



MUSE MAGAZINE

SPONSORSHIP PACKAGE

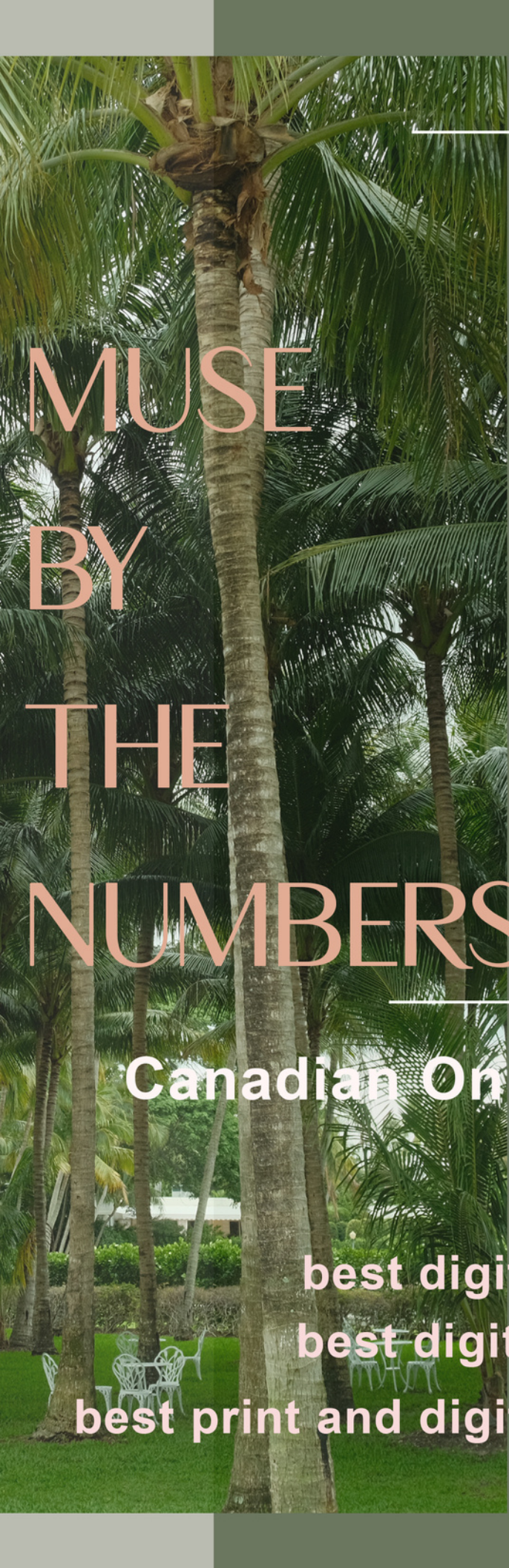
photography by Armita Dabirzadeh

WHAT IS MUSE?

Conceived in CoGro as an ambitious dream scribbled on a few pieces of lined paper, MUSE Magazine emerges as the brainchild of three artistically enthusiastic students: “Z, T, & C.” Our first issue, named *The Explosion*, was launched in February 2011.

Our team is comprised of over 100 members across our four branches: Online, Business, Print, and Creative MUSE seeks to build an inclusive and open-minded community, whilst providing a medium for students to explore their creative passions through various roles from directors and heads, to contributors and interns, and as readers too.

MUSE is a tribute to the innovative, the unique, the fashion-forward, and the stylistically creative. It is a nod of gratitude to those who break the mould and expose beauty in places we may overlook in our daily student adventure. Having published 26 issues, MUSE strives to be the go-to authority for all things creative at Queen's. From lifestyle, fashion, entertainment, the arts, and our very own “MUSE'ings”, our mandate to highlight the creative talent at Queen's University with diversity, inclusion, and accessibility at the forefront of our work. In addition to daily articles and content showcased on our online platforms, we release one free print issue per semester at our events, on campus, and across Kingston.



MUSE
BY
THE
NUMBERS

socials

instagram
8.1k+ followers

TikTok
500+ followers,
12.5k likes

Spotify
170+ followers

print issues
700+ copies

website
3000+ monthly
views

awards

Canadian Online Publishing Awards

best website (2022)

best digital edition publication (2022)

best digital edition publication (2020)

best print and digital edition publication (2021)



PARTNERSHIP OPPORTUNITIES

For our custom pricing options, prices are based on the specific ideas sponsors have in mind for our editorial/videography teams— please inquire on specific costs.

Feel free to outline your ideas to us and we will provide a quota with price breakdowns!

Website Advertisement - \$150/4 months

A banner on our website designed by the MUSE team or your brand, with design rates included.

Social Media Post - \$50

An Instagram post made by the MUSE team or by your brand, that lives on the MUSE Instagram feed.

Social Media Story - \$20/day

A 24hr virtual story post designed by the MUSE marketing team or your brand, with design rates.

Spotify Playlist - \$30

A playlist curated for you by our MUSE music team in collaboration with your brand, with curation rates included.

Sponsored Photoshoot - Custom Pricing

A photoshoot by our MUSE photographers customized and curated in collaboration with your brand.

Tiktok / Instagram Reel - Custom Pricing

A video by our MUSE videographers customized and curated in collaboration with your brand.



online opportunities

Sponsored Website Article - \$70

An article highlighting your brand, ideated and written by our MUSE Online Team.

Sponsored Website Article, Social Media Post, Social Media Story, & Photoshoot - \$200

An article highlighting your brand, ideated and written by our MUSE Online Team. A photoshoot by our MUSE photographers customized and curated in collaboration with your brand, and social media posts designed with photoshoot images posted on our Facebook & Instagram.



publishing opportunities

Back Outer Cover - \$500

Front Inner Cover - \$400

Full-Page Ad - \$200

Half-Page Ad - \$175

Quarter-Page Ad - \$60



continue to the next page to check out our bundles!

**Purchase Two Social Media
Story Ads - \$10 off**

**Purchase Three Social Media
Story Ads - \$15 off**

**Purchase Four Social Media
Story Ads - \$20 off**

**social
media
bundles**

Bundle One -
*Social Media post, Social media
story, four month website
advertisement*
= \$180 (bundle value is 220)

Bundle Two
*Quarter page ad, social media
post, social media story*
= \$110 (bundle value is \$130)

Bundle Three
*Full page ad, online article,
social media post*
= \$270 (bundle value is \$325)

Bundle Four
Half page ad, social media post
= \$185 (bundle value is \$225)

**ad
bundles**



Student-run businesses

All student-run clubs and businesses will receive exclusive offers to sponsorship opportunities and partnerships. Please connect with us to find out more.

Connect with us!

Please contact us to learn more about our sponsorship rates, or discuss a curated partnership that meets your and your brand's needs.

For sponsorship inquiries please contact:

Muse.magbusiness@gmail.com

Website - <https://www.muse-magazine.com>

Instagram - @musexqueens

Facebook - MUSE Magazine at Queen's

Spotify - MUSE Magazine

