



Lifestyle & Entertainment

# Mission Statement

**New League Magazine** is a lifestyle and entertainment quarterly publication for men, featuring some of the most successful men in their field from all around the world. We hope this publication will inspire men to be better fathers, husbands, and citizens, making viable contributions to society and giving back to their communities.







A person wearing a dark suit jacket and a white dress shirt is sitting and reading a newspaper. The newspaper is held in their hands and is the focus of the right side of the image. The background is a plain, light-colored wall.

# ABOUT

Our primary goal is the positive development of growing men. Prioritizing elements in a young man's life to help him focus on what really matters both in the professional, and leisurely times of the day. Providing information ranging from how to dress and groom for an interview, inspirational quotes, and readings from various accomplished people, to sports statistics and health studies.

We will do this with a sense of added style and edge, both to draw a reader's attention and to keep them interested. By featuring positive public figures in entertainment and sports, that our youth aspire to be like. We hope that we will be able to guide the next generation of men in the right direction for years to come, in hopes of giving them an edge on a future gleaming with possibilities. Prepare for the New League...

*Step Up. Stand Out.*



# The Mother & Son Team behind New League Magazine

## Ilene Carol

### Publisher



Bora comnis mo eatem eos utate ne nihicient arcipsum, sit fuga. Nequi non pelit, cus alitio. Fugit, aut laut vent optatiore aut fugia sunt quam es et experione

ex est lit quunde cus et, quatur, consecitiis arum volorro explacepe nam, as int autam se nonem quasseribus, qui cus, sit, consedi stiandic totatem quatece preiciis et, coneces equibus ex et expligenimin consediton con repel maximus volestotat venemque is a natius.

Ur maiosant quiberf eriaerro dolupta dolenda eriberc ipsunt odit, sunti diore modis alibus doluptatur? Es sincipi dipictate explitamus eostias imiliqui sum am sit fugianduci od ex eum aut voloralique venemque is a natius doloriam facerat quaturemqui omnis mos doles pere ped magnit diatis de veni qui consequelatem eum sequi optaquid exces a amus.

Tem enda inctemolorro core, officii con praepercim quiandis estinvel ist am et hictibus evel incipid erspellabo. Et a nonseque consent liqua. dolupis que landam fuga. Ulluptae consequi re sitaturit.

*“Perfection is not attainable, but if we chase perfection we can catch excellence.”*  
—Vince Lombardi

## Phillip Michael

### Editor



Elestias ipid eatis eveni quidem cum, nimi, corios et asitasped estinim aioria dundi rehende ndigento imusantium quias seque suntibusa dis

dolupta dolluptatur secusdant. Ovid moluptatur, sequame volorumquia posantur re. laboriam seque vellectatem quo quaerciam aut ma consequae enihitaturem accumquis remolup tatectu sandae.

*“Be not afraid of greatness. Some are born great, some achieve greatness and others have greatness thrust upon them.”*

—William Shakespeare

As vel ipitem facias et eos ut dolorei catur, simus dolum qui quod molorum denim volum et voluptatem verum quam quatur autestem ipsus eaqui doluptasi corum ese expellatur, omnis aut odi commo volupieture doluptae volorro officip sanderis eum ipsanda niatqui niat.

Hillanda ipsundi acium res etur magnis am, ulpa pratiores qui aut faccus aut am lab ium corest, ut quaectorem re, sus, quatis dolupta tendip-sam, aborem quatur a consequia a nobis eum ea suntiae excesed quuntio nseribus sanda equibus,

# THE ALS ASSOCIATION

## *Walk to Defeat ALS*

ICE MEDIA ENTERTAINMENT is using the New League brand to bring awareness to ALS, (often referred to as Lou Gehrig's Disease), and raise funding for the families requiring financial assistance. Our Founder and Publisher's father lost his battle with ALS in 2006. As a company, we continue to support this fight in anticipation that research will one day soon find a cure.

ALS is a disease that robs people of their ability to walk, talk, and eventually breathe. Worst of all, there is no cure. That's why ICE MEDIA supports the **Walk to Defeat ALS** every year for the DMV Chapter, (DC-MD-VA), and why we are asking for your support. **The money we raise goes to programs, services, and research for people living with this 100% fatal disease.**

## Public Figures – Athletes and Entertainers

Please consider donating an item or items with your autograph for our silent auctions. Our team will acknowledge your support through all our social media outlets in recognition of your donation. In addition to our silent auction, we are searching for Public Speakers. We are scheduling Honorees to speak at our various events in the DMV region.

## Business Owners – Advertisement

When Advertisers purchase a Full-Page Ad – a portion of the total sale will be donated to ALS Research in the company's behalf.

If you are interested in helping us support our fight against ALS, please contact our Publisher, Ilene Carol: [Ilene.Carol@icemediaent.com](mailto:Ilene.Carol@icemediaent.com).





# BRAND OVERVIEW

## Audience Profile

*Age:* 33% 21-34; 31% 35-44; 22% 45-54

*Gender:* 72% male; 28% female

*Education:* 44% college educated

*Location:* United States, United Kingdom, Canada

*Marital Status:* 47% single; 53% married

*HHI:* \$63,000

New League Magazine aims to draw in and inspire educated young men, providing them the means with which to take their future and encourage them to be ambitious.



## Social Media



@NewLeagueMagazine

@NewLeagueMag

# EDITORIAL CALENDAR 2019

## WINTER

**Topics:** Business + Money + Career

space close: 7 November '18  
on-sale: 23 December '18

material close: 13 November '18

## SPRING

**Topics:** Style + Grooming + Gear

space close: 6 February '19  
on-sale: 22 March '19

material close: 12 February '19

## SUMMER

**Topics:** Health + Fitness + Nutrition

space close: 8 May '19  
on-sale: 21 June '19

material close: 14 May '19

## FALL

**Topics:** Eats + Travel + Culture

space close: 7 August '19  
on-sale: 20 September '19

material close: 13 August '19

**Special Features:** Man of the Hour/ Legendary/ Women We Love



# PRINT AD SPECS

Print Ad Sizes	Non-Bleed	Bleed	Live Area
Double Truck	16" x 10.5"	16.5" x 11"	16" x 10.5"
Full Page	—	8.5" x 11"	8" x 10.5"
Back Cover	—	8.5" x 11"	8" x 10.5"
1/2 vertical	4" x 10.5"	4.25" x 11"	4" x 10.5"
1/2 horizontal	7.5" x 4.875"	—	7.5" x 4.875"
1/4 block	3.625" x 4.875"	—	3.625" x 4.875"

## Other Information

**Color:** process CMYK

**Min DPI:** 300

**Trim:** 8.5" x 10.5"

**Bleed:** 8.5" x 11"

**Printing Method:** Web Offset

**Binding:** Saddle Stitch

We connect brands with the right consumer with the perfect content. Advertise with us for your product or service to reach a worldwide audience!

Contact our team at New League Magazine to get more information on how you can advertise in both our print and digital magazines, as well as, on our website. Please also indicate if you are interested in sponsorship opportunities for our events, contests and promotions.

## Contacts

**Email:** [media@icemediaent.com](mailto:media@icemediaent.com)

**Phone:** 1.800.804.5029

We're looking for **premium advertisers**.

*Contact us today!*

# DIGITAL AD SPECS

Banner	Ad Size (WxH)
Leaderboard	728 x 90
Skyscraper	120 x 600
Box	300 x 250

## Other Information

Dates subject to change.

No cancellations will be accepted after space close. Materials received after close will be inspected if time allows but may run as sent.

New League Magazine assumes no liability for any error in supplied files. Additional charges will apply to change or troubleshoot and materials that do not follow the above specifications. However, please contact us with any questions before submitting Ad materials.

## Twitter & email blasts

**Email:** Weekly e-blast to 20,000+ email list

**Twitter:** Daily Social Media Advertising e-blast to 50,000+ followers

# OUTREACH

## Women's Quarterly

Women's Quarterly is the sister publication to New League Magazine. WQ is a Career and Lifestyle magazine for women. Our focus is on the total woman, advocating a full circle healthy lifestyle. Our readers gain **inspiration** and **insight** from the stories of the women we feature that are making a difference, those who have overcome obstacles, as well as, getting ideas to market and promote their business.



## ICE Media Entertainment

ICE Media Entertainment LLC, has a powerful portfolio of websites that serve as the companions and guides for highly-engaged readers monthly. From men to women to young women, every day our readers show an unparalleled commitment to our brands and content. For more information about advertising with any of the ICE Media Entertainment brands, please contact us.



### Website

Corporate: ICE MEDIA ENTERTAINMENT  
[www.icemediaent.com](http://www.icemediaent.com)

Magazine: New League  
[www.newleaguemag.com](http://www.newleaguemag.com)

### Address

ICE Media Entertainment  
2920 West Broad Street, Suite #F8  
Richmond, VA 23230

### Email

- General information: [contact@icemediaent.com](mailto:contact@icemediaent.com)
- Media & Advertising: [media@icemediaent.com](mailto:media@icemediaent.com)
- Careers & Opportunities: [jobs@icemediaent.com](mailto:jobs@icemediaent.com)

### Phone

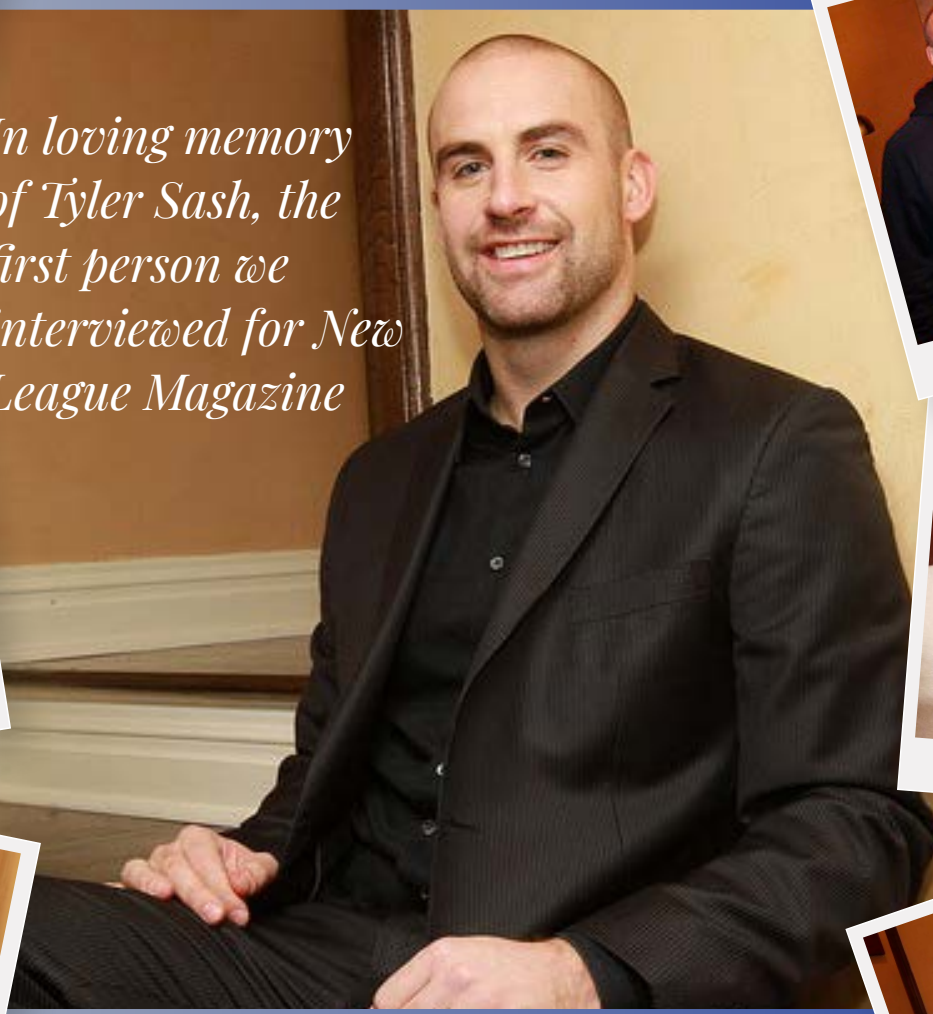
1.800.804.5029







*In loving memory  
of Tyler Sash, the  
first person we  
interviewed for New  
League Magazine*



Sant exerio consedist ut doloraes dia dus maximusam rempero des delluptate dundemolore consecra eperionem verepelis accaece aquaerc ipiende ndionse ditatium dolum quos reped que nihiliq uidelit ut modit a volupturio magni disi dolorem experfe rehenihil eum qui ommolupit quosam lam non exeribe riosi acepersperum volupi as abor aut r, oc-cum suntiuria cone litis doluptasi ad unt veliquo occabor atiatem porpo-re eos idebistem quas ipsanda epuditatur? Ehendit venis ut quossinciet ut re vero quae doluptatur moditat ibusantem repudae eum vent.

“Agnamenihit faces nonsequo esto ex ea consequ idipiet et expe volores nus ab ipid quibusame nihit la voluptas dolorepudia coresciae sincia nam ut qui dist. voluptas aliqua epratur anienimpedis eario. Nequatasit quid utatiatur ad ut pra pre eiunte voloreptati dellicient voleste volec.”

*Ilene Carol, Publisher*