WHAT MAKES THE COMMUNITY.



# CREATIVE APPAREL & ART

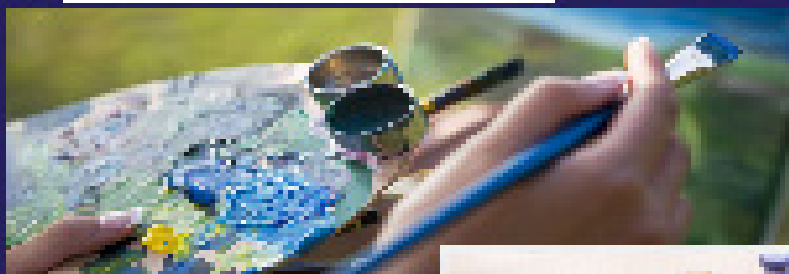




# EDITORIAL CALENDAR



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE
JUNE/JULY SO YOU THINK YOU CAN DANCE MEGZ ALFONSO	4/01/17	4/08/17	
OCT/NOV THE LIVING GALLERY JASON AKERMAN	7/9/17	7/18/17	8/20/17
NOV / DEC THE APPRENTICE	8/9/17	8/20/17	8/21/17





# WHO'S ADVERTISING

**TIME WARP**

TATTOO REMOVAL CENTER  
**CLEAN SLATE**  
LASER



Riebe's Artist  
Materials Inc.

**Inked**  
CULTURE. STYLE. ART.



THE UGLIEST DISEASE HIDES  
**MICHAEL'S**  
**HOPE**  
IN THE MOST BEAUTIFUL PEOPLE

**UNITED INK**

**CHAMBER OF HORRORS NY**



**NAPPER TANDY'S**  
631-360-0606  
15 EAST MAIN STREET SMITHTOWN NY



**STRAIGHT**  
**OUTTA**  
**TIKIHOOKAH**



**CHA**  
Cannabis and Hemp Association  
Cannabis Tattoos: A Cross Section of Cultures  
By Scott Giannotti

# ADVERTISING SPECIFICATIONS

**BINDING METHOD**  
STAPLE SADDLE STITCH

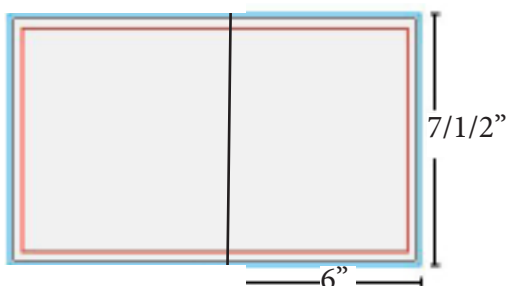
**PAGE WITH NECESSARY BLEED**  
6 X 7 1/2

**FINAL PAGE SIZE (TRIM)**  
7 7/8" X 11 1/8"

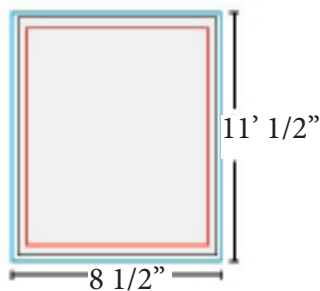
**BLEED SIZE**  
1/8" ACCORDING TO CUT

**SPREAD WITH BLEED**  
6" X 7 1/2 1/2"

**LIVE AREA**



**FULL PAGE**  
PAGE BLEED 8 1/2" X 11 1/2"  
**LIVE AREA** 1/2 IN FROM TRIM  
FINAL TRIM 7 1/2" X 10 1/2"



**1/2 PAGE HORIZONTAL**

**LIVE AREA**  
3/8" IN FROM TRIM & GUTTER

**BLEED**  
8 3/4" X 5 1/2"

**NON-BLEED**  
7 7/8" X 5 3/8"

**1/2 PAGE VERTICAL**

LIVE AREA 3/8" IN FROM TRIM & GUTTER

BLEED 3 1/2" X 11 1/2"

NON BLEED 3 1/2" X 10 7/8"

**1/4 PAGE**

NON BLEED 3 1/2" X 5"

**1/3 PAGE VERTICAL**

LIVE AREA 3/8" IN FROM TRIM & GUTTER

BLEED 2 3/4" X 11 1/8"

**GATEFOLD**

FC & IFC 7 5/8"

OSG & ISG 7 7/8"

ROB: IMAGE 7 3/8" WITH 1/2" WHITE

BORDER ON FAR RIGHT- HAND SIDE, MAKING TOTAL PAGE DIMENSIONS 7 7/8"

**PLEASE PROVIDE FILES IN FOLLOWING SETUP**

OSG : SINGLE PAGE (7 3/8")

ISG & IFC SPREAD (16")

ROB : SINGLE PAGE (7 7/8")

**ACCEPTABLE FORMATS**

HIGH-RESOLUTION PDF AT 100%

PHOTOSHOP TIFF

ILLUSTRATOR EPS

300 DPI RESOLUTION



# ~~CIRCULATION AND DEMOGRAPHIC~~



## ~~BREAK DOWN~~

DIGITAL DOWNLOADS : 10,000  
READERS PER COPY: 3

TANGIBLE COPIES: 14,000  
READERS PER COPY: 5  
TOTAL READERSHIP:

## ~~COMMUNITY READERS~~

FASHION INFLUENCED  
CULTURE TRENDSETTERS  
EARLY ADOPTERS  
ENTREPRENEURS  
FESTIVAL AND EXPO  
MUSICIANS  
WRITERS  
HEALTH AND WELLNESS  
ENVIROMENTALISTS  
CHILD EDUCATORS  
ART CONNOISSEUR

## ~~MALE~~

50%

## ~~FEMALE~~

50%

## ~~AGE BREAKDOWN~~

18-24 9.4%  
25-34 39.0%  
35-44 34.7%  
45+ 16.9%  
MEDIAN AGE 28.4%

## ~~ATTENDED COLLEGE OR MORE~~

84.8%

## ~~MEAN INCOME~~

\$55,000





# ADVERTISEMENT

20%  
WEB



5% BEVERAGE



10%  
DESIGNER

15% ART



10%  
ENTERTAINMENT



5% APPAREL

20% DISTRO



TELEMARKETING

5%



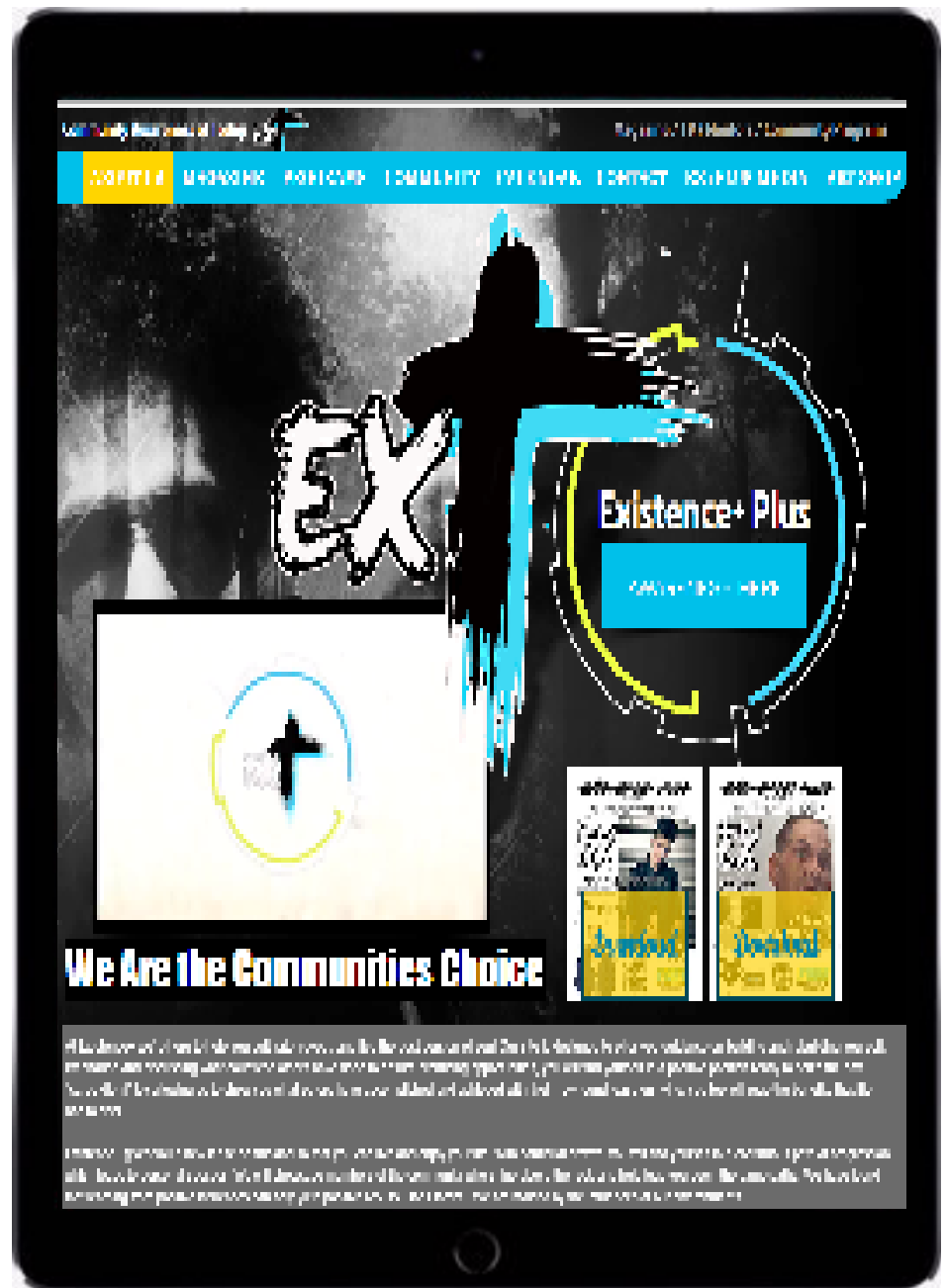




-EXISTENCEPLUS.COM(EX-PLUS)  
IS ALWAYS CONNECTED

-RESPONSIVE DESIGN RENDERING

-ADVERTISERS CONTENT AMAZINGLY ON SMART PHONE, TABLET, AND DESKTOP





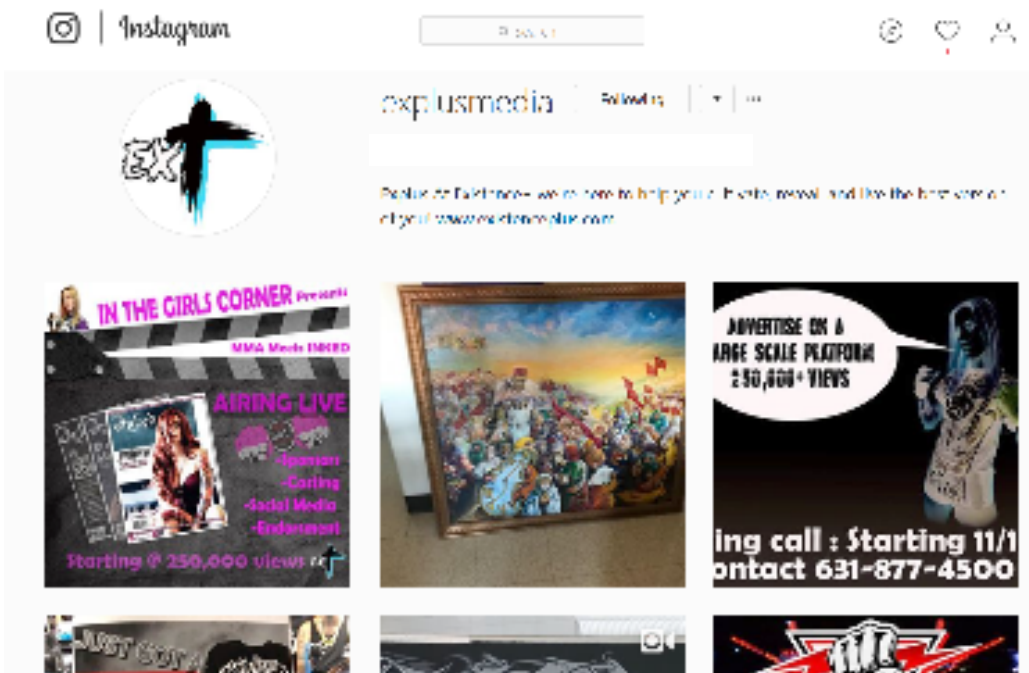
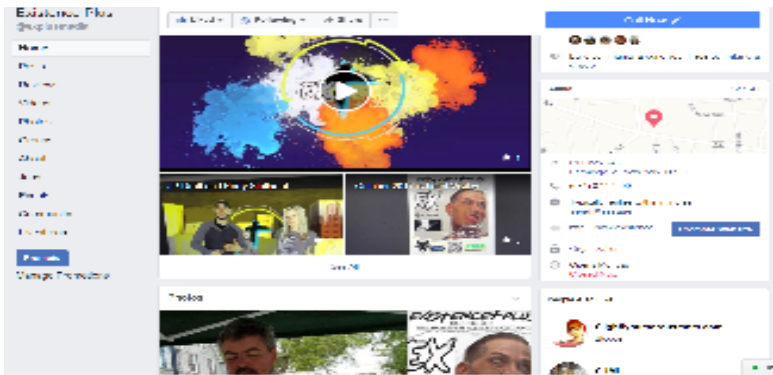
EXPLUS : ALWAYS ON. ALWAYS CONNECTED. EXPLUS SURPRISES INFORMS AND ENTERTAINS ITS FANS WITH A CONSISTENT ENGAGEMENT MOBILY THROUGH DIGITAL AND TANGABLE FORMATS. I

FANS INGAKE IN THE MOBILE FIRST. GIVING THEM A FULLY INTERACTIVE EXPERIENCE WHERE THEY CAN LIKE COMMENT AND SHARE ALL OUR MEDIA FOR ALL TO SEE.

OUR COMMUNITY FANBASE HAS IT OWN NETWORK WITH A LARGE LOYAL

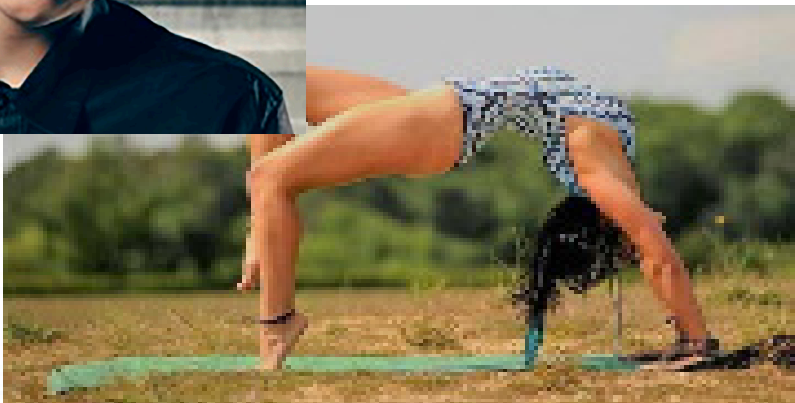
AUDIENCE. EVERY DAY WE ESTABLISH ON GOING BUZZES FOR PRODUCT PLACEMENT WITH OUR ADVERTISING AND BRANDING

WE OFFER PROGRAMS THAT WILL MAKE YOU THE TALK OF THE COMMUNITY





# EXPLUS INFLUENCERS



ALONG WITH OUR OWN FANS , EXPLUS CAN GIVE YOU ACCESS TO THE FOLLOWING OF CELEBRITIES AND INFLUENCERS WITH IN OUR COMMUNITY. NAVIGATING THE WORLD OF CELEBRITY ENDORSMENT WITH IN MUSIC, SPORTS, FASHON, HEALTH AND WELLNESS. THROUGH OUR RELATIONSHIPS WE CAN UTILIZE THESE INFLUENCERS TO HELP MARKET PRODUCTS, CAMPAIGNS AND EVENTS. WE CAN TAILOR OUR LIST OF CONTACTS TOYOUR SPECIFIC NEED, SEAMLESSLY, PROVIDING- WITH OPTIONSO F PERSONALITIES THAT FIT THE ETHOS OF YOUR BRAND MESSAGE. THROUGH OUR INFLUENCERS NETWORK WE HAVE BEEN ABLE TO AMPLIFY OUR ALREADY ROBUST MEDIA FOOTPRINT.