



THE OFFICIAL GUIDE TO
INTERNATIONAL MR. LEATHER 2025

ISSUE DATE: **WED., MAY 7, 2025**

SPACE/PAYMENT DEADLINE: **WED., APRIL 23, 2025** • ART DEADLINE: **FRI., APRIL 25, 2025**

- 14,000 copies (10,000 copies at IML, plus print run distributed all over Chicago)
- Full-color glossy print
- Downloadable PDF from our website, with heavy promotion
- Includes schedule of events, list of all vendors, judges' profiles, and everything all attendees will want to know about the weekend

ADVERTISING RATES*

Center spread	11.25" x 8.75"***	SOLD \$2,500
Premium: Back cover	5.75" x 8.75"***	SOLD \$1,600
Premium	5.75" x 8.75"***	\$1,350
Full page	5.75" x 8.75"***	\$1,100
1/2 page	5" x 4" H or 2.5" x 8" V	\$675
1/4 page	5" x 2" H or 2.5" x 4" V	\$400

All IML vendors will receive a
20% discount
 on these rates.

All ads should be CMYK color, 300 dpi or better. High-res PDF preferred.

* All rates are pre-pay ONLY. Full payment for advertising must be received by no later than the space deadline of Wed., April 23, 2025, in order to secure placement in the guide.

** Center-spread and full-page sizes as quotes are bleed dimensions. Center spread live area: 10.5" x 8". Full page live area: 5" x 8". Ask your sales rep for more info.

Contact Kirk Williamson today!
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