

**mediakit 2023**



**CELEBRATES GENDERDIVERSITY**



# trans

is an independent annual magazine, zine and online content platform. Trans is made by (trans) gender diverse people about (trans) gender diverse people – for everyone to read.

By sharing different trans narratives - which create individual recognition and inspire self-development - TRANS wants to contribute to a society in which gender diversity is normalized.

TRANS gives everyone who identifies as trans the space to share a perspective. In the form of a personal article, a story, an interview, column, podcast, photo series, comic, poetry or video report. The print magazine is half Dutch, half English, the online magazine is in both Dutch and English.

# participation = self-development

The editorial staff of TRANS magazine consists of a newly supplemented team of volunteer creators for each content production season. People can join the team all year round. Participants can develop in the areas of storytelling, marketing (how do you ensure that your story is picked up), design and publishing. TRANS magazine offers the team knowledge exchange with and substantive coaching by media professionals from the trans community.

## **PARTICIPANTS PER YEAR**

team members | 20

external creators | 15-20

guest lecturers | 5

interns | 3

*'I found it very inspiring to work with like-minded people towards a common goal. And very liberating not to have to explain or defend myself, but to just be myself.'*

*'In this project we could really learn by doing. I learned a lot from the editor-in-chief's feedback on my texts. It was sometimes confrontational, because you put a lot of yourself into the writing, but always constructive. The realization that your story is taken seriously motivates you to bring out the best in yourself.'*

# activities

TRANS magazine inspires and supports the makers with workshops and conversations with media professionals with trans experience. Examples of guests we received:

- MAXIM FEBRUARY, author of, among others, The Makeable Man, P.C.Hooft Prize-winning writer, philosopher, lawyer, art historian.
- ALEX BAKKER, historian and writer of, among others, 'Transgender in the Netherlands' and 'My false past'.
- ALEJANDRA ORTIZ, trans activist, author of 'The Truth Will Set Me Free'.
- CHRIS RIJKSEN and BART PETERS, artists and founders of the Transketeers.



- MOUNIR SAMUEL, journalist and writer of, among others, 'Uncomfortable Conversations'.
- MICHA MEINDERTS, writer of 'Aldus Sybren', an autobiographical novel about coming of age after transition.
- TAMMIE SCHROOTS, speaker, journalist and writer at OneWorld and LindaMeiden, among others.

# print magazine

Annual | full color glossy | Half Dutch, half English

Size 190 mm x 260 mm

Circulation 3000 pieces

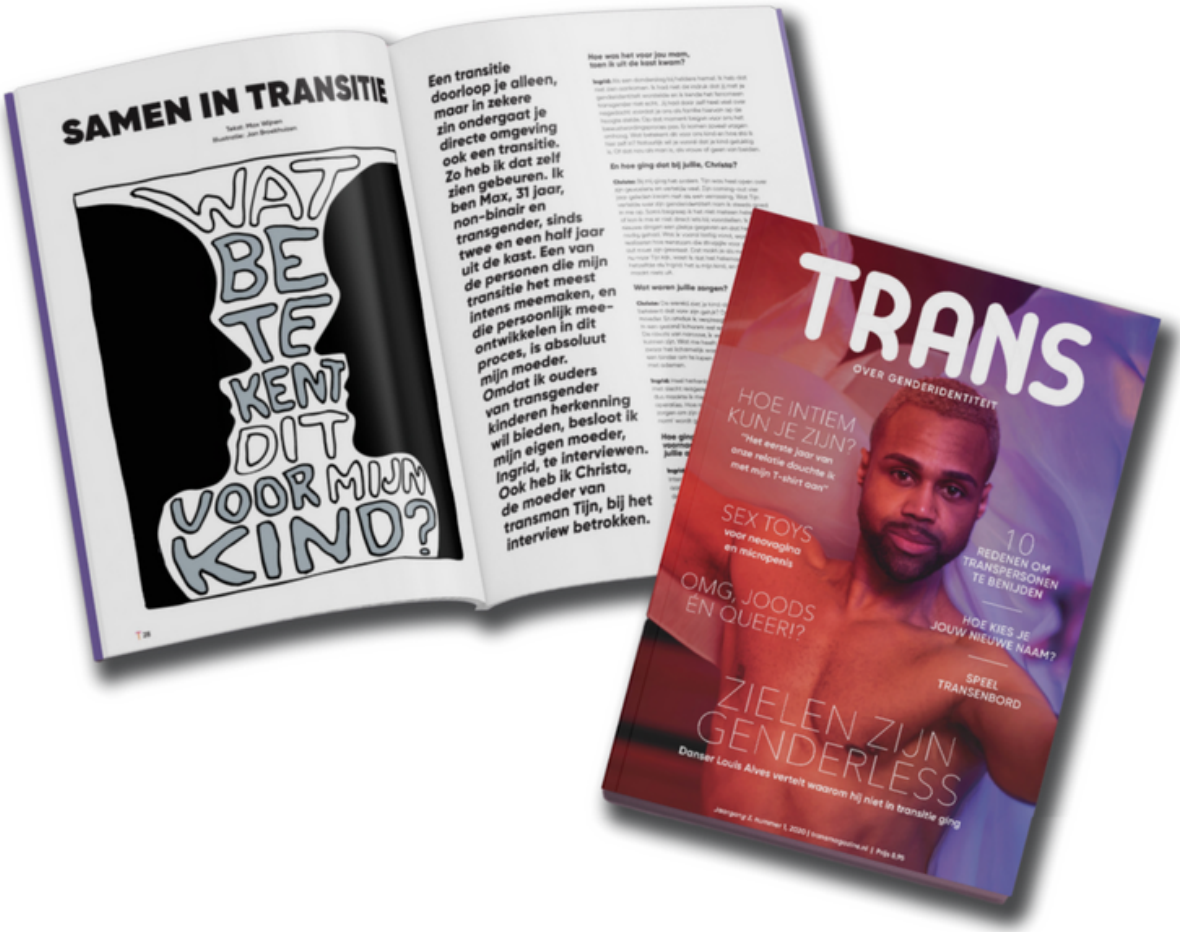
Number of readers | 5k

## DISTRIBUTION

- distribution on reading tables of cultural catering establishments in Amsterdam and Utrecht, and Amsterdam and Utrecht libraries | 500 pcs.
- single sales online and via stockists (bookstores, museums, shops) | 500 pcs.
- education, government, transgender care waiting rooms | 2000 pcs.

## SOLD SINGLE

- |           |  |
|-----------|--|
| AMSTERDAM | Athenaeum Bookstores, Scheltema, Het Fort van Sjakoo, Java Bookstore, Mail&Female, Danaë TransMissie, Tropenmuseum, Stedelijk Museum, Amsterdam Museum |
| UTRECHT   | Savannah Bay bookstore, Aleph Bookstore  |
| ROTTERDAM | Donner Bookstore, World Museum   |
| ALKMAAR   | The Queer Bookcase   |





# advertising in print

## RELEASE DATE TRANS#5 | NOVEMBER 2023

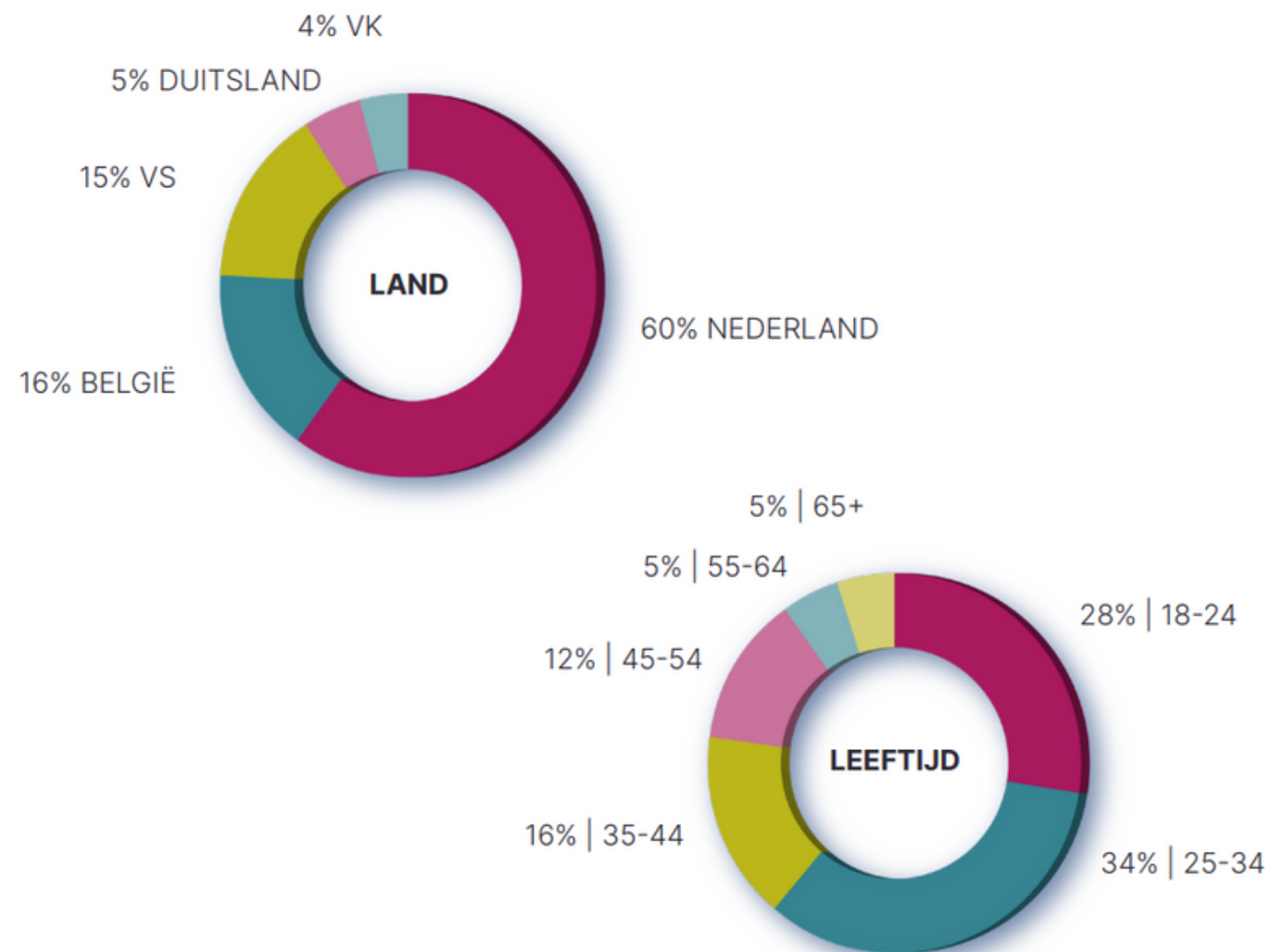
Number of possible advertising pages	9
Inside cover page entry, spread	750€
Inside cover page entry, single	400€
Inside back page, spread	550€
Inside back page, single	350€
Inside page 1/1	300€
Inside page ½ horizontal	150€



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# our readers



## QUOTES READERS

*"TRANS magazine radiates that there is a place for everyone. Including for 'silent queers' like me."*

*"TRANS magazine shows that 'being trans' is only a small part of your identity."*

*"Thanks to TRANS magazine, I feel connected to other gender-diverse individuals."*

\* Source: Scriptie Sam van Geloven, Fontys, 2021

## **contact**

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## **uitgever Stichting TRANS magazine**

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