

# ICON REFINED

Elevating the Modern Entrepreneur's Lifestyle

Ambition  
Luxury  
Connection

**CHRIS DO**

Founder of Brand Strategy Design  
Consultancy Blind, Branding Coach,  
Emmy Winner, 2023 Cover Icon  
Photographed by James Patrick

2024  
**MEDIA KIT**



live like an **ICON**

## OUR STORY

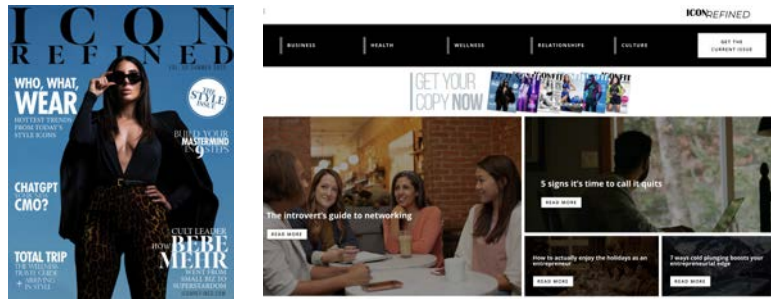
The ICON/REFINED print and digital network celebrates entrepreneurs who are unapologetic in their ambitious pursuit of an abundant lifestyle. Our mission is to share with our audience what it means to “Live Like an Icon” through the achievement of success in four core areas: Health, mindset, relationships, and business.

We embody a 360-degree approach to cultivating the ultimate entrepreneurial lifestyle. Through our digital network and print publication, we strive to equip readers with informative tools, specific strategies, and experienced insights to achieve real results in their personal and professional growth. From powerfully narrated editorials to unique and creative visuals, the ICON/REFINED network provides a distinctive voice for those who refuse to settle.

**Icons demand more from their lives - we help them achieve it.**

# our BRAND

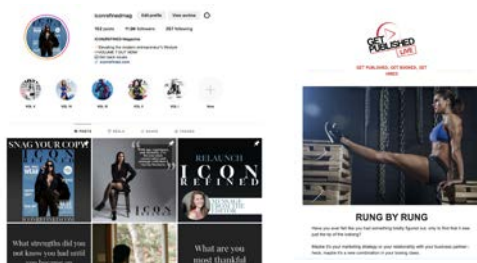
Since 2021, ICON/REFINED has aimed to support every aspect of the modern entrepreneur's lifestyle. The network reaches readers everywhere they go, from our print publication and website, social media pages, permission-based newsletter, exclusive-access membership, annual Get Published LIVE conference, and sister podcast Beyond the Image. At every stage of their journey, our readers rely on the ICON/REFINED network for the information they need to support their business, mindset, health, and relationships.



Print publication & digital network



Podcast



Social Media



E-mail

# key FACTS

Controlled distribution, 4 issues per year, print + digital

Social:	13.7K Followers
Podcast:	175K Downloads
Newsletter:	3K Subscribers
Average Open Rate:	25%
Highest Open Rate:	69%

# the AUDIENCE

United States:	86%
Canada:	8%
Europe:	4%
Australia & Other:	2%







# IN EVERY ISSUE

## COVER FEATURES

Read inspirational stories from top entrepreneurs and business owners. What motivates them and what can they teach us?

## BUSINESS

The one thing all our readers have in common is that they're deeply invested in their business success. Advice from top experts guides our readers from launch, to marketing, to growth.

## HEALTH

Health is top-of-mind for entrepreneurs, and we provide information on staying in peak physical condition while maintaining strength to promote longevity so they can continue running their businesses for years to come.

## WELLNESS

Entrepreneurs are no strangers to stress and burnout. That's why our experts provide the latest information in mindset training to cultivate calm while boosting resilience.

## RELATIONSHIPS

Whether it's networking for professional growth or maintaining personal relationships with friends and family, community and connection is a cornerstone.

## GEAR & APPAREL

Entrepreneurs love to look the part, so our experts reveal the latest trends, products, and accessories that'll keep them leading the pack.

## TRAVEL

From exotic to local, our travel stories will inspire you to step into a new adventure.

## ICONS TO WATCH

Keep an eye on these industry leaders—they'll be the ones changing the game.

Have an editorial suggestion?  
Contact us at [editor@iconrefined.com](mailto:editor@iconrefined.com).

# MARKETING SOLUTIONS

Our readers are confident, successful, affluent, and highly motivated.

Share your brand multiple ways to engage readers who are looking for the best health, wellness, culture, and business information ICON/REFINED has to offer. We produce end-to-end marketing solutions.

## PRINT & DIGITAL EDITIONS

- Brand advertising / sponsored content
- Sponsorship Opportunities

## ONLINE VIA ICONREFINED.COM

- Leaderboard & box ad banners
- Expanded sponsored content articles

## SPONSORED CONTENT

- Feature story in print and/or online and social media

## E-NEWSLETTERS

- Newsletter banners
- Dedicated emails

## SOCIAL MEDIA

- Boosted posts
- Custom contests
- Instagram Live take-overs
- Instagram story frames







# SPONSORED CONTENT

Share your story with ICON/REFINED readers through a sponsored content page in print, digital, or on [iconrefined.com](http://iconrefined.com).

## HOW IT WORKS

You can either write the story yourself or IconRefined can provide editorial services to help you craft a professional final product. Once written, our creative team will incorporate the article into an inspiring format that engages readers.

Print edition sponsored content pieces can be up to 500 words with 1-2 photos and your logo.

Sponsored content pieces on [iconrefined.com](http://iconrefined.com) can also incorporate video, as well as additional photos, logos and graphics. There is no restriction on word count for your story online.

Your sponsored content article will also appear once in the ICON/REFINED e-newsletter.



# PODCAST



## BEYOND THE IMAGE

Hosted by marketing strategist and internationally published photographer, James Patrick, The Beyond the Image podcast is ranked in the Top 0.5% of all podcasts downloaded worldwide with more than 500 episodes and 175K downloads.

The show has been listed in top charts in more than a dozen countries worldwide in the categories of business, marketing and entrepreneurship.

This weekly podcast is made for entrepreneurs who are looking to level up their careers. The podcast will give you the tools, resources, insights and information you need to be unapologetically successful. Listen in and learn how you too can develop beyond the image!

AVAILABLE ON



Listen on

Apple Podcasts



Spotify



Google Podcasts



iHeart  
RADIO



amazonmusic



# AD RATES

## ICONFIT MAGAZINE STANDARD AD RATES

ADVERTISING TYPE	1X	2X	3X	4X
Full Page	\$300	\$500	\$800	\$1000
Two Full Page Spread	\$500	\$900	\$1300	\$1700

## PREMIUM AD RATES

ADVERTISING TYPE	1X	2X	3X	4X
Back Cover Ad	\$500	\$900	\$1300	\$1700
Inside Front Cover Ad	\$350	\$600	\$850	\$1100
Inside Back Cover Ad	\$350	\$600	\$850	\$1100

## SPONSORED CONTENT RATES

ADVERTISING TYPE	RATE
Back of Book Cover Feature & Profile Article	\$2000
Back of Book Cover Feature, Photo Shoot & Profile Article	\$3500

The power of partnering with any of the *ICON REFINED* brands is the extensive network and reach that includes printed magazines, digital publications, live events and conferences, podcasts, social media channels, e-mail and more!

## PODCAST AD RATES

AD TYPE	RATE
Pre-Roll 30 Seconds (Pre-Recorded)	\$500/Month
Mid-Roll 30 Seconds (Pre-Recorded)	\$750/Month
Live Read Pre-Roll 30 Seconds	\$1000/Month
Live Read Mid-Roll 30 Seconds	\$1500/Month

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Contact [ads@iconrefined.com](mailto:ads@iconrefined.com) for ad placement or for details for sponsored promotional campaigns.





# ONLINE ADVERTISING

## EXPAND YOUR REACH ONLINE

IconRefined.com offers informational content including editorial, lifestyle, health and business features.

## LEADERBOARD & BOX BANNER ADS

Our site offers responsive sizing and a shared ad pool that only rotates with initial page load.

## STORY & ARTICLE SPONSORSHIP

Individual IconRefined.com Magazine stories can be sponsored with banner ads and/or videos at the bottom of the article to promote your brand and business.

## ONLINE ADVERTISING RATES

ADVERTISEMENT TYPE	RATE
Leaderboard Ad 728 x 90 Pixels & 320 x 50 Pixels Mobile	\$500/month
Box Ad 300 x 250 Pixels	\$500/Month
Article Sponsor Ads 600 x 200 Pixel Banner Plus Embedded Video	\$350/Month

## PACKAGE IT UP!

IconRefined can customize your campaign with print, digital, newsletter and social content!

# SOCIAL MEDIA & E-NEWSLETTER

## SOCIAL MEDIA

Join IconRefined's community on social media and boost your content to our followers!

IG @ICONREFINEDMAG

FOLLOWERS: 11.9K

IMPRESSIONS: 400K+ ANNUALLY

## WEEKLY E-NEWSLETTER

Send out weekly, IconRefined's e-mails average 25% open rate and is a trusted resource for our audience.

## SOCIAL MEDIA & E-MAIL AD RATES

ADVERTISEMENT TYPE	RATE
IG Story Post	\$100
IG Story Takeover	\$500
Dedicated E-Blast	\$1000
Online/Social Media Contest	Custom
E-Newsletter Banner Ad	\$100 each



# PRINT SPECS

## Double Truck Spread

Trim: 16.75 x 10.75  
Safety: 15.75 x 9.75  
Bleed: 17 x 11

## Full Page

Trim: 8.25 x 10.75  
Safety: 7.75 x 10.25  
Bleed: 8.5 x 11

*Accepted Ad Formats: PDF, TIFF, JPG, EPS, PSD*



# ICONREFINED



## CONTACT

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