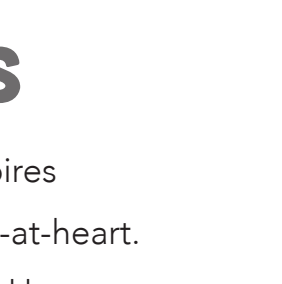
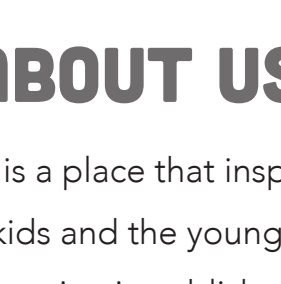
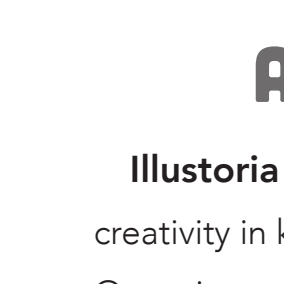
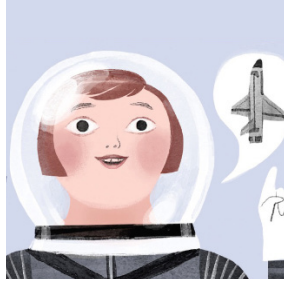


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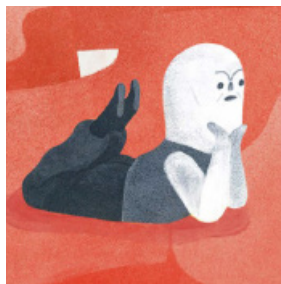
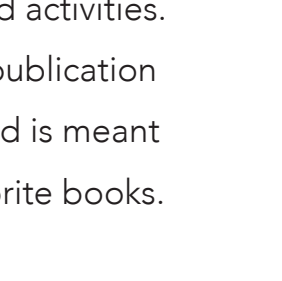
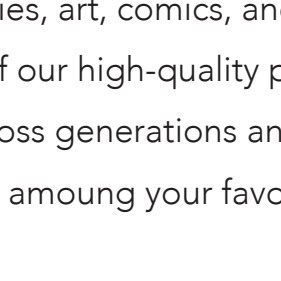
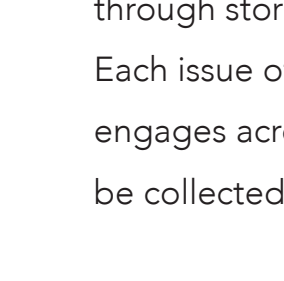
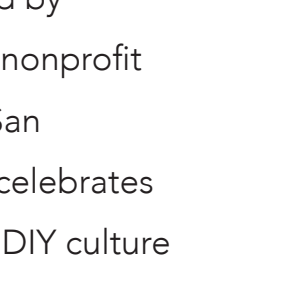
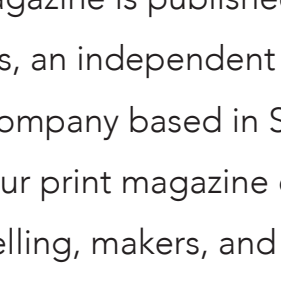
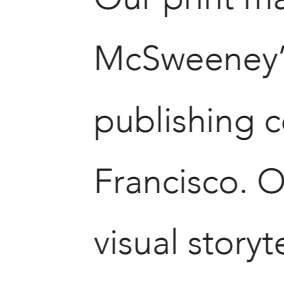
A MAGAZINE FOR CREATIVE KIDS & THEIR GROWNUPS





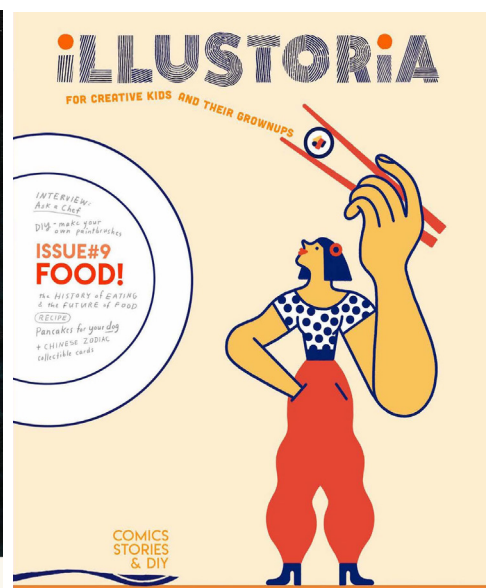
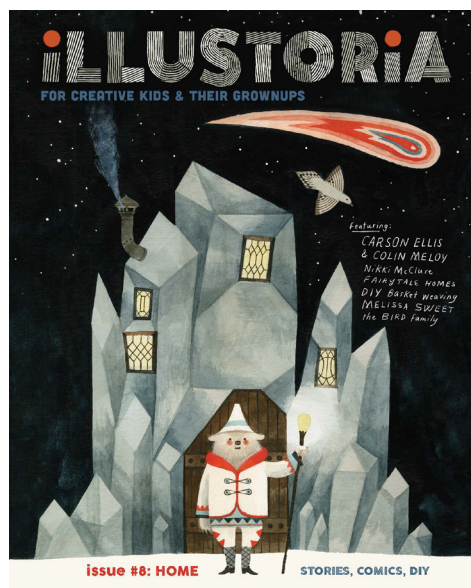
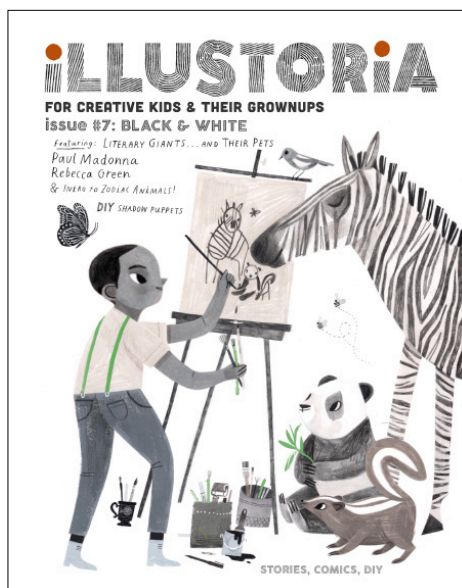
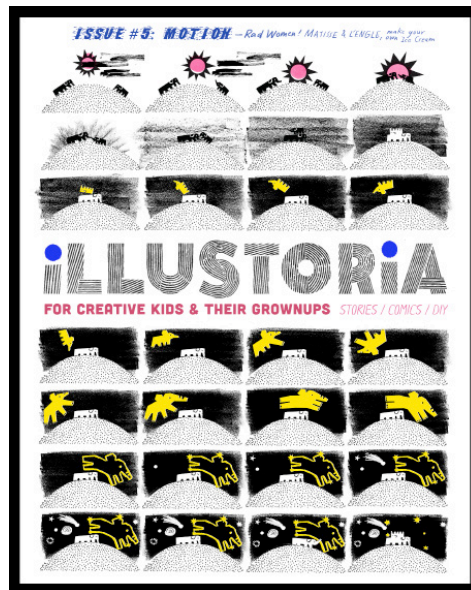
## ABOUT US

**Illustoria** is a place that inspires creativity in kids and the young-at-heart. Our print magazine is published by McSweeney's, an independent nonprofit publishing company based in San Francisco. Our print magazine celebrates visual storytelling, makers, and DIY culture through stories, art, comics, and activities. Each issue of our high-quality publication engages across generations and is meant to be collected among your favorite books.





# PAST ISSUES:







## PAST CONTRIBUTORS:

Yuko Higuchi

Marina Munn

Lindsay Stripling

Miriam Klein Stahl

Lark Pien

Rebecca Green

Daniel Handler

Peter Brown

Paul Madonna

Laurel Snyder

Amy Novesky

Lisa Brown

Micah Player

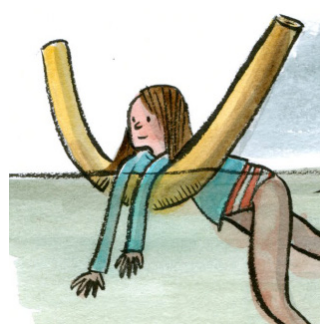
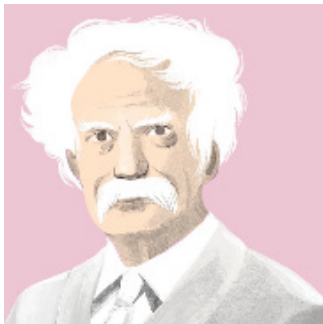
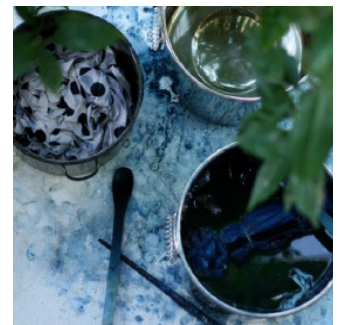
Tony DiTerlizzi

Andrew Bird

Hervé Tullet

Cece Bell

Aaron Becker



# ON SHELVES NOVEMBER 2019:

## ISSUE #10 COLOR



### INSIDE:

Cover by JooHee Yoon

Interviews with Youth Entrepreneurs

The ins-and-outs of being a Park Ranger

DIY Travel Palette & Moody Self-Portrait

All about the incredible Mantis Shrimp

How our eyes see color

Stories by International Alliance of Youth Writing Centers

Interviews with musicians Shana Cleveland and Larry Yes

art supply & book reviews

& more!



# COMING NEXT: ISSUE #10 CREATURES

# ILLUSTORIA

FOR CREATIVE KIDS AND THEIR GROWNUPS

issue #11 : CREATURES



In-progress cover by Simone Rea.



## SHOWCASE RATE SHEET

### CALENDAR

**Issue 10: Color**

On Sale: November 19, 2019

**Issue 11: Creatures**

On Sale: March 3, 2020

RSVP: November 3, 2019

Art Due: December 1, 2019

**Issue 12: TBD**

On Sale: July 7, 2020

RSVP: March 7, 2020

Art Due: April 1, 2020

### SPONSORS/ADS

Sponsorship + advertising  
queries contact:  
claire@illustoria.com

### DISTRIBUTION

**Frequency:** Tri-Annual (3x/year)

**Cover Price:** \$16

**Dimensions:** 8.5" x 10.5"

**Page Count:** 64pp + matte  
cover

**Language:** English

**Circulation:** 6,000

**Subscriptions:** 800

**Instagrams Followers:** 27.6 K

### OUR AUDIENCE

- Kids ages 6 – 12 & their grownups
- Beginning to advanced readers
- Kid-lit & graphic novel fans
- Artists, writers, makers, educators

# //STACK AWARDS 2017



## PRESS

New York Times - Wirecutter, Best Gear for Traveling with Kids

<https://www.nytimes.com/2019/06/15/travel/flying-with-children-we-have-the-gear-you-need.html>

Washington Post - The Lily, Holiday Gift Guide

<https://www.thelily.com/6-holiday-gifts-for-kids/>

Stack Awards 2017, Short Listed Best Use of Illustration

<https://www.stackmagazines.com/art-design/stack-awards-illustration-shortlist/>

Kirkus Reviews, The Story of Illustoria

<https://www.kirkusreviews.com/features/story-illustoria/>

School Library Journal, Great Magazines for Kids and Teens

<http://www.slj.com/2016/10/feature-articles/browse-this-great-magazines-for-kids-and-teens/#>

Photograph courtesy of Kirstin Papworth





# CONTACT

ILLUSTORIA  
849 Valencia St  
San Francisco, CA 94110

Visit Us... [ILLUSTORIA.COM](http://ILLUSTORIA.COM)  
Contact... [HELLO@ILLUSTORIA.COM](mailto:HELLO@ILLUSTORIA.COM)  
Instagram... [@ILLUSTORIA\\_MAG](https://www.instagram.com/ILLUSTORIA_MAG)

For press, adverts, sponsorship, or partnership inquiries,  
contact: [claire@illustroria.com](mailto:claire@illustroria.com)

**Elizabeth Haidle** Art & Editorial Director

[ehaidle@gmail.com](mailto:ehaidle@gmail.com)

**Claire Astrow** Publishing & Editorial Coordinator

[claire@illustroria.com](mailto:claire@illustroria.com)

**Dan Weiss** Sales & Distribution

[danweiss@mcsweeneys.net](mailto:danweiss@mcsweeneys.net)

**Eric Cromie** Publishing Assistance

[eric@mcsweeneys.net](mailto:eric@mcsweeneys.net)

**Megan Dailey** Layout Designer

**Jamyelese Ryer** Copy Editor

**Amanda Uhle** Editor at Large

**Dave Eggers** Consultant

**Joanne Meiyi Chan** Emeritus Founding Editor