Magazine & Productions

004 MEDIA KIT

This is Home & Habitat





ABOUT HUGG

Hugg Magazine is an independently printed art magazine based in San Francisco, California. Each issue is uniquely themed, fostering a creative framework that challenges our artists to push their boundaries and explore new art mediums.

Each project published in Hugg is a collaborative effort: at least two artists are working together on most projects. We believe in the power of community—both the one you build and the one you explore. We want to encourage you to create those creative connections.

We believe art should be approachable and affordable, while remaining a discipline. Hugg does not accept AI
manufactured or edited visuals or writing. Print media is vital in a world of every changing technology.

DEMOGRAPHICS

Age
18-24 33% | *25-34* 50% | *35-44* 10%

Gender
56% *Women* | 43% *Men*

Location
SF 40% | *LA* 10% | *NYC* 10%

004 THEME

THIS IS HOME AND HABITAT

- How people in SF use urban and home spaces to curate comfort and community.
- As the city expands, and but remains constrained by the waters of the ocean and Bay, how do we grow?



READERSHIP PROFILE

- San Francisco locals
- Bay Area lovers
- Street artists
    - Interested in:
        - Photography
        - Think pieces
        - Cinema
        - Music
- Against generative AI
- Ages of 26-65
- Opiniated artists

DISTRIBUTION

- Local Bookstores
    - Dog-Earred
    - Green Apple
    - Smoke Signals
- Online Sales
    - 200 copies
- Online archives
    - Outtakes

VISUALS

SAN FRANCISCO'S SKYLINE IS VERY GRAY, BLUE, AND BROWN. ON STREET LEVEL, THERE ARE LOTS OF POPS OF COLOR!

- **NEUTRAL COLOR PALETTES WITH POPS OF COLOR**
- **AIRY LIGHTING**
- **STREET STYLE PHOTOGRAPHY**
- **INTERIOR DESIGN SHOTS WITH CURATORS**

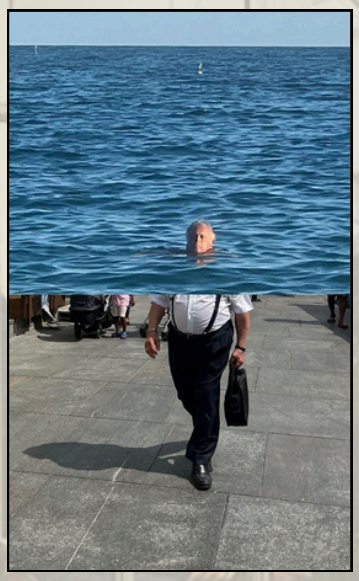
FONTS

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ISSUE MOODBOARD & INSPOS

















FAQS

How do I submit to Hugg?

Submit all pitches to marcela@huggmag.com and cc zoeporter@hugggmag.com

All projects in Hugg must be collaborations between at least two artists. Include writing and/or vision boards for pitch.

Final Project? Submit to above emails or the Hugg team member you've been working with.

What is the 004 timeline?

Final projects are due by **February 14th**
Please have your pitch approved before starting your project!

Any other questions?

Feel free to email hello@huggmag.com