



Digital & Printed

VANISH

INTERNATIONAL MAGIC MAGAZINE

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Audience Profile for Advertisers – Vanish Magic Magazine

Overview:

Vanish Magic Magazine is a premier digital and print publication catering to the global magic community. It is the world's #1 Magic Magazine in the world and its readership includes a diverse range of professionals, enthusiasts, and industry creators who engage deeply with magic as an art form, business, and hobby. The magazine covers everything from performance techniques and industry trends to exclusive interviews and product reviews, making it an essential resource for anyone involved in the magic world. Now in multiple languages including Chinese, French, German, Spanish and Japanese.

Primary Audience Segments:

1. Professional Magicians (40%)

Working magicians performing in various settings: stage shows, cruise ships, corporate events, and private parties.

Highly engaged in purchasing magic props, stage equipment, books, and instructional materials.

Interest in magic-related services such as video production, marketing tools, and coaching.

2. Magic Enthusiasts & Hobbyists (35%)

Amateur magicians passionate about learning new tricks and improving their skills.

Regular buyers of magic downloads, card decks, gimmicks, and instructional materials.

Attend magic conventions, lectures, and online magic communities.

3. Magic Retailers & Dealers (10%)

Owners and employees of magic shops (both online and brick-and-mortar).

Constantly searching for new products to stock and promote.

Interested in wholesale opportunities and industry networking.

4. Magic Industry Insiders & Producers (10%)

Individuals involved in creating, publishing, or distributing magic products.

Includes magic inventors, manufacturers, and business owners in the entertainment sector.

Looking for advertising and branding opportunities within the industry.

5. Event Organizers & Talent Buyers (5%)

Bookers for casinos, cruise ships, theaters, corporate events, and festivals.

Seeking new talent and innovative performances.

Interested in magician portfolios, booking services, and networking events.

Key Audience Demographics:

Age Range: 18-65, with the majority between 25-55.

Gender: Predominantly male (70%), but growing female readership.

Global Reach: Readers from North America, Europe, Australia, and Asia. BIG NEWS: Now in multiple languages.

Engagement: High engagement through digital downloads, social media interactions, and industry events.

Why Advertise in Vanish Magic Magazine?

Targeted Reach: Direct access to an audience that is passionate about magic and consistently invests in magic-related products and services.

Industry Authority: The magazine is a trusted voice in the magic community, making it an ideal platform for promoting products and services.

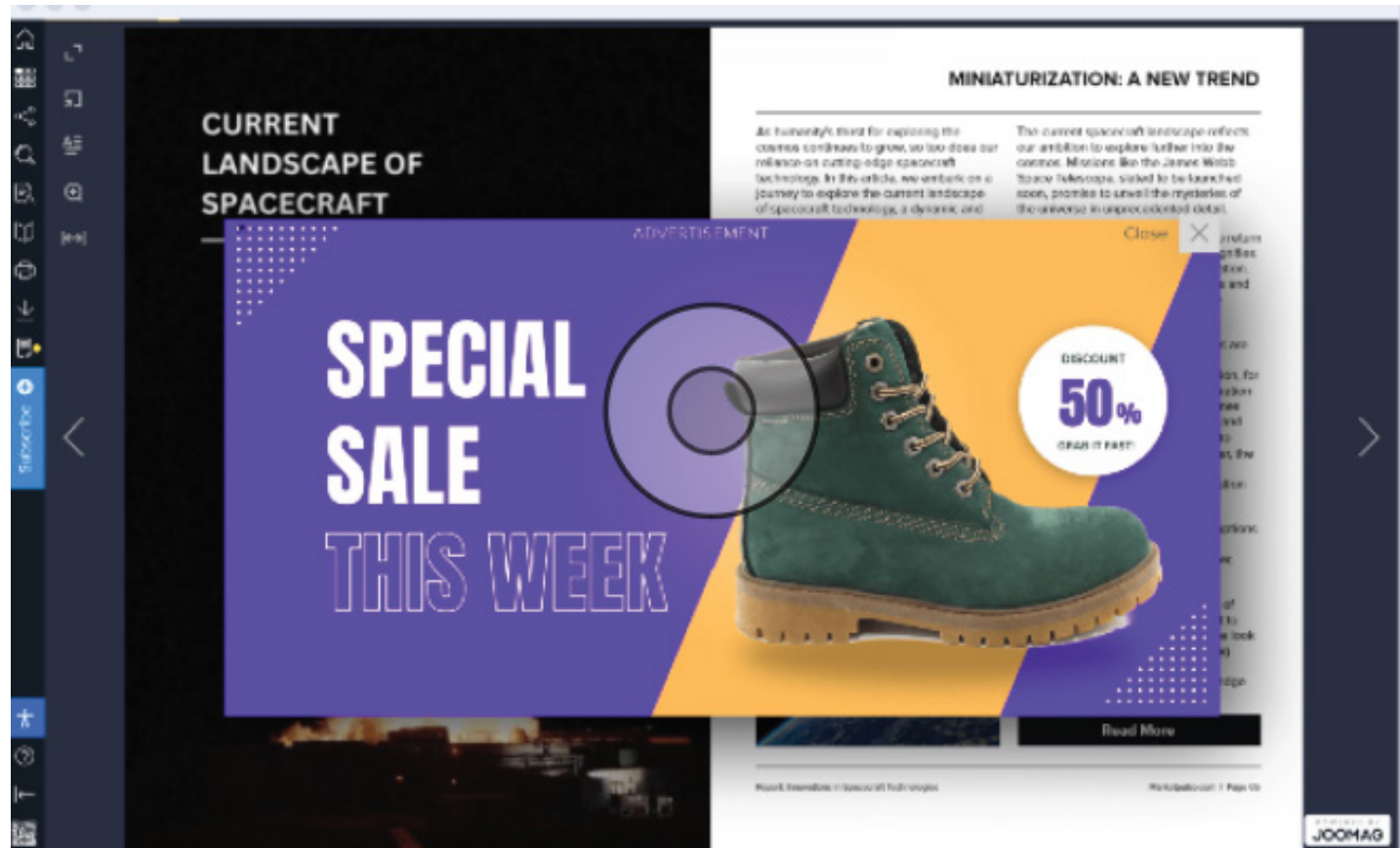
Digital & Print Distribution: Available globally, ensuring wide exposure.

High Engagement: Readers actively seek new tricks, tools, and industry news, increasing the likelihood of conversion.

Podcast and Audio magazine: Vanish is now audio based and we have a podcast giving advertisers the chance to sponsor and have their company mentioned on here.

By advertising in *Vanish Magic Magazine*, brands can connect with a niche but highly active market that is constantly investing in magic-related products, education, and services.





AUTO POP-UP ADVERTS



Increased Ad Visibility

Maximize the impact of your ads by displaying interstitials at peak moments of reader engagement, ensuring they capture attention and drive higher ROI.



Interstitial Ads

Automatically trigger interstitial ads at natural breaks in your digital magazines, ensuring maximum exposure without disrupting the reading experience. Perfect for advertisers looking to engage readers at peak moments, driving higher CPM and CTR.

This is a **NEW** feature in *Vanish Magic Magazine* that we have pioneered for the digital magazine. This will be placed up front of the magazine so anybody who opens the free first 8-sample pages will get access to this pop-up advert.

Advertise a special deal, have a call to action button - the best way to get somebody to get to your website.

This is very limited and once the spots are taken for the year we will release no more for the current year.

LIMITED AVAILABILITY



Ad Display Networks (Sticky Adverts)



Embed targeted ads directly into your content, providing advertisers with prime visibility while offering a non-intrusive user experience. Leverage third-party tools like Google AdSense and Media.net to serve relevant ads, helping you generate more revenue while maintaining content flow.

SPEC SHEET

OPTION ONE:

FULL PAGE ADVERTISING IN VANISH.

(Prices are in US dollars)

\$160/ad for 12 months advertising - total = \$1920

\$170/ad – 6 months advertising - total = \$1020

\$190/ad – 3-month advertising - \$570

\$210/ad – per issue (a one-off advert)

All adverts are due in by the 25th of each month. If you would like the December edition, then have the advert in to us by 25th November. Email them to editor@vanishmagazine.com

SIZES

FULL PAGE - 8.5" x 11" or 22x28 cm

If you have ANY questions, please write to me at editor@vanishmagazine.com or my personal email at paulromhany@gmail.com

Other sizes please contact direct to editor@vanishmagazine.com

PAYMENT

Pay via PayPal at paul@chaplinmagic.com

OPTION 2: - Limited Availability

AUTO POP UP ADVERTS

Pop-up Advert - \$150

Minimum purchase of three months worth of pop-up adverts.

OPTION 3:

STICKY ADVERTS

Available on a year contract only - \$2400 for a year contract one banner per magazine that will split with two other banners throughout the magazine. If interested in being sole banner please reach out ASAP to see if any space available.

NOTE: If you are interested in a mixture of ALL three packages please reach out to me to get a special price.