

iLLUStORiA

A print magazine for creative kids and their grownups.

STORIES

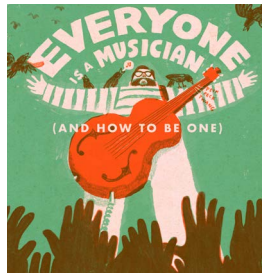
COMICS



& DIY

We want to hear from you!

For press, adverts, sponsorship, or partnership inquiries, [contact: claire@illustoria.com](mailto:claire@illustoria.com)
website: illustoria.com Instagram: [@illustoria_mag](https://www.instagram.com/illustoria_mag)



ABOUT ILLUSTORIA

Illustoria is an art and storytelling print magazine for creative kids and their grownups. Our audience includes readers six to twelve years old and up. We aim to spark curiosity and ignite creativity!



- Stories, comics & DIY
- Published by McSweeney's
- Delivered tri-annually
- Loved by 35,000 readers worldwide
- 46,600 Instagram followers
- Named "Best Gift for Kids" by the *New York Times*



McSWEENEY'S

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OUR PAST ISSUES



OUR
LATEST
ISSUE
↓

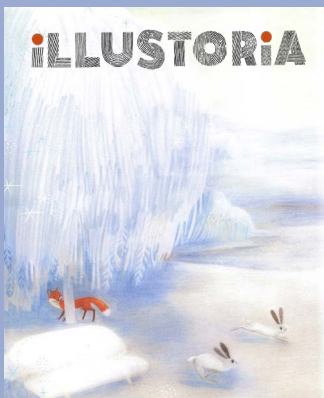
ADVERTISING SPACE AVAILABLE



Issue 25: Comics

In-progress cover by Jillian Tamaki
Pub date: November 21, 2024

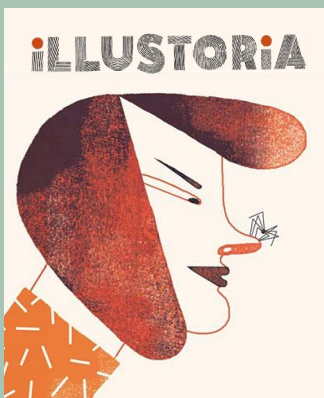
In *Illustoria's* exhilarating Issue 25, we unleash the magic of comics, unveiling a kaleidoscope of boundless creativity and storytelling brilliance. From mind-bending graphic novels to laugh-out-loud webcomics, this electrifying ride through the comic universe will leave you grinning from ear to ear. Buckle up, folks, it's a visual feast like no other!



Issue 26: Blue

In-progress cover by Isabelle Arsenault
Pub date: March 6, 2025

In this issue, we explore all things blue. Plunge into your feelings, and take a dip in the ocean. Learn about blue pigment, and meet artists who are obsessed with this color. This issue features a lush cover by Isabelle Arsenault.



Issue 27: Bugs

In-progress cover by Mar Hernández
Pub date: July 24, 2025

From fluttering butterflies to creeping crawlies, embark on a thrilling adventure filled with fascinating facts, stunning photos, and hands-on activities that will make you bug-eyed with wonder.

RATES AND TIMELINE



UPCOMING
↓

CALENDAR

Issue 25: Comics
RSVP: June 18, 2024
Art Due: July 23, 2024
On Sale: November 21, 2024

Issue 26: Blue
RSVP: September 26, 2024
Art Due: October 31, 2024
On Sale: March 6, 2025

Issue 27: Bugs
RSVP: February 19, 2025
Art Due: March 27, 2025
On Sale: July 24, 2025

AUDIENCE

Subscribers: 4,350
Instagram Followers: 46,600
Estimated Readership: 27,500

DISTRIBUTION

Frequency: Tri-Annual (3x/year)
Circulation: 8,000
Cover Price: \$16
Dimensions: 8.5" x 10.5"
Page Count: 64 pp. + matte cover

PAST SPONSORS

 FLYING EYE BOOKS


tundra


CHRONICLE
BOOKS






CANDLEWICK PRESS



 ENCHANTED LION BOOKS


MAJO ✧✧ PEG AND AWL ✧✧


yoto

little bigfoot 

PRINT ADVERTISING

Ads are accepted on a select basis to fit seamlessly with the magazine's aesthetic.
Your sponsorship helps promote youth writing and creativity across the globe.

SIZE	REGULAR RATE	SPECIAL RATE	
	Includes: <ul style="list-style-type: none"> • Your logo on the inside front cover of the print issue • 5 copies of the magazine 	Includes: <ul style="list-style-type: none"> • Everything from the “regular rate” package Plus: <ul style="list-style-type: none"> • 20% off for a 3-issue annual partnership • Optional ad customization • IG giveaway 	
	Half Page	\$650	\$520
	Full Page	\$1,200	\$960
	Two Page	\$2,300	\$1,840

**20% off
3 issues
(1 year)**

BEST
DEAL

PRINT ADVERTISING

Below are examples of print advertising in *Illustroria*. Check out the previous page for advertising rates.



HAVE YOU EVER WANTED TO WRITE AND ILLUSTRATE YOUR OWN PICTURE BOOK?

what are you waiting for?

GIANT-SIZE AUTHOR-ILLUSTRATOR STARTER KIT

THIS PACKAGE CONTAINS ONE HUGE COMPLETELY BLANK BOOK, READY TO BE FILLED BY YOU.

32 blank pages

15" x 15"

hardback cover

MAKE YOUR OWN BOOK:
Write a story.
Draw the characters.
Work with a friend or by yourself.
Draft it on scrap paper first, get it just right, then put it down in your own beautiful hardback book!

FIND IT AT:
STORE.MCSWEENEYS.NET

imagine your art here

brought to you by **tundra**

When Emily Was Small
A celebration of artistic freedom and the mysteries of nature, inspired by the writings of Emily Carr.
Lauren Sekoy

WHAT IS ART?
These three picture books explore the meaning and impact of art.

Outside Art
Madeline Krueger

With **What is Art?**

Join a curious pack of woodland animals as they try to understand what art is.

ANONYMOUSE
Vivian Hartnett
Anna Park

Animal-friendly street art is popping up all over the city, but who is creating these masterpieces? There is no explanation, only a name: Anonymouse.

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AWARDS & PRESS

"A BEAUTIFULLY DESIGNED ILLUSTRATION MAGAZINE FOR COOL KIDDOS AND THEIR EQUALLY COOL PARENTS!"
-CARRIE GIFFORD, RED CAP CARDS

"A VISUALLY EXCITING MAGAZINE WITH A DIY ATTITUDE."
-SCHOOL LIBRARY JOURNAL



[New York Times, Wirecutter, "The 25 Best Gifts for 9-Year-Olds"](#)

"[A] beautifully produced print magazine that invites young readers to revisit arresting pages again and again . . . *Illustroria* is a visual feast, with a focus on storytelling through art and literature. In addition to crafts and art projects, *Illustroria* presents stories through comics, and profiles illustrators, artists, and makers . . . [with] messages of compassion and inclusivity . . . bursting with creative ideas."

[Wall Street Journal, "Useful Homeschool Supplies That Go Beyond the Everyday Syllabus"](#)

"WSJ. scoured niche sites and educational resources for under-the-radar recommendations to help shake up homeschool routines—or at least provide an analog alternative to screen time. [*Illustroria*] is a chic magazine . . . there's nothing parents need more right now than some mandatory quiet reading hours."

[Mother, "The Best Magazines for Kids"](#)

"*Illustroria* has collaborated with some of our favorite children's book illustrators (Carson Ellis, Hervé Tullet, Miriam Klein Stahl) and other big-name artists. Needless to say, each stunning issue is something you'll proudly want to display on your bookshelf."

[Kirkus Reviews, "The Story of *Illustroria*"](#)

"It's a rewarding offering that I hope sticks around for many years down the line."

[Stack Awards 2019 & 2017, Shortlisted: Best Use of Illustration](#)

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HISTORY

“THE STORIES, COMICS, AND DIY COALESCE AROUND ELICITING INTERACTION FROM READERS.”
-STEVE BLACK, LIBRARY JOURNAL



image courtesy of Melissa Kaseman

“ILLUSTORIA TURNS EVERY GOOD IDEA INTO A PICTURE OR A STORY THAT ENCOURAGES CREATIVITY.”
-ANN LEVINE, BANK STREET BOOKS

Our publication was founded in 2016 by Joanne Meiyi Chan, a longtime children’s book editor and passionate kid-lit lover, and her partner, Mark Rogero, a designer and maker. Together they created *Illustroria* as a high-quality print publication to help creative kids and their grownups slow down and enjoy stories, art, and activities; and as a counter to our fast-paced, digital age. *Illustroria* celebrates visual storytelling, makers, and DIY culture through print and beyond.

Each issue of our publication engages across generations and is meant to be collected among your favorite books. Learn more about the founders at illustroria.com/studio or get in touch with Joanne at joanne@illustroria.com.

MASTHEAD



ILLUSTORIA MAGAZINE

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