



**WRAP**  
FAM  
**UNLEASHED**

**THE VOICE**  
of the  
**WRAP**  
**INDUSTRY**

Accept NO Substitutes

2026 MEDIA KIT

(303) 219-0827 | [advertise@thewrapFam.com](mailto:advertise@thewrapFam.com) | [www.thewrapfam.com](http://www.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 #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 open (competitive pricing with broader digital reach)  | Full Page = \$2,500–\$6,000  |
| Email/Eblast       | \$2,500 – 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  |

# FUELED BY WRAPPERS, FOR 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 blends education, inspiration, and innovation through a rotating mix of:

- **The Wrap Business** – our business guru shares insights on running a wrap business
- **Tips 'N' Tricks** – installers' practical techniques and time-saving methods
- **Pro Tip** – expert advice contributed by seasoned installers
- **The Shop** – pros share how shops and installers are scaling successfully
- **Women of Wraps (WOW)** – celebrating female talent in the industry
- **Centerfold** – standout projects submitted by shops around the world
- **Design Studio** – go behind the scenes on jobs with today's best designers
- **Shop Profile** – authentic stories of successful shops in the industry
- **The Clear View** – PPF and tint instructional and business articles
- **Windows, Walls & Floors** – showcases building wraps, storefronts, floor graphics, and more
- **The Fusion Beat** – our interior films expert on stunning interior transformations
- **Giving Back** – how shops, installers, designers, and manufacturers are giving to good causes
- **Women Behind the Wheel** – boss babes share how they keep their businesses in tip-top shape
- **Inside Scoop** – insider product info, tips, and advice directly from manufacturers

This magazine runs on content submitted by wrappers themselves.

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

## Quarterly Themes

We highlight larger topics across the year:

- Q1** February: Films & Finishes
- Q2** May: Printers & Plotters
- Q3** August: Tools & Equipment (Annual Tools Issue)
- Q4** November: Laminators & Accessories



*(anchor issues for advertisers)*

By putting installers and shops at the center, *WrapFam Unleashed* is the only publication that truly reflects the pulse of the wrap community. Advertisers benefit by being positioned inside content that readers know comes from people just like them.

# 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.

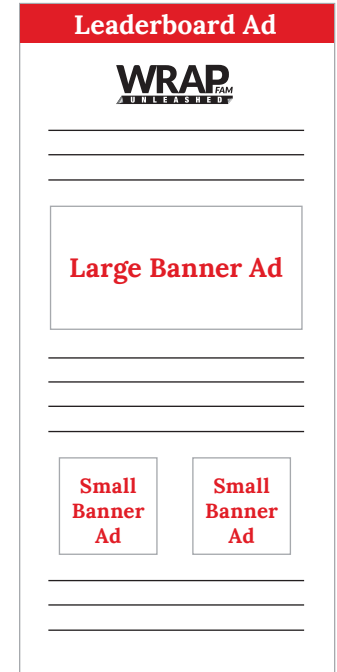
## Own the Issue

**Exclusive Issue Sponsor: \$4500** (price per issue)

➔ Full-page ad with premium placement + digital leaderboard for email issue send + your logo on the cover.

**Issue Delivery Sponsor - Own the Drop: \$2,500** (price per issue)

➔ Digital large banner ad + your logo on the cover. Puts your brand front and center – the first thing readers see when each issue drops.



## Email Opportunities

**Eblast: \$1,500** (price per email)

**Unleashed This Week** - Weekly email = 40 sends per year, to the full WrapFam list.

- Leaderboard Ad: Only available in the Exclusive Issue Sponsorship.
- Large Banner Ad: \$1,000 - Premium placement at the top of the send.
- Small Banner Ad: \$500 - Mid-message placements, max two ads per send.

## Classic Placement Ad Rates

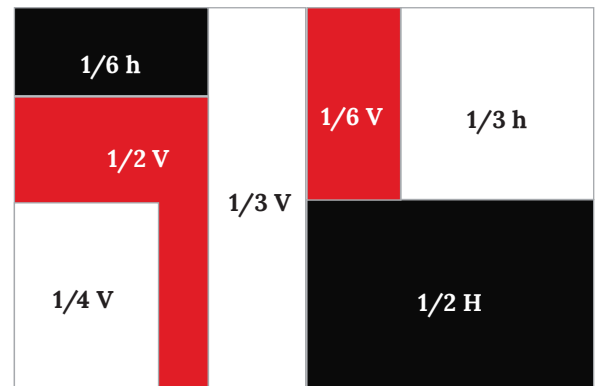
 (price per issue)

| Ad Type           | Open    | 3x      | 6x      | 9x      | Annual  |
|-------------------|---------|---------|---------|---------|---------|
| 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          | \$500   | \$475   | \$450   | \$400   | \$350   |
| Trainer Spotlight | \$250   | -       | -       | -       | -       |

## Ad Dimensions

 (jpg, png, eps, PDF accepted; all files must be 300dpi)

| Size                 | Dimension        | Size               | Dimension     |
|----------------------|------------------|--------------------|---------------|
| 2-Pg Spread (bleed): | 17.285" x 11.25" | 1/4 Vertical:      | 3.5" x 4.875" |
| Full Page (bleed):   | 8.75" x 11.25"   | 1/6 Vertical:      | 2.5" x 5"     |
| 1/2 Vertical:        | 5" x 7.5"        | 1/6 Horizontal:    | 5" x 2.5"     |
| 1/2 Horizontal:      | 7.5" x 4.875"    | Email Leaderboard  | 700 x 90 px   |
| 1/3 Horizontal:      | 5.25" x 4.75"    | Email Large Banner | 700 x 300 px  |
| 1/3 Vertical:        | 2.5" x 8.375"    | Small Banner       | 350 x 350 px  |



Full Page with bleed should have 0.5" margins (safe area) and minimum 0.125" bleed.

# 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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