



HEARTFUL

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Heartful Magazine is on a mission to elevate family photography.

Family photography has traditionally been the lowest rung on the photography ladder. Not as cool as wedding, fashion, or commercial photography, family photographers have been relegated to little more than button pushers serving the masses.

This reflects the patriarchal structure that runs on the unpaid, unseen labor of parents - especially mothers. Society cannot value what it cannot see.

This bi-annual publication offers fresh inspiration for family photographers to lean into the art they're making. We highlight images with soul in order to spotlight the holy work of parenthood and family life.

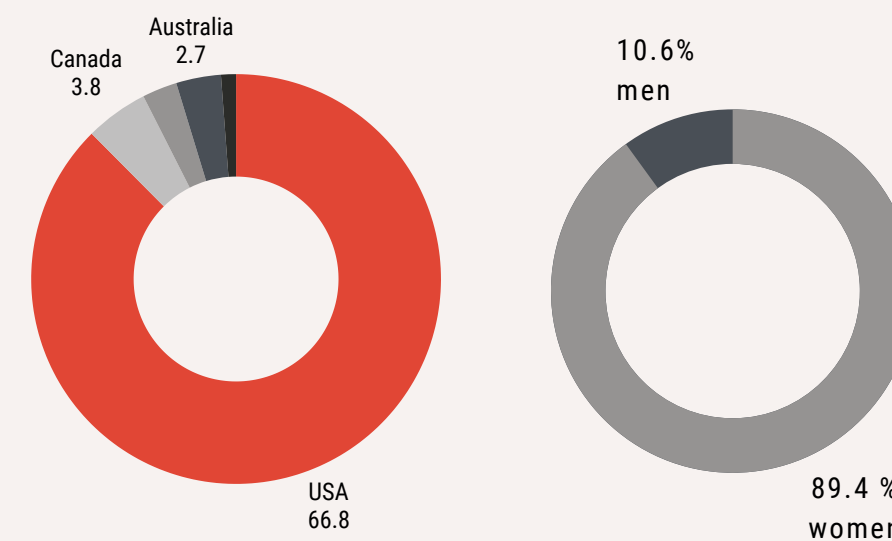
Our founder and editor, Brooke Schultz, is a seasoned family photographer + educator who has been featured in Oprah, Martha Stewart, Parents, Rangefinder, Adorama, and more.

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About Our Audience

Heartful Magazine is read by roughly 90% women, ages 25-44, with a variety of career stages.



Some have been in their careers for over 20 years, some are just starting. They aren't as interested in big conferences like WPPI, and see the value in smaller education experiences like friends online and offline sharing about their favorite resources. This is a format and an arena in which they are actually open to new introductions to brands, vs. some more overwhelming venues that they are likely to skip over.

Once published, Heartful Magazine can be downloaded in perpetuity. This means there's no ceiling on the traffic and customers it could bring to you.

USER EXPERIENCE



fall 2023 issue

spring 2023 issue

HEARTFUL



FAMILY



PHOTOGRAPHY

HEARTFUL

MAGAZINE

FAMILY



PHOTOGRAPHY

HEARTFUL

MAGAZINE

fall 2024 issue

spring 2024 issue

HEARTFUL



FAMILY



PHOTOGRAPHY

HEARTFUL

MAGAZINE

FAMILY



PHOTOGRAPHY

HEARTFUL

MAGAZINE

HEARTFUL

SPRING ISSUE



EDIT CALENDAR

AD CLOSE: February 26, 2025

RELEASE DATE: March 11, 2025

DIGITAL PARTNER RATES

TITLE SPONSOR: \$2400

- Front cover mention
- Back cover clickable mention
- Letter from the editor clickable mention (feature description of what your company does and why I as the editor personally love + use it)
- Full spread clickable ad
- In-feed mentions @brookebschultz @heartfulmagazine (minimum of 3) - Includes 1 weekly top 10 sponsored by your brand*
- In-feed reel mention @brookebschultz @heartfulmagazine (minimum of 1)
- Instagram story mentions @brookebschultz @heartfulmagazine (minimum of 4)

*If you prefer your own sponsored post, let us know and we're happy to do that. These tend to have much less reach engagement.

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SPRING ISSUE

EDIT CALENDAR

AD CLOSE: February 26, 2025

RELEASE DATE: March 11, 2025

DIGITAL PARTNER RATES

Full Spread: Starting at \$375

- Full-spread (2 pages) clickable ad
- In-feed mentions @brookebschultz @heartfulmagazine (minimum of 3)
Includes 1 weekly top 10 sponsored by your brand*
- Instagram story mentions @brookebschultz @heartfulmagazine (minimum of 3)

Full page ad: Starting at \$200

- Full-page clickable ad
- Instagram story mentions @brookebschultz @heartfulmagazine minimum of 3
- One weekly top 10 sponsored by your brand

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INSTAGRAM AD



MENTIONS



During release week, we usually get around 1000 new followers/ 650 new subscribers when a new issue is released, along with over 100 IG stories that mention the magazine in the first 2 days of its release, and around 75 in-feed posts by photographers that mention the magazine.

Instagram Posts for Sponsors

Minimum of 3 story slides with Brooke talking to the camera about your business.

- Send the bullet points/features you'd like photographers to know about alongside your digital ad, or Brooke can share what she thinks family photographers will resonate with based on her conversations with thousands of photographers :)
- Included with full-page and full-spread ads

AUDIENCE SIZE

13.2k @brookebschultz

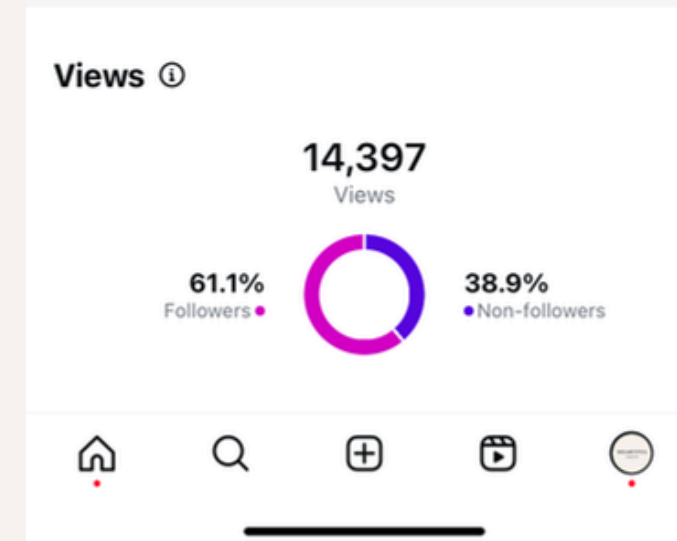
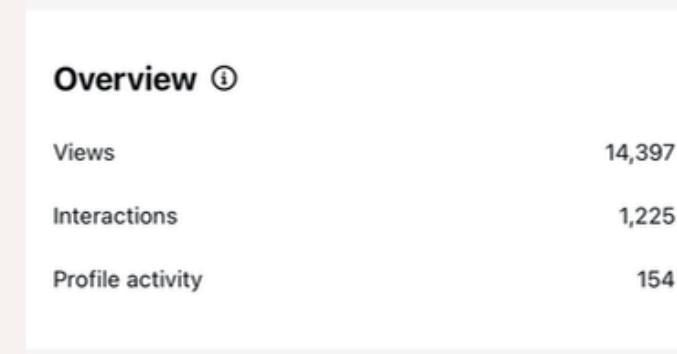
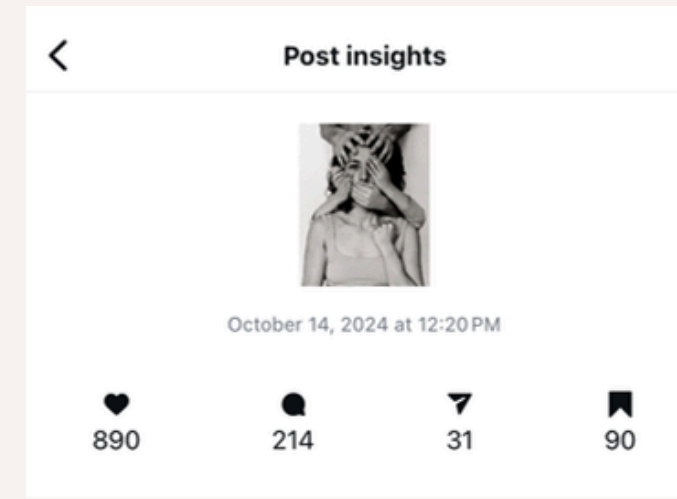
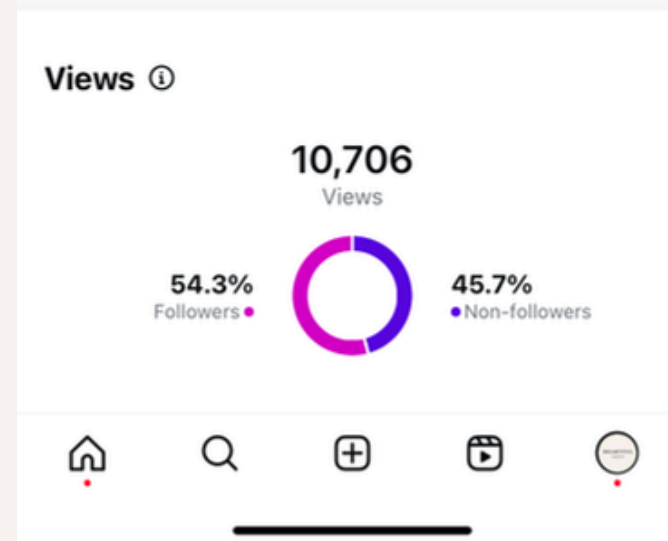
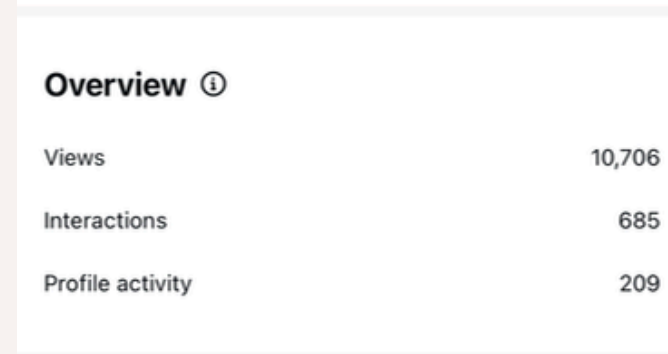
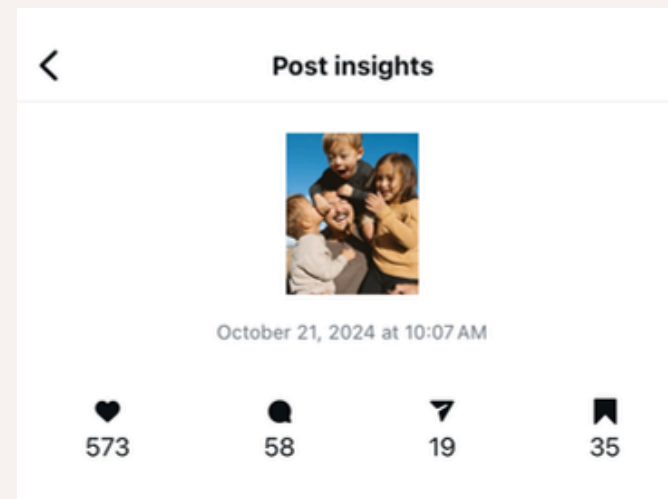
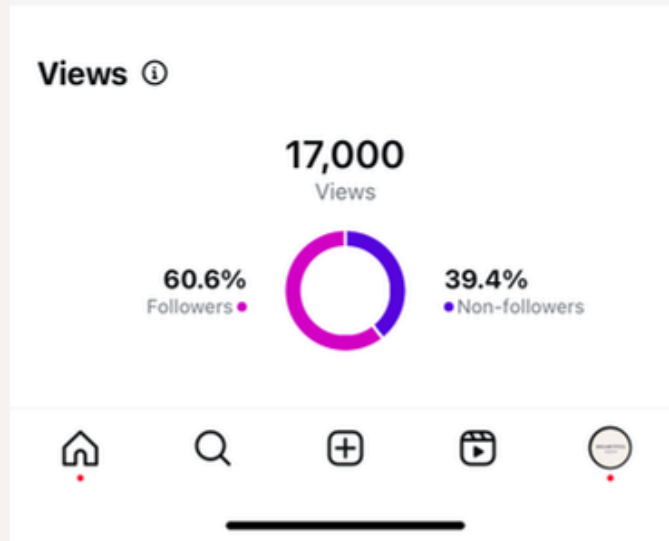
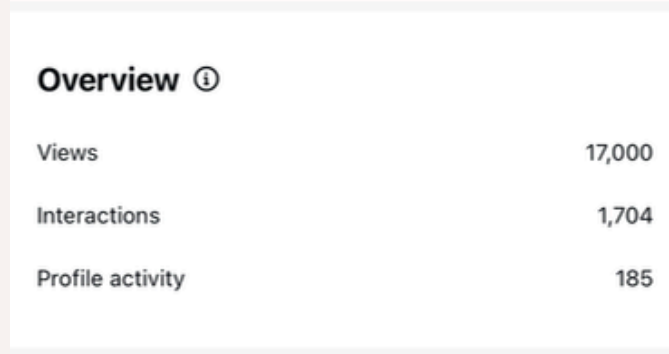
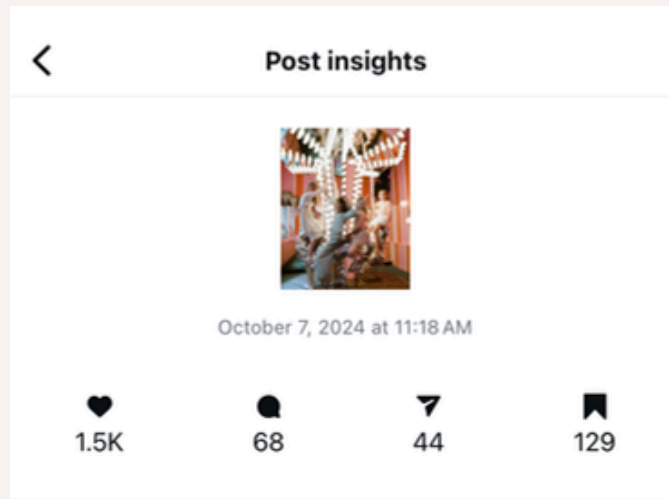
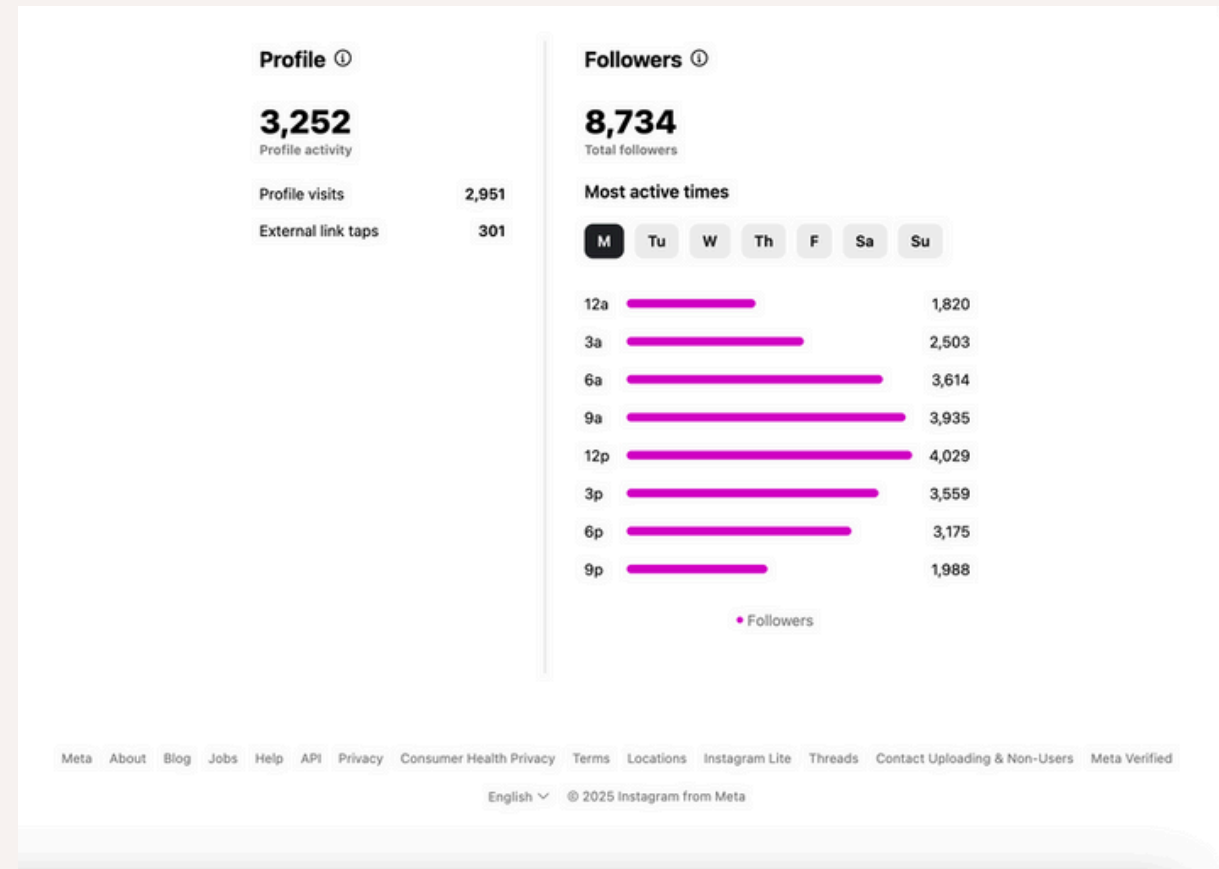
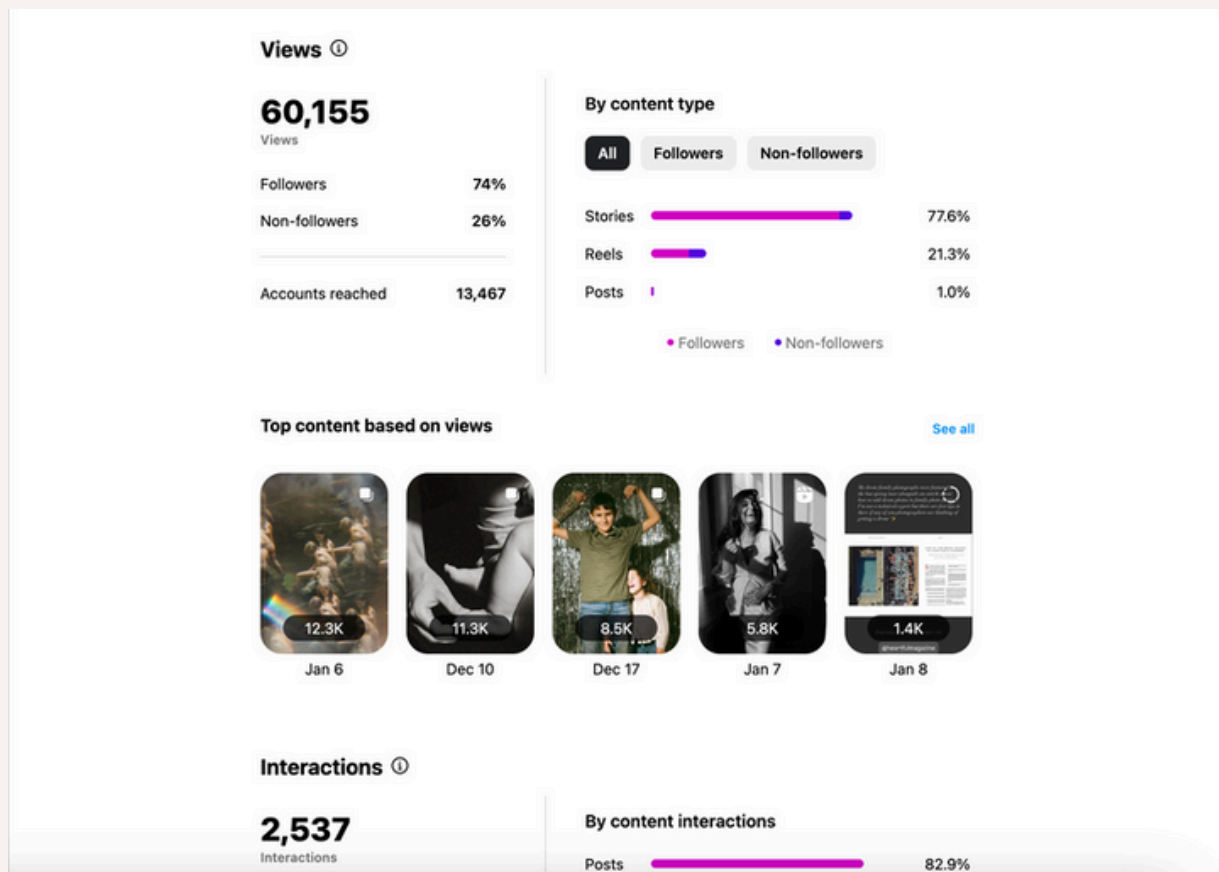
8734* @heartfulmagazine

3232 Heartful Subscribers

*our following increases daily, so this number is conservative.

Monthly reach - **21k monthly** including **16.6k non-followers** - most of our reach is to non-followers.

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AUDIENCE SIZE
@brookebschultz

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AUDIENCE SIZE
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SAMPLE POST



WEEKLY TOP TEN

Each week, Heartful Magazine's Instagram account curates a weekly round up of favorite user-submitted images from across the platform. Heartful Magazine consistently reaches and engages fresh audience members and is a respect publication platform in the photography community.

AVERAGE WEEKLY METRICS

REACH: ~60K
IMPRESSIONS: 10.5K
ENGAGEMENT RATE: 8.6%
PROFILE ACTIVITY: 3252

WEEKLY TOP 10 POST SPONSORSHIP

A La Carte

Our weekly top 10 post caption will begin with a mention of your brand, including salient characteristics you want to talk about within the post itself. Eg, "This week's top 10 is in partnership with @brandname"

\$150

Included with your Magazine Ad

At least one of your included feed posts will be a weekly top 10, showcasing your brand.

Included

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Ad Submission Guidelines

FULL PAGE AD

Technical Specs:

- PDF Format
- 8.5 x 11" with 1" margin top and bottom, 3/4" margin left and right sides
- Include/embed all fonts and artwork
- SRGB/web color
- Hi-Res Image
- Use proper file name format:
ad_sponsorname_fullpage.pdf

Deliverables:

- Ad Artwork
- The link you'd like the ad to go to
- The instagram handle you'd like mentioned

Please deliver file using wetransfer.com

FULL SPREAD AD

Technical Specs:

- PDF Format
- 17" x 11" with 1" margin top and bottom, 3/4" margin left and right sides
- Include/embed all fonts and artwork
- SRGB/web color
- Hi-Res Image
- Use proper file name format:
ad_sponsorname_fullspread.pdf

Deliverables:

- Ad Artwork
- The link you'd like the ad to go to
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FULL SPREAD

PIC-TIME

Elevate Your Client Experience

- Client Galleries
- Art Galleries
- Smart Store
- Worldwide Labs
- Slideshows
- Blogs
- Sales Automation
- ...and more!

30 DAYS FREE TRIAL

Use the code **HEARTFUL** and get one bonus month with any paid plan

30% OFF
08 : 04 : 20 : 45
SAT SUN MON TUE

DECALED PRINTS LAY FLAT ALBUMS
PRINT BOX MATTED PRINTS

pic-time
page 98-99

FULL PAGE

LOGO & BRAND DESIGN

BRAND STRATEGY

MESSAGING + MARKETING

WEB DESIGN

SCANDINAVIAN BRANDING STUDIO
FOR PHOTOGRAPHERS & INTERIOR DESIGNERS
SINCE 2015

STUDIO HUOMENTA
studiohuomenta.com

studio huomenta
page 66

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Ad Submission Guidelines cont'd

General Wisdom

- Including a custom discount code or trial code [eg; HEARTFUL15 for 15% off] is a nice touch and encourages more clicks.
- Targeted landing pages lead to better conversion.

AD CREATION

Brooke's Photography is available for usage and added credibility - if interested in this opportunity, contact us.

Deliverables:

- Ad Copy
- PNG logo in full color, black and white
- The link you'd like the ad to go to
- The instagram handle you'd like mentioned

HEARTFUL



SPONSORSHIP ADD-ONS

WILDLY CREATIVE LIFE PODCAST
19,000 monthly downloads

2025 AD RATES

PRE-ROLL: \$150

- Your ad will feature a 45-second endorsement read by Brooke before the episode begins.
- Information for your product or service will be featured in the show notes.

MID-ROLL: \$225

- Your ad will feature a 45-second endorsement read by Brooke in the middle of the episode.
- Information for your product will be featured in the show notes.

POST-ROLL: \$100

- Your ad will feature a 45-second endorsement read by Brooke at the end of the episode.
- Information for your product or service will be featured in the show notes.

WEEKLY TOP 10 IG POST: \$150

- Our weekly top 10 post caption will begin with a mention of your brand, including salient characteristics they want to talk about within the post itself. Eg, "This week's top 10 is in partnership with @brandname"

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Next Steps

Interested in becoming a sponsor? We're so excited to chat more.

Visit [here](#) to purchase your ad, or let us know if you'd like to discuss a custom sponsorship package.

[BECOME A SPONSOR](#)

hello@brookeschultzphotography.com