



# ABOUT US

**Beyond the Stroke** is the groundbreaking art culture, lifestyle and design magazine. With its motivating message, intimate artist-to-artist tone, inspiring and engaging editorial lineup and diverse designs. **Beyond the Stroke** is the new and refreshed definitive voice of today's dynamic artist. Being that avenue of exposure and appreciation of the arts to give our readers a behind the scenes look at the artist behind the work.

## MISSION

We will embrace putting an end to the incline of the artistic depression through Motivation, Inspiration and Employment of artists in the art community through a diversity of media daily.

## VISION

To spread art of rising artist of all art forms through showcasing.

## VALUE

Aspire. Reach. Teach. Showcase.

Aspire artists to express their artistic freedom.

Reach artists beyond the traditional artistic expression.

Teach artists to diversify and expand their artistic horizon.

Showcase artists who have tapped into their artistic inspiration.

## THE FOUNDERS

Just as two forces of energy come together, Artavius Veasey and Devin Woodfork clashed and created an 'art bang' as a duo destined to collaborate. With these two having extensive artistic backgrounds through classes, training, projects and work experience, the creative spirits feed off each other to think outside of the box and outside of their personal gain. Having experienced and witnessed the artistic rises and falls, the duo wanted to bring art to life and through a 48 hour process brainstormed and branded the, Beyond the Stroke Magazine.

What started out, as an idea for a newsletter for business became a passion driven idea to create a magazine that would highlight the artists of the arts communities. Great, raw talent has been going unnoticed and it is not because the artists are not trying but the communities are not paying attention. The goal of Beyond the Stroke is to make the people PAY ATTENTION! The arts

community has a huge influence on everything we see and do in the modern world. Beyond the Stroke will take readers through a journey behind artistic freedom. It is not one that is always easy, but the journey to artistic freedom is a destination worth the sacrifices, obstacles and criticism.

Artavius, a graduate of Memphis College of Art with a focus in Graphic Design, brings a visual art point of view to the table that brings the magazine's mission and vision to life with a for-print ready magazine layout. Devin, a student at Full Sail University with a focus in Web Design & Development, brings a visual art and web development point of view to the table that brings the magazine's mission and vision to life with an informative website. With Memphis College of Art and Full Sail University being two of the top schools in the media and design arts, they have obtained the best training possible to prepare them for producing quality

material that is sure to be artistically stimulating.

Artavius and Devin look for the artists to find artistic freedom while the reader's gain solace as they experience the artists' works. Join the journey behind artistic freedom with Beyond the Stroke Magazine. Aspire. Reach. Teach. Showcase.

## GIVING BACK





## OUR SPONSORS

## TESTIMONIALS



"Artavius and Devin have become true inspirations and trailblazers (if not already) for the art community. we've never seen anyone as motivated, passionate and most importantly, having fun doing what they do as these two. The Beyond the Stroke Magazine will be a HUGE SUCCESS! This is definately something the art community needs and I'm sure they're going to make all of us proud. Keep up the great work!"

"As a magazine starting in our own state of Tennessee, Beyond the Stroke Magazine's groundbreaking ideas for celebriting the arts are phenominal. It is another avenue for black female artists to be showcased for their unique art. We look forward to seeing its growth!"





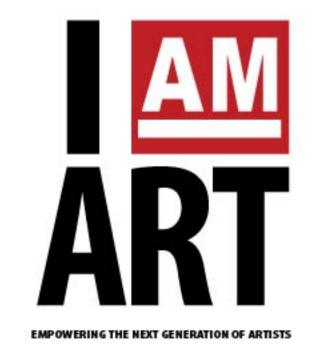
"At Making A Change, Inc. we aid youths in the development of their art. Beyond the Stroke Magazine is the perfect project to not only inspire the youths but motivate them to use their art for greater and beyond!"

"Devin and Artavius have true artistic talents and we commend them in being trailblazers for the art community. The arts are so inspirational and unique. We look forward to seeing the different artists showcased! Keep up the great work!"





"Beyond the Stroke is a publication that I would recommend for any reader of any age. With introduction, there seems to always be something that you can enjoy out the magazine that gives dignity, beauty, and renowned wonder to whomever explores the pages of this creative odyssey. In the Greater Memphis area, the dearth of artistic recognition, appreciation, and support in our everyday lives is countered with this movement to give breath to a now faint artistic market. Nevertheless, Beyond the Stroke, gives the Memphis area at large the opportunity to see the world through the lens of artistic realization."

























## READER'S PROFILE

## DID YOU KNOW?

### The arts are an economic force in the United States:

95,000 nonprofit art organizations and 8,000 more arts businesses, 2.1 million artists active in the workforce, plus \$153 billion in consumer spending.

#### Arts attendance remains fluid:

In 2011, 33 percent of the adult population attended a live performing arts event, up from 32 percent in 2010-notable as this is only the second increase since 2003 (when 40 percent attended a live performing arts event). Art museum attendance held steady with 13 percent of the population attending at least once (down from 15.5 percent in 2003).

### Arts employment remained strong:

A variety of labor market indicators show relatively steady levels of arts-related employment, especially when compared to labor market difficulties facing all sectors of the economy.

- There was an increase of 8 percent in the number of working artists from 1996 to 2011 (1.99 to 2.15 million). Artists have remained a steady 1.5 percent of the total civilian workforce.
- The self-employed "artists-entrepreneur" active as poet. painter, musician, dancer, actor, and other artistic disciplines has grown in number 10 out 11 years between 2000 and 2011 (509,000 to 730,000).

Total charitable giving and overall employment help explain the health of the arts sector. For the 10-year period between 2002 and 2011, two economic forces were bellwethers for the arts over the long term (1) total private giving to all charities, and (2) the total number of workers in all occupations. People who are working, and those who are more confident in their job prospects, have more discretionary income to engage in the arts both personally as consumers and as donors. Thus, the increases in employment and in all overall levels of charitable giving in 2012 and 2013 are promising signs for the arts.



# FOLLOW US ON SOCIAL MEDIA!

@Beyond The Stroke









Source: National Arts Index 2013, Americans for the Arts, 2013.

# PUBLICATION SCHEDULE & CONTENT

## CALENDAR

-Schedule and Content subject to change

| Issue     | Themes                                 | Space Reservation Deadline | Ad / Content<br>Deadline | On<br>Stands |
|-----------|--|----------------------------|--------------------------|--------------|
| 2016      |  |                            |                          |              |
| NOVIDEC   | A.R.T.istic Depression: Inclining?     | Sept. 25                   | Sept. 30                 | N/A          |
| 2017      |  |                            |                          |              |
| JAN   FEB | The A.R.T. of Storytelling & Symbolism | Nov. 25                    | Nov. 30                  | N/A          |
| MARIAPR   | A.R.T. in the Sun                      | Jan. 25                    | Jan. 30                  | N/A          |
| MAY JUN   | **Beyond Finger A.R.T. (Kids Issue)    | Mar. 25                    | Mar. 30                  | May 5        |
| JUL   AUG | **A.R.T. Portfolio?                    | May 25                     | May 30                   | Jul. 5       |
| SEPT OCT  | A.R.T. Boost!                          | Jul. 25                    | Jul. 30                  | Sept. 5      |
| NOV DEC   | The A.R.T. of Giving                   | Sept. 25                   | Sept. 30                 | Nov. 5       |
| 2018      |  |                            |                          |              |
| JAN   FEB | Happy A.R.T. Year                      | Nov. 25                    | Nov. 30                  | Jan. 5       |

\*\*Annual Issues

## IN EVERY ISSUE

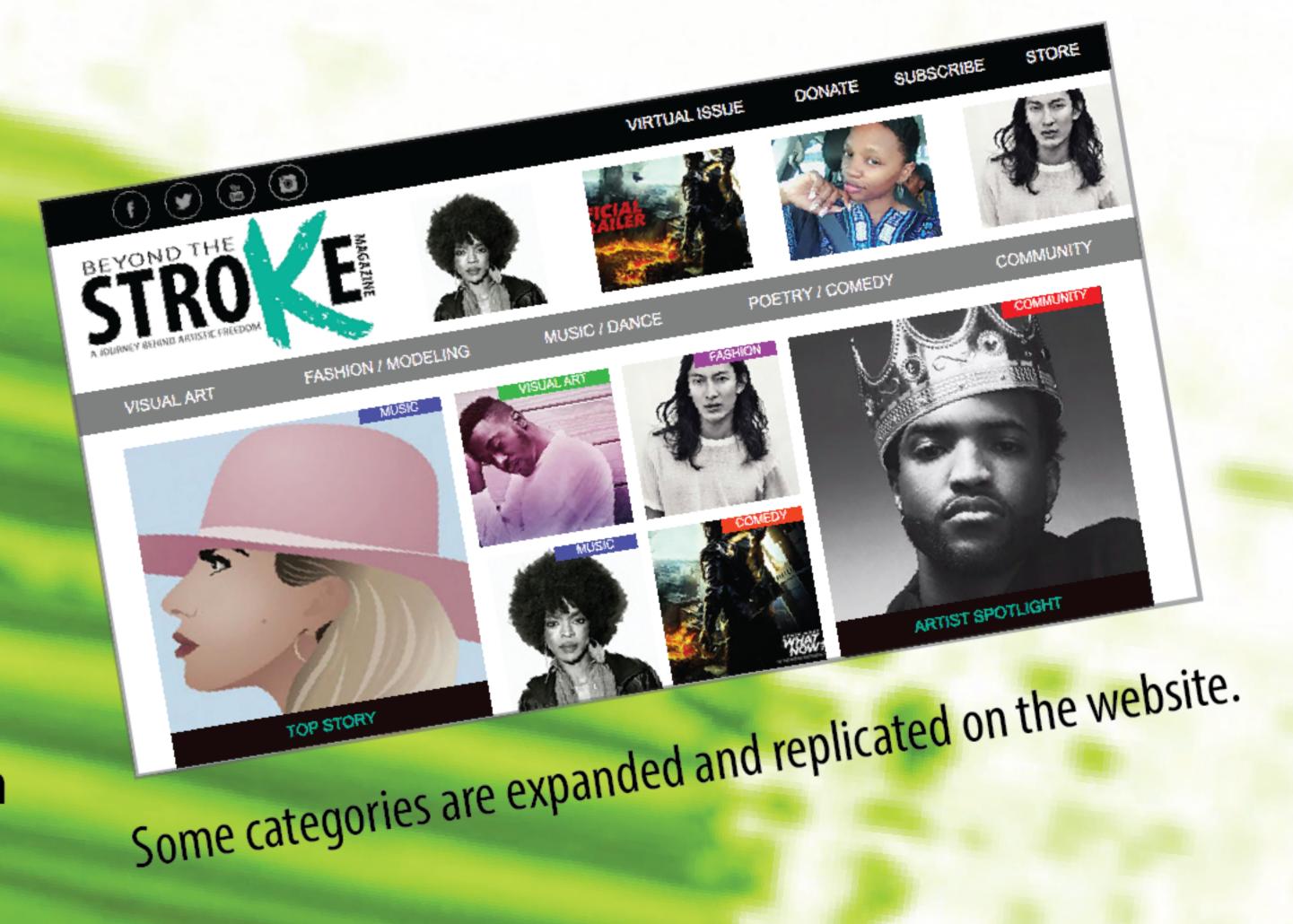
## Monthly Featured Categories:

Visual Arts | Perfoming Arts | Fashion | Community | Artist Spotlight

Art Talks | Kids Corner | Words of Artistry | Artistic Time Travel | Starving Artist

## **Monthly Featured Content:**

Artists Interviews | Traditional & Non-Traditional Art | Up & Coming artists to watch Art History | Inspirational Quotes | Children Artwork | Employment Oppertunities



# SIZING, PRICE PACKAGES & AD SPECIFICATION

SIZING

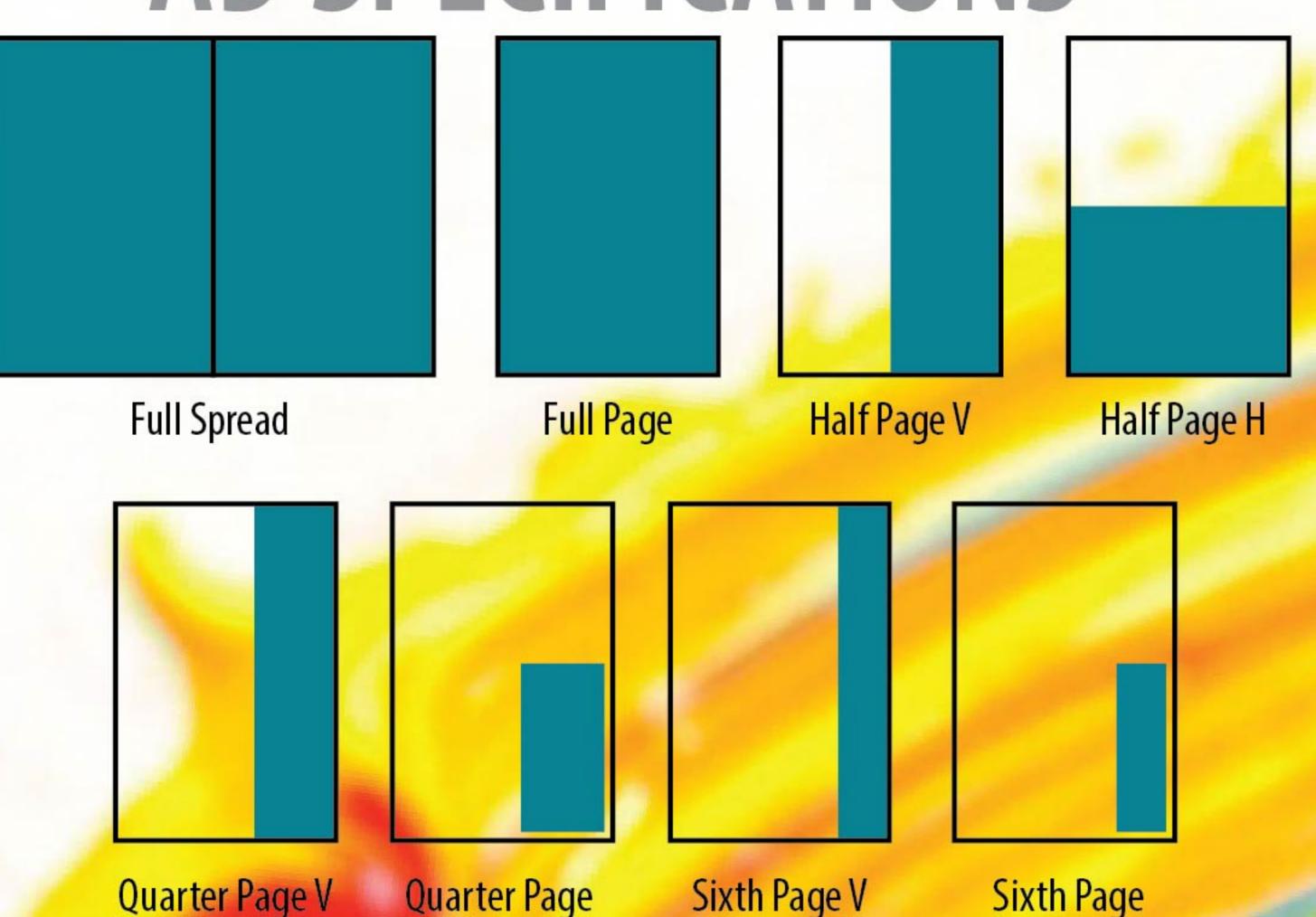
## PRICE PACKAGES

| Ad                          | Width   | Height | 1 Issue | 3 Issues | 6 Issues |
|-----------------------------|---------|--------|---------|----------|----------|
| *Full Page                  | 8.75"   | 11.25" | \$1,000 | \$850    | \$700    |
| *Half Page<br>(Vertical)    | 4.125"  | 10.75" | \$525   | \$425    | \$350    |
| *Half Page<br>(Horizintal)  | 10.75"  | 4.125" | \$525   | \$425    | \$350    |
| *Quarter Page<br>(Vertical) | 3.875"  | 11.25″ | \$260   | \$213    | \$175    |
| Quarter Page                | 3.875"  | 5.125" | \$220   | \$173    | \$135    |
| *SixthPage<br>(Vertical)    | 2.5417" | 11.25" | \$170   | \$142    | \$117    |
| SixthPage                   | 2.5417" | 5.125" | \$130   | \$104    | \$77     |
| *Full Spread                | 8.75"   | 22.50" | \$1,825 | \$1,525  | \$1,225  |
| *Inside Front<br>Cover      | 8.75"   | 11.25" | \$2,000 | \$1,700  | \$1,400  |
| *Inside Back<br>Cover       | 8.75"   | 11.25" | \$2,000 | \$1,700  | \$1,400  |
| Website                     | 270px   | 210px  | \$210   | \$85     | \$70     |

<sup>\*</sup>MUST bleed

DISCOUNT FOR NON-PROFIT ORGANIZATIONS!

## AD SPECIFICATIONS



All pages are full color: page trim size: 8.5" x 11"; saddle stitched; 60-lb. self-cover gloss stock.

Ads/Content: We reserve the right to edit or reject material which may be deemed unsuitable for our publication including the design of customer/agency provided ads. Ads should be simple with strong graphics and a limited amount of copy. Camera-ready ads that do not conform to this style will be returned to the customer/agency for correction. The publisher has the sole discretion to reject ads based on quality of design, size-related issues, and suitability for this publication.

**Ad Design:** We are happy to provide this service. Clients must approve all text, logos and/or photography to be used in the ad that we create. Ads created by Beyond the Stroke Magazine will add a \$55 dollar fee to your total order.

**Digital Ad Specs:** All provided ads must be a pdf, jpeg, or eps and at least 300ppi with all fonts are embedded or outlined to prevent font problems (we cannot accept .indd, .qrk, .pub, .doc, etc). Please build-in the appropriate bleed (required for full and half page ads). Do not add crop marks, bleed marks, color bars, or any other page marks to your document.

Make Good Policy Errors in ads must be reported within 2 weeks of publication. At that time, any errors on the part of Focus Magazine will be considered for a make-good by the publisher. Beyond the Stroke Magazine is not responsible for errors overlooked by advertisers after an ad has been approved.

## Contacts

Content: Info@BeyondTheStroke.com

Ads: Info@BeyondTheStroke.com

## TERMS OF ADVERTISING

- 1. PAYMENT: Payment must be included when the ad is placed for first-time advertisers. Billable accounts after the first run will be billed monthly with payment due upon receipt of the invoice. If payment is not made as herein provided, Beyond the Stroke Magazine may, at its option, terminate this contract forth with. In the event of non-payment of any invoice, the company, firm or person executing this contract agrees to pay interest at the rate of ten percent (10%) per annum (or at the maximum permissible rate, if less than 10%) on the unpaid balance, beginning 30 days after the date of the invoice, and further agrees to pay all costs of collection including reasonable attorney fees. All billings are gross. Credit may be established with prepayment of the first two advertisements placed. Advertisers will then be billed per issue for each insertion covered by this contract with payment due upon receipt of invoice.
- **2. NON-ASSIGNABILITY:** This contract covers only bona fide advertising relating to the regular business of the advertiser, and may not be transferred or assigned, in whole or in part, to another advertiser.
- Advertising copy submitted for publication. This right extends to the actual design of the ad. At Beyond the Stoke Magazine's option, the word "Advertisement" may be inserted above or below any advertisement. All instructions to Focus Magazine relative to advertisements must be given in writing. In the case of contracts requiring a stated frequency of insertion, the copy last furnished shall continue to be inserted until new copy is submitted. Beyond the Stroke

- Magazine shall have the right to determine the classification of any advertising copy submitted.
- 4. ERRORS AND OMISSIONS: Beyond the Stroke Magazine will not be responsible for errors or omissions except to the extent of the cost of the first insertion and then only to the extent of a make-good publication for that portion of the advertisement rendered valueless by such error. Such allowance or adjustment shall not be made if the error is not material or was the fault of the advertiser. Any claim for adjustment must be presented in either digital or physical writing to the Magazine publisher within ten business days of ad publication. Beyond the Stroke Magazine will not be responsible for errors overlooked by the advertiser after an ad has been proofed and approved.
- 5. CANCELLATION OR TERMINATION:

Advertising contracts will be effective the date signed by advertiser. No rebates will be issued for additional contract space or term used. If during the period covered by this contract, the full amount of space contracted for is not used, or if this contract is terminated because of a breach thereof by the advertiser, then the advertiser shall be "short rated" and shall pay for the space actually used at the rates set forth on the rate card of Focus Magazine. Cancellations are not accepted after space closing date and must be in writing within 30 days of this deadline. Loss of credit due to account delinquency may affect frequency rates.

- **6. BILLING DISPUTES:** Any billing dispute must be presented in writing to Beyond the Stroke Magazine within 1 months from the date of first billing in order for any credit, allowance or make goods to be considered or issued.
- **7. DISPUTE RESOLUTION:** In the event a dispute arises between the parties to this contract as to the scope of representation, definition of terms, or any of the nonmonetary responsibilities to which each party has agreed to fulfill, then the parties agree to submit to arbitration or similar Alternative Dispute Resolution. The Arbitration Award or similar ruling shall be binding on the parties and shall been forceable in any court of competent jurisdiction.
- **8. DEFAULT:** In the event of a breach of this agreement by Client, Client shall have 21 calendar days from notice of said breach to cure same. Client shall be responsible for all costs incurred by Beyond the Stroke Magazine in enforcing this: Agreement including, but not limited to, court costs and reasonable attorney fees In the event of a breach of this agreement by Client, upon the request of Focus Magazine, Client shall immediately return any and all drafts, completed work and related material and all copies thereof to Beyond the Stroke Magazine which Client agrees is and shall remain the intellectual property of Beyond the Stroke Magazine. In this event Beyond the Stroke Magazine is also granted the right to remove said property. Client acknowledges that failure to comply with this provision can cause immediate and irreparable harm to Beyond the Stroke Magazine and shall subject Client to all rights and remedies available to Beyond the Stroke Magazine in law and in equity, including, but not limited to, a restraining order by a court of competent jurisdiction.

