

THE DEVASTATOR

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"The contributors at **THE DEVASTATOR** are creative, talented, funny folks who put together a great looking final product!"

- **BLEEDING COOL**



FANTASY TONY MILLIONAIRE
ZACH WEINER
DAN HIPPI
SCOTT GAIRDNER
AND MORE!
#5

Indie
Andy Ristaino
Noah Van Sciver
Maddox
R. Sikoryak
and MORE!
#6

IN THIS ISSUE:
Banky and Alan Moore Sell Out
Impossible DIY Crafts
Robocop's Poetry
Portland vs. Portland

By Calvin Eando Snow

SPIES IN THIS ISSUE
JAMES BOND
AND MORE...
MEDIA KIT
ALSO: SPY CATS!

HERE ARE 5 REASONS WHY YOU NEED TO HIRE DEVASTATOR TO MAKE ASS-KICKING CREATIVE FOR YOUR BUSINESS:

1. Raise your company's awareness with high quality branded content that's on-message.
2. We do all the things! Comics, web videos, illustrations, zines, games, you name it.
3. Our writers and artists are from *The Daily Show*, *The Onion*, *Adult Swim*, and *Marvel*.



4. Speak directly to the young, urban, affluent demographic in their language.
5. We bundle our creative with ad space in our critically acclaimed comedy magazine!

"[The Devastator's] been kicking ass and inspiring laughs as an unflappably engaging and freshly hysterical indie publication."
— COMEDYVA



**WE HAVE EXPERIENCE
CREATING AWESOMENESS FOR
COOL BUSINESSES LIKE YOURS!**



**Ground Kontrol Classic Arcade
"Stumptown Zine"**



Goal: Boost Ground Kontrol's profile among Portland-area geeks.
Concept: Design and give away a GK sponsored mini-Devastator to all 3000 attendees at Stumptown Comics Fest. (Babies, too!)
Creative: Original full page comic advertisement and editorial full of references to classic video games.

**Plastic Lamellar
"Milam of Lar's Comic-Con Feats of Strength"**



Goal: Introduce costume armor manufacturer Plastic Lamellar to convention goers at San Diego Comic-Con.
Concept: Produce funny web videos at SDCC, based on a series of "Milam of Lar" superhero comics we created and published in *The Devastator*.
Creative: 5 episode web series featured on Nerdist!

"A humor magazine that values good design as highly as good gags..."



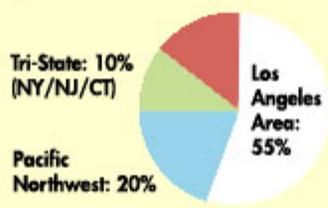


HERE ARE SMART-LOOKING STATS ABOUT OUR MAGAZINE TAKEN FROM A READER SURVEY



Reach:
 Print Circulation: 1000
 Digital Circulation: 3000+
 Retail Shops: 35+ (US/UK/Canada)
 Facebook: 1000+
 Twitter: 1000+
 Email Newsletter: 1700+
 Total Reach: 7700 and growing fast!

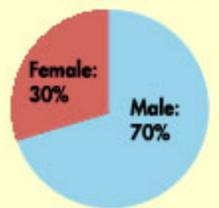
Reader Hotspots (% of Subscribers)



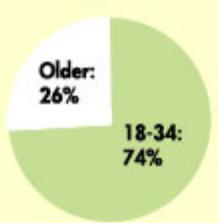
We Exhibit At These Conventions:

- WonderCon (Anaheim, CA): 40,000 attendees
- Emerald City Comicon (Seattle, WA): 52,000
- Stumptown Comics Fest (Portland, OR): 3,000
- Toronto Comic Arts Festival: 18,000
- Phoenix Comicon: 32,000
- San Diego Comic-Con: 130,000
- Comikaze Expo (Los Angeles, CA): 50,000

Male Skew



Generation Y Mean Age: 28

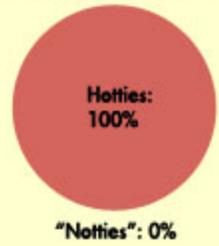


Well Educated

50% are college graduates
 22% earned an advanced degree

High Average Income
 \$52,000 a year

Good Looking



Our Editorial



How We Choose Issue Themes



"Warp speed satire"
 - **WIRED**

UNLEASH THE ANCIENT POWER OF THE DEVASTATOR TO GROW YOUR BUSINESS!



Creative + Ad Space

- 1 Page Article with Inset Illustration: \$850
- 2 Page Article with Inset Illustration: \$1100
- 1 Page Comic: \$1200
- 2 Page Comic: \$1550
- Web Videos: Ask!
- Sponsored Issue or Mini-Issue: Ask!

Ad Space

- Quarter Page (2.75" x 4.25"): \$175
- Half Page (5.5" x 4.25"): \$300
- Full Page (5.5" x 8.5"): \$525
- Inside Front Cover (5.5" x 8.5"): \$750
- Inside Spread (8.5" x 11"): \$825
- Convention Booth Sponsorship: Ask!

Digital Ads

- Sponsored Facebook Post: \$50
- Sponsored Tweet: \$50
- Spotlight in Newsletter: \$100
- Branded Content on Website: Ask!

Sizes



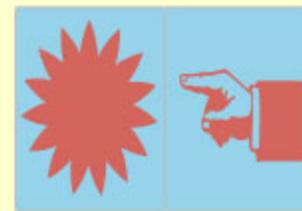
Quarter
Page



Half
Page



Full
Page



Spread
Page

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"Seriously funny"
- the Escapist