

It's Freezing in LA!

Mediakit 2024

itsfreezinginla.co.uk

About us

It's Freezing in LA! is a critically-acclaimed platform for climate writing and images. We find detailed, complex and fascinating new topics and make them accessible, engaging and exciting. We hold open a space that fuses art, politics and science while platforming brilliant emerging and underrepresented writers and illustrators in the climate movement. We publish a bi-annual, 60 page collection that dives into difficult environmental questions. In spring 2023 we launched a digital platform. Since 2018, we have printed 10 issues, with 30,000 copies sold and 100,000 digital versions circulated. IFLA! has been shortlisted for Stack Awards three times, and has received rave reviews, having been listed as one of the Guardian's best environmental indie magazines, for example. We are open to a range of working partnerships, conventional and bespoke.

Newsletter content

Promote your work (events, products, or publications, for example) in our bi-weekly newsletter to 1500+ engaged, ecologically minded subscribers (with a high portion of our audience in London). We offer 100 words and selected image(s) and your logo in our newsletter for a fee. Here, we are also happy to consider linking to a particular sponsored article on our website, for example.

Social content

Instagram and Twitter: 15k followers and 18k monthly engagement

Audience: 44% UK-based and 72% aged 18-34

Bespoke content or partnerships

We are open to working together with partners in a more bespoke sense. We'd be happy to consider proposals that don't fit the categories above. IFLA! editors put their eco-editorial expertise to work helping renowned gamemakers CMYK edit their written content for the new climate board game, Daybreak. We've also worked on bespoke partnerships with various colleges under the University of London umbrella, running courses with students, and collaborating to create magazines, podcasts, websites and other content, for example.

Basic information

10 issues and 1 special edition

Average 3,500 copies per issue sold

100,000 digital versions circulated

Over 200 contributors (70% female or non-binary and 40% global majority)

Collaborators include

Wellcome Collection

Daybreak

Octopus Energy

What Design Can Do

University of the Arts London

Museum of Art, Architecture and Technology

Textile Exchange

Contributors include

Olafur Eliason

Caroline Lucas

Aja Barber

Molly Lipson

Joey Yu

Charlotte Ager

Georgina Johnson

Featured on

Monocle

AIGA Eye on Design

Guardian

Stack

It's Nice That and Lecture in Progress

Dazed

Friends of Friends

Il Libraio

Zetteler

Published content

100 word advertisements in a small advertisement section, featuring a logo, are available.

Bespoke sponsored spreads, showcasing the work of a particular brand or organisation, put together by us (with ample opportunity for input and consultation) are also available.

Entire issues can be sponsored. This would include a sponsored spread, a logo in the back of the magazine, and recognition as an issue partner on marketing collateral around the issue in question.

We are open to new publishing collaborations that go beyond the above frameworks.

Website content

Sponsored articles to be put on our website, showcasing the work of a particular brand or organisation, put together by us (with ample opportunity for input and consultation) are priced per article.

Deadlines

We publish a special edition each May, and an issue of It's Freezing in LA! each November. We share content on our website and newsletter twice a month and on social media multiple times a week. Deadlines depend on the collaboration.

For May special edition: February

For November issue: August

Contact for details

Jackson Howarth, Editor

jackson.howarth@itsfreezinginLA.com

Nina Carter, Editor and Co-Creative Director

nina.carter@itsfreezinginLA.com

Matthew Lewis, Co-Creative Director and Lead

Designer, matthew.lewis@itsfreezinginLA.com