



# Advertising Information

In May, prior to speaking at the second [Vida Vegan Conference](#) in Portland, Oregon, I will be releasing the seventh issue of T.O.F.U. magazine.

With over 4,100 fans on [Facebook](#), and an active fanbase on [Twitter](#) and [Instagram](#), T.O.F.U. has grown from a magazine with a limited print distribution of 300 to a publication read around the world in a pay-what-you-want digital format. Already known for showcasing content that goes beyond simply what a vegan puts on their plate, the new issue is the next step in developing the magazine's voice and separating it from other vegan publications.

This time around, T.O.F.U. focuses on body image in relation to veganism. Such things as eating disorders, fat shaming, and general health are tackled through personal accounts from a number of well-known vegans. Of course, like past issues, these focus pieces hope to foster discussion, rather than simply entertain the reader for a moment.

Along with promoting conversations, the new issue will also continue the tradition of the [T.O.F.U. grant program](#). Through this program, half of the advertising income for the issue will be presented to a recipient who continues to work on improving the vegan movement in one way or another. Thus, your decision to advertise supports more than just an independent vegan publication, it directly supports a member of the community as well.

If you are interested in being involved, please see the attached page for pricing and information.

thanks,  
Ryan

Ryan Patey  
Editor

[ads@tofumagazine.com](mailto:ads@tofumagazine.com)  
[www.tofumagazine.com](http://www.tofumagazine.com)

Reservation Date: Friday, April. 12th  
Graphics Due: Friday, April. 26th  
Project Release Date: Early May

## Magazine Advertising Rates

Full page (7" x 9") \$120  
[limited quantity of four available]

1/2 page (7" x 4.5") \$80  
[limited quantity of six available]

1/4 page (7" x 2.25") \$40  
[limited quantity of four available]

All graphics should be 300 dpi RGB colour.  
PDFs with embedded fonts are preferred.

## Website Advertising Rates

Front page banner \$100  
[limited to one]

Contact T.O.F.U. for more info.

Side panel: \$60  
[limited quantity of eight available]

Side panel ads should be 120 x 60.  
Web-appropriate, static JPG format preferred.  
150 dpi RGB colour.

Ads can be reserved through the email below, and payment may be made either through Paypal or regular mail. If requested, an invoice can be provided.

Alternatively, if you think it may be beneficial to both of us, I am also open to discussing an ad swap or something similar.

A minimum fee of \$25 will be applied to ads that are not supplied in the proper format or measurements. The exact price of this fee will be negotiated on a case-by-case basis depending on the work involved.

All prices listed are in Canadian dollars.

**Note: Cheques should be made to Ryan Patey, not T.O.F.U. Magazine.**

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