

THE WITCH COLLECTIVE ZINE

An inclusive group of witches working to create magick that lifts each other up. Supporting each others projects, ideas and abundance making endeavors. Inviting personal wisdom into shared sacred space. Celebrating creativity, craft and culture.



The Witch Collective Zine is a labor of love created by a collective of passionate witches. Our mission is to provide a platform for witches of all paths and backgrounds to share their unique perspectives and experiences.

Within the pages of The Witch Collective Zine, you will find a diverse array of content, including personal stories, original artwork & poetry, delicious recipes, spells, crafts and more. Each contributor brings their own unique flavor to the mix, creating a rich tapestry of witchcraft that is both inspiring and informative.

Witchcraft is a powerful tool for personal growth and transformation, and we are committed to creating a space where witches can feel supported, empowered, and connected to a like-minded community. Whether a seasoned practitioner or just starting the journey into the world of witchcraft, all are invited to join in on this magical adventure.

To ensure the sustainability and growth of The Witch Collective Zine, we have created a range of sponsorship tiers. By becoming a sponsor, you will not only receive exclusive access to our zines to sell in your shop, but also contribute directly to the creation of future issues. Your support will help us continue to provide a platform for witches to share their voices and connect with each other.

In addition to sponsorships, we also offer affordable advertising options for businesses and individuals who want to reach our community of witches. By placing an ad in our zine, you will gain exposure to a dedicated audience of like-minded individuals who are passionate about witchcraft and spirituality.

The Witch Collective Zine is a magickal resource for witches far and wide. May it inspire, empower and connect witches to the magick that lies within.

Curated, designed & edited by Gina McMillen of @blacklakewitch and Kelly Gray of @misskellymagick

Check us out on Instagram @thewitchcollectivezine

Advertise your business in the zine

The Witch Collective Zine is a quarterly publication that reaches hundreds of readers. It is the perfect way to get businesses in front of potential customers. Choose from a variety of advertising options to fit every budget.

Benefits:

- Reach a large audience of potential customers
- Get your business in front of people who are interested in what you have to offer
- Build brand awareness and credibility
- Drive traffic to your website or store
- Generate leads and sales

Ad Specifications:

- Full pages are 5.5x8.5 inches
- We accept business cards, logos, information, or designed ads
- Ads must be in JPEG or PDF format
- See ad examples and ad specs on the next page

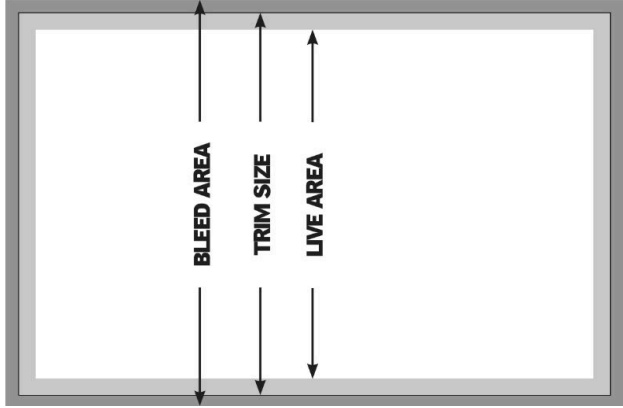
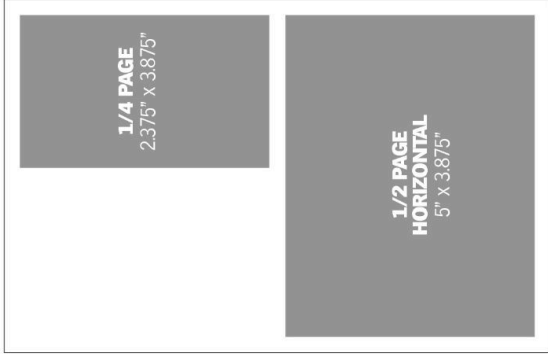
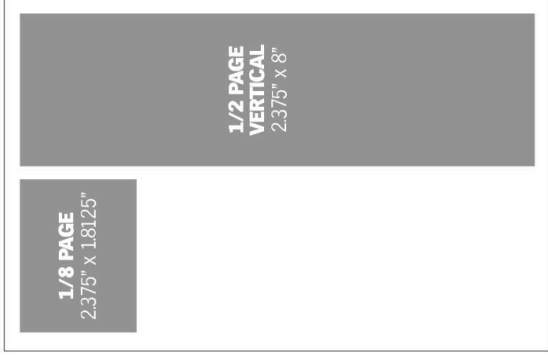
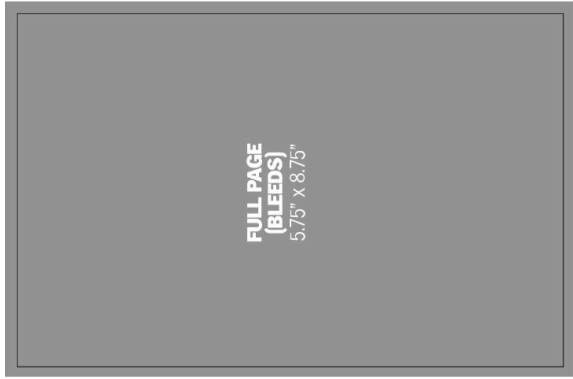
Pricing:

- ¼ page - \$35
- ½ page - \$70
- ¾ page - \$140
- Full page - \$280

The collage features six distinct advertisements:

- ReCircle Home:** A business card for a shop selling crystals, home decor, and magical goods. It includes the address 501 E. Broadway, Long Beach, CA 90802, and the website recirclehome.com.
- The Star & Stone:** A vertical advertisement for a metaphysical shop. It features a central image of crystals on a crescent moon and lists services like tarot readings, spell kits, and classes. The address is 720 East Foothill Blvd, San Dimas, CA.
- The Eye of The Cat:** An advertisement for a shop specializing in esoteric herbs and supplies for occult practitioners. It celebrates 50 years and is located at 3314 E Broadway, Long Beach, CA.
- Sugar with Ari:** A vertical advertisement for a tarot and astrology business. It includes contact information for Ari (@sugarcircle) and a phone number (714) 884-5695.
- Bitch Be Gone:** An advertisement for a smokeless cleansing spray. It features an image of the product bottle and describes its use for cleaning rooms and removing negative energy.
- Miss Kelly Magick:** An advertisement for a tarot, astrology, and charm casting business. It includes contact information for Miss Kelly and her website, misskellymagick.com.

Contact: To buy zines for your shop or to advertise your business please email thewitchcollectivezine@gmail.com



TRIM SIZE = The actual size of the program. (5.5" x 8.5")

BLEED AREA = The area in which all artwork should extend.

Any image or colored area touching the edge of the TRIM SIZE MUST be extended 1/8" (0.125") on all sides beyond the TRIM SIZE.

LIVE AREA = Where all your content should stay within, such as Heading, Sub-Heading, Copy, Inset Photos, Contact info, etc. In most cases, final artwork for full-bleed, full-page ads should be sized to 5.75" x 8.75".

Any final supplied art file without proper bleed will be shrunk to fit in the live area, which will cause white area all around the ad. Please keep all live material 1/4" (.25") from the trim on all sides. On two-page spreads, leave 0.5" gutter for all live material.

FULL PAGE TRIM SIZE = 5.5" x 8.5" (for ads with bleeds, add .125" bleed on all sides; 5" x 8" live area, otherwise use FULL PAGE NO-BLEED ad size).

AD SIZE **DIMENSIONS**

FULL PAGE + BLEEDS	5.75" x 8.75"
	(5" x 8" LIVE AREA / 5.5" x 8.5" TRIM SIZE)
FULL PAGE (NO BLEEDS)	5" x 8"
1/2 PAGE HORIZONTAL	5" X 3.875"
1/2 PAGE VERTICAL	2.375" x 8"
1/4 PAGE	2.375" x 3.875"
1/8 PAGE	2.375" X 1.8125"

How to sell Zines in your shop

Zine sponsorship tiers offer a unique opportunity to support your favorite zine and receive a few extras to thank you for your support. The pricing for these tiers is based on the expenses associated with printing each copy. By selling copies, you can not only recoup the entire sponsorship cost but also contribute to the zine's success.

Sponsorships play a vital role in making The Witch Collective Zine a reality, with funds directly allocated to printing and distribution. The number of copies printed depends on the sponsorships received for each issue. Without your support, printing the zine would not be possible. Once printed, copies are distributed to shops and contributors (every contributor receives a free copy). Seasonal issues sell out, which makes them instant collector's items.

Our suggested retail price is \$6 although shops/vendors are free to set their own pricing.

Mercury Tier (\$100)

- ¼ page advertisement
- 25 zine copies
- Prominent placement of your Instagram handle on the back cover under Sponsors
- Social media promotion* - x1 post per season

Moon Tier (\$200)

- ¾ page advertisement
- 50 zine copies
- Prominent placement of your Instagram handle on the back cover under Sponsors
- Social media promotion* - x2 posts per season

Venus Tier (\$300)

- ½ page advertisement
- 75 zine copies
- Prominent placement of your Instagram handle on the back cover under Sponsors
- Social media promotion* - x3 posts per season

Sun Tier (\$400)

- 1 page advertisement
- 100 zine copies
- Prominent placement of your Instagram handle on the back cover under Sponsors
- Social media promotion* - x4 posts per season

*Social media promotion - The Witch Collective Zine Instagram account will share and promote reels in The Witch Collective Zine's stories as well as make original content to collaborate on.

Zine Submissions

Written submissions

- 500 words or less: We are looking for well-written, engaging content. Your submission can be anything from informative? to a short story to a poem.
- 50-word biography: Include a brief bio that includes your social handle and/or website. This will help us get to know you and your work better and hopefully gain you followers. We like the weird and funny ones, so don't be too serious.

Artwork

- Black and white: All artwork must be submitted in black and white.
- Digital files: Artwork must be submitted as a digital file in JPG or PNG format.

Acceptable submissions:

- Defined witch terms/items: We are looking for submissions that define witch terms or items like herbs, crystal or anything that would go well with our season or theme.
- Traditions: We are looking for submissions that explore witchcraft traditions from around the world. These submissions can be historical, cultural, or personal.
- Poetry: We are looking for well-written poetry that fits the issue's theme and/or season
- Artwork: We are looking for artwork that is visually appealing and fits the issue's theme and/or season.
- Spells: We are looking for spells that are creative and effective and fit the issue's theme and/or season.
- Recipes: We are looking for recipes that are delicious and easy to make and fits the issue's theme and/or season.
- DIY Crafts: We are looking for craft projects that are creative and fun to make and fits the issue's theme and/or season.
- Don't see what you're thinking of doing? We're open to your creativity! Send it in

2024-25 Issue Release Schedule

The Witch Collective Zine's annual output consists of four zine issues, timed around the cross-quarters: Lammas in summer, Samhain in fall, Candlemas in winter, and May Day in spring.

August 1, 2024 - Summer Issue 005, theme Anatomy of a Witch: Cats, Hats & Bats

- Sponsorships, advertisements, and submissions are all due June 20th

October 24, 2024 - Fall Issue 006, Samhain

- Sponsorships, advertisements, and submissions are all due September 5th

February 1, 2025 - Winter Issue 07, theme The Moon

- Sponsorships, advertisements, and submissions are all due December 13th

May 1, 2025 - Spring Issue 008, theme TBD

- Sponsorships, advertisements, and submissions are all due March 20th