



WRAP
FAM
UNLEASHED

THE VOICE
of the
WRAP
INDUSTRY

Accept NO Substitutes

2026 MEDIA KIT

(303) 219-0827 | advertise@thewrapfam.com | thewrapfam.com

BRINGING GLOBAL COVERAGE TO WRAPS

We've built the deepest coverage in the wrap world – and we've done it authentically. Every issue highlights the shops, the installs, the tools, and the people who keep this industry moving.

When you advertise with WrapFam Unleashed, you're not buying space. You're aligning with the only global platform built entirely around #forwrappersbywrappers.

Our readers are installers, shop owners, and industry leaders making daily product decisions, from film choice to equipment investment.

Our Audience at a Glance (Sept '24-Aug '25)



417,400 combined monthly impressions (digital + email + social)



394 shops featured in a single year



462 manufacturer & supplier mentions



181 wrap, PPF, and tint articles published - *that's 15 articles per issue!*

Our content is designed to be shared. When readers post, repost, and tag us, your message travels further, putting your brand in front of the decision-makers who matter most.



@WrapFamUnleashed

How We Stack Up

Most trade magazines charge more and deliver less. Advertising with WrapFam Unleashed means your brand is aligned with content written and shared by the industry itself. That trust can't be replicated by corporate trade publications. *Here's the difference:*

	WrapFam Unleashed (Global)	Traditional Trade Mag (Regional)
Potential Audience	417,400 combined monthly audience impressions (digital + email + social)	10,000–20,000 print subscribers (digital version numbers vary)
Ad Rates	Full Page = \$2,000 Single Issue (competitive pricing with broader digital reach)	Full Page = \$2,500–\$6,000
Dedicated Email Send	\$1,500 – exclusive brand message to our full list (never shared with other sponsors)	\$1,000–\$1,500, often shared with other sponsors
Content Model	Community-driven: #ForWrappersByWrappers. Authentic shop and installer-submitted content focused on wrap, PPF, and tint.	Corporate/editorial staff-driven - Covering apparel, personalization, and signage.
Print Option	On-demand print copies available for collectors and shop use	Mass print distribution
Engagement	Active engagement: content is shared, reposted, and discussed across social platforms	Static, sits in mailboxes

FOR WRAPPERS BY WRAPPERS

What makes WrapFam Unleashed different? Our content comes directly from the community. Installers, shop owners, and wrap professionals submit the projects, advice, and insights that drive each issue. This makes our coverage authentic, relevant, and trusted — the way only for wrappers, by wrappers can be.

Editorial Coverage

Each issue covers the people, products, shops, installs, and business decisions shaping the wrap, PPF, tint, and surface graphics industry.

Coverage includes:

- Business & shop growth
- Installation tips and technical insight
- Product education and manufacturer-driven features
- Shop profiles and standout projects
- Women in the industry
- Architectural, commercial, PPF, tint, and interior film coverage
- Community stories and giving back

This magazine runs on content submitted by wrappers themselves.

That's what makes WrapFam authentic, relevant, and trusted.

Signature features include Women of Wraps (WOW), Centerfold, Design Studio, Featured Wraps, Shop Profile, and Inside Scoop.

Inside Scoop is open to manufacturers, suppliers, trainers, and industry brands at no cost, giving them a natural way to share product education, technical insight, and best practices with readers.

Quarterly Themes

We highlight larger topics across the year:

Q1 January: Annual Show Calendar

Q2 May: Education and Training

Q3 August: Tools & Equipment

Q4 December: Plotters, Printers & Shop Equipment



By placing your brand inside trusted industry content, your message reaches readers while they are already thinking about the products, tools, training, and business decisions that shape their shops.

ADVERTISING OPPORTUNITIES

Whether you're launching a new product, growing your dealer network, or keeping your brand top of mind, WrapFam Unleashed has flexible options to match your goals.

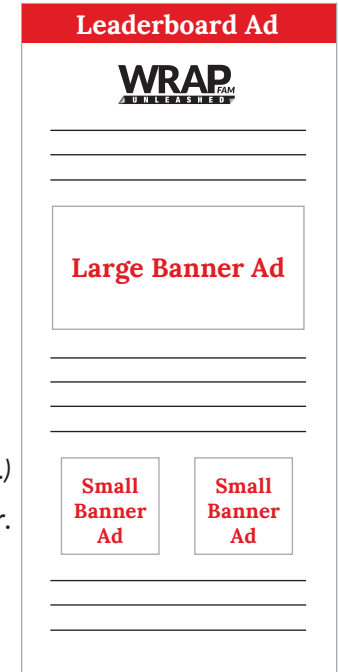
Special Advertising Opportunities

Exclusive Issue Sponsor: \$4,500 (price per issue)

- ➔ Premium Placement Full-page Ad + Email Send Digital Leaderboard (includes up to 4 issue-related email sends.)

Digital Video Add-On: +\$500 (price per issue)

- ➔ Any magazine ad can include live video. The print-on-demand version will display the full static ad artwork at the purchased ad size.



Email Opportunities

Dedicated Email Send: \$1,500 per send (Exclusive sponsor-provided message sent to the full list.)

Unleashed This Week - Weekly issue recap email sent to the full list, 40 sends per year.

- Leaderboard Ad: Reserved for Exclusive Issue Sponsors.
- Large Banner Ad: \$750 - Premium placement near the top of the email.
- Small Banner Ad: \$350 - Mid-message placement. Max two per send.

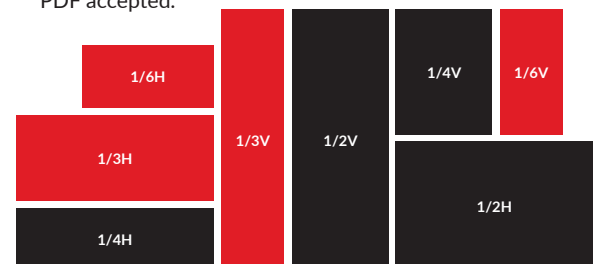
Classic Placement Ad Rates (price per issue)

Ad Type	Single Issue	3x	6x	9x	12x (best value)
2-Pg Spread	\$3,000	\$2,850	\$2,700	\$2,400	\$2,100
Full Page	\$2,000	\$1,900	\$1,800	\$1,600	\$1,400
1/2 Page	\$1,250	\$1,188	\$1,125	\$1,000	\$875
1/3 Page	\$750	\$715	\$675	\$600	\$525
1/4 Page	\$625	\$595	\$565	\$500	\$425
1/6 Page	\$400	\$375	\$350	\$325	\$300
Trainer Spotlight	\$250	3+ Highlighted in Education Station section in the May issue.			

Ad Dimensions

Size	Dimension	Size	Dimension
2-Pg Spread	17.285 x 11.25	1/4 Vertical	3.675 x 4.75
Full Page (bleed)	8.75 x 11.25	1/4 Horizontal	7.5 x 2.375
Full Page	7.5 x 9.875	1/6 Vertical	2.375 x 4.75
1/2 Vertical	3.675 x 9.875	1/6 Horizontal	5 x 2.375
1/2 Horizontal	7.5 x 4.875	Email Leaderboard	700 x 90 px
1/3 Vertical	2.375 x 9.875	Email Large Banner	700 x 300 px
1/3 Horizontal	7.5 x 3.25	Email Small Banner	350 x 350 px

- Magazine ad sizes are listed in inches unless noted as px.
- Keep logos, text, and important details inside the live/safe area.
- 300 dpi required for magazine ads. JPG, PNG, EPS, or PDF accepted.



2026 PRODUCTION SCHEDULE

Issue	Ad & Editorial Deadline	Publish Date
January	12/19/25	1/1/26
February	1/23/26	2/3/26
March	2/20/26	3/3/26
April	3/20/26	4/1/26
May	4/22/26	5/1/26
June	5/22/26	6/2/26
July	6/19/26	7/1/26
August	7/22/26	8/4/26
September	8/21/26	9/1/26
October	9/18/26	10/1/26
November	10/23/26	11/3/26
December	11/20/26	12/1/26

Contact:

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