



American Liberty

MAGAZINE

Media Kit 2022

"Congress shall make no law... abridging the freedom of speech..."

About Us



American Liberty Magazine is a bi-monthly publication bringing together a wealth of American values; from American Constitutional rights to family values and self-care, to traveling the continental US, including outdoor recreation, American history, favorite past-times, and more...Celebrating American culture!

We aim to explore the here and now in American patriotism. We believe in "liberty and justice for all" to the core of our being. We maintain that freedom of speech is essential to daily life. While we do not comment directly on politics or divisive issues, we speak to what is important to our readers. By offering our audience a voice in our curation we aim to bring Americans together while connecting with the heart and soul of this great nation. We strive to provide informative/educational, entertaining, honest, and passionate content to our readers at all times.

We proudly support our veterans and first responders, those who have stood where others cannot or will not, on the side of freedom and liberty in the face of great evil. We stand side by side with our countrymen in defense of our God given rights. We believe in curating a positive influence and leaving our readers with an inspired experience.

*"The advancement and diffusion
of knowledge is the only guardian
of true liberty."*

- James Madison

Content Schedule

January/February 2022

Content/Art Due Nov 05, 2021

Theme: "Team Work Makes The Dream Work"

Are we a united people? Are we in this together? Exploring the current American dream. Spotlight on small businesses making an impact, and building lives we can be proud of.

March/April 2022

Content/Art Due Jan 05, 2022

Theme: "Life, Liberty, and the Pursuit of Happiness"

Defining freedom and how we can maintain it. Exploring what it means to be free and exercise our rights. Spotlight on alternatives to government institutions and broadening self-reliance.

May/June 2022

Content/Art Due March 05, 2022

Theme: "America The Beautiful"

Exploring the many underrepresented/underrated destinations on American soil. Highlighting and showcasing American destinations for vacations and more, spotlighting local businesses that are "underground" getaways.

July/August 2022

Content/Art Due May 05, 2022

Theme: "Proud to be an American"

What Independence Day means, how we got this far, and other historical moments to be proud of in America plus more destinations for the perfect patriotic getaway

September/October 2022

Content/Art Due July 05, 2022

Theme: "Hold The Line"

Exploring what Patriotism means today, what it means to fight for freedom, how we can get more involved in local elections, and what it means to be an American Patriot. Spotlight on nonprofits helping veterans and communities across America.

November/December 2022

Content/Art Due September 05, 2022

Theme: "Attitude of Gratitude"

Exploring the current climate for Veterans, what can we do to better their lives. Thank you to our Veterans and holiday issue. Spotlight on family gatherings, Thanksgiving, Christmas and New Years.

"Liberty, once lost, is lost forever."

- John Adams



Our Audience

American Liberty Magazine invites you to explore the world through the lens of our audience. We see the world differently and so do our readers. We see a world blanketed in opportunity where freedom and justice reign, where everyone can be someone and where the limits of our successes are not hindered by anything but our own determination.

Our Readers are:

- ✓ Patriotic Americans
- ✓ Veteran supporters
- ✓ Age range between 25-75
- ✓ Submersed in our American constitutional rights
- ✓ Emphasis on family values
- ✓ Business owners
- ✓ Income upwards \$100k/yr
- ✓ 40:60 women to men
- ✓ Own or utilize recreational vehicles
- ✓ Enjoy camping, hunting and outdoor recreation
- ✓ Fondness for traveling the continental US
- ✓ Firearms enthusiasts, owners and or prospective owners

"I predict future happiness for Americans, if they can prevent the government from wasting the labors of the people under the pretense of taking care of them."

- Thomas Jefferson

Advertising Influence



Our content is centered around family, freedom, outdoor activities, and self-care. We are highly selective of the brands, products, and services we choose to partner with as advertisers in American Liberty Magazine and as such reserve the right to refuse service according to our values. During our curation process we strongly encourage our readers to provide feedback and assist in the content selection process. We do our best to bring American companies to the forefront of our publication. We do offer discounts to those who have served our country, both military and first responders, active duty as well as retired. Our favorite companies to advertise with are those that support our Veterans, our liberties as Americans, and those that directly help our American economy. We love to see hard-working Americans support each other.

We are not yet in print but aim to be before the end of 2022. We currently offer free digital advertising accompanying every ad. We offer a variety of marketing resources and engaging content opportunities to our advertising clients.

Please reach out to Advertising@AmericanLibertyMagazine.com for more information and pricing. Thank you.

"Either write something worth reading or do something worth writing."

- Benjamin Franklin

Ad Specs

| AD SIZE | TRIM | NON- BLEED | BLEED |
|-----------------------|-------------------|---------------|------------------|
| Full Page | 8.375" x 10.875" | 7" x 9.5" | 8.625" x 11.125" |
| Spread | 16.650" x 10.875" | 7" x 9.5"/pg. | 17" x 11.125" |
| 2/3 Page (Vertical) | 5.083" x 10.875" | 4.583" x 9.5" | 5.208" x 11.125" |
| 1/2 Page (Horizontal) | 8.375" x 5.083" | 7" x 4.583" | 8.625" x 5.208" |

MAGAZINE TRIM SIZE 8.375" x 10.875"

Note: All live matter must be a minimum of 3/8" from trim on all four sides.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad pricing sent upon request.

For more information:

advertising@americanlibertymagazine.com

Send all finished files contact us at:

creativedirector@americanlibertymagazine.com

Other contacts:

editor@americanlibertymagazine.com





Thank You

*"Always stand on principle...
even if you stand alone."*

- John Adams

Dear Readers, Writers, and Advertisers,

Thank you. This magazine would have been impossible without your support, guidance, and sacrifice. Along this journey I have met some amazing men and women living with great purpose, showing courage in even the smallest ways, and unselfishly utilizing their gifts for the greater good.

This magazine was created as a vessel to preserve freedom of speech, to shine a light of honor on our American Veterans and Patriots, and ultimately to serve as a weapon against both ignorance and tyranny.

As Executive Editor my goal is to vigilantly fight for our first amendment rights. I truly believe without freedom of speech we have nothing to live for. Patrick Henry said, "Give me liberty or give me death!" Thomas Jefferson said, "When tyranny becomes law, rebellion becomes duty." Martin Luther King Jr. said, "One has not only a legal, but a moral responsibility to obey just laws. Conversely, one has a moral responsibility to disobey unjust laws." ... These men made history for a reason: **they were right.**

I believe to serve purpose in life one must be free to choose a course of action, speak one's mind, and live uninhibited by greedy and tyrannical rulers. As for my purpose the infamous words of Edward Bulwer-Lytton come to mind, "The pen is mightier than the sword." Influence can be a much stronger weapon than a bullet. We must choose who and what we allow to influence us; likewise we must also choose the influence we project onto those around us. Our words matter. Our actions matter. We each make choices every day that impact our futures and others, especially those we hold dear. We must be responsible with and accountable for those choices, inescapable of the positions we hold. We owe it to our country, to our families, and to our communities to make the best decisions possible, to hold our leaders accountable, and to ensure the same liberty for future generations. I hope you will join me in my pursuit to better the lives of everyone this magazine encounters.

With hope & gratitude,
LeAnn Driver
Executive Editor
American Liberty Magazine