

2026/27 AD KIT

Horror in Culture & Entertainment

RUE MORQUE

**REACH OVER
500,000+ HORROR FANS
ACROSS OUR PLATFORMS!**



**"THE BEST DAMN MAGAZINE
IN THE GENRE, I LOVE IT LIKE
AN ADDICTION!"**

GUILLERMO DEL TORO

ACCELERATE YOUR BRAND

ASK ABOUT SPECIAL DEALS ON 6 MONTH AND 1 YEAR PACKAGES

HORROR IN CULTURE & ENTERTAINMENT SINCE 1997

RUE MORGUE ONLINE



RUE-MORGUE.COM
300K+ UNIQUES/MONTH



13,000+ SUBSCRIBERS



7K+
FOLLOWERS



330K+
FOLLOWERS



MONTHLY NEWSLETTER
20K+ SUBSCRIBERS



100K+
FOLLOWERS

SOCIAL MEDIA ADVERTISING

INCLUDES FACEBOOK, BLUESKY AND INSTAGRAM

1X **\$500**
2X **\$700**
3X **\$850**
4X **\$1000**

TELL US ABOUT YOUR AUDIENCE (IF APPLICABLE)

GENDER **AGE** **LOCATION**

- DON'T** MAKE YOUR POST LOOK OR READ LIKE AN ADVERT
- DON'T** TRY TO SAY EVERYTHING ABOUT YOUR PRODUCT
- DO** KEEP YOUR POST SIMPLE (50 WORDS MAX)
- DO** PROVIDE AN EYE-CATCHING IMAGE
- DO** PROVIDE A LINK



SPONSORED POSTS

UTILIZE UP TO 1000 WORDS OF CONTENT FOR AN INTERVIEW OR IN-DEPTH DESCRIPTION ABOUT YOUR PRODUCT/BRAND TO APPEAR ON RUE-MORGUE.COM. LET ONE OF OUR INSIGHTFUL WRITERS CRAFT YOUR SPONSORED POST FOR YOU.

CONTACT [JODY@RUE-MORGUE.COM](mailto:jody@rue-morgue.com) FOR PRICING

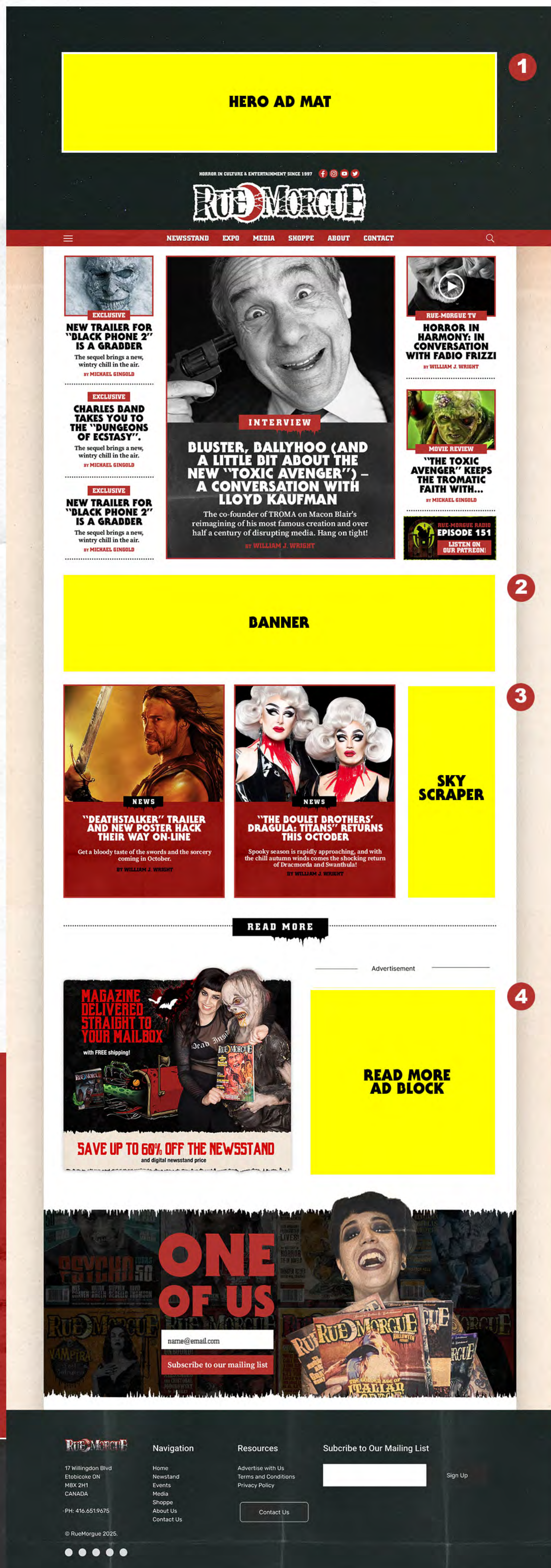


RUE MORGUE READER

OUR BI-WEEKLY NEWSLETTER FEATURES MULTIPLE HIGH-TRAFFIC OPPORTUNITIES TO SPOTLIGHT YOUR IMAGE AND TEXT. ADS CAN LINK THROUGH TO WHATEVER DESTINATION YOU'D LIKE AND ARE AN EXCELLENT WAY TO TARGET HORROR FANS WITH DISCOUNT CODES AND PROMOS.

SPECIFICATIONS: STANDARD LEADERBOARD ONLY AT 728X90PX
CONTACT [JODY@RUE-MORGUE.COM](mailto:jody@rue-morgue.com) FOR PRICING

ONLINE ADVERTISING & AD SPECS



1 HERO AD MAT

- IDEAL PIXEL DIMENSIONS: 1160X265PX (ALTHOUGH SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.)
- SAVED IN JPEG FILE FORMAT
- IDEALLY SAVED IN A WEB OPTIMIZED FORMAT. (SAVE FOR WEB AND DEVICES > JPEG HIGH IN PHOTOSHOP). THIS WILL ENSURE THE IMAGE FILE SIZE IS NOT TOO LARGE, AND WILL LOAD QUICKLY.

2 BANNER

- IDEAL PIXEL DIMENSIONS: 1160X265PX (ALTHOUGH SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.)
- SAVED IN JPEG FILE FORMAT
- IDEALLY SAVED IN A WEB OPTIMIZED FORMAT. (SAVE FOR WEB AND DEVICES > JPEG HIGH IN PHOTOSHOP). THIS WILL ENSURE THE IMAGE FILE SIZE IS NOT TOO LARGE, AND WILL LOAD QUICKLY.

3 SKY SCRAPER

- IDEAL PIXEL DIMENSIONS: 240X575PX (ALTHOUGH SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.)
- SAVED IN JPEG FILE FORMAT
- IDEALLY SAVED IN A WEB OPTIMIZED FORMAT. (SAVE FOR WEB AND DEVICES > JPEG HIGH IN PHOTOSHOP). THIS WILL ENSURE THE IMAGE FILE SIZE IS NOT TOO LARGE, AND WILL LOAD QUICKLY.

4 READ MORE AD BLOCK

- VERSATILE RATIO
- IDEAL PIXEL DIMENSIONS: WIDTH WOULD IDEALLY BE AT LEAST 1280PX IN WIDTH (ALTHOUGH SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.)
- SAVED IN JPEG FILE FORMAT
- IDEALLY SAVED IN A WEB OPTIMIZED FORMAT. (SAVE FOR WEB AND DEVICES > JPEG HIGH IN PHOTOSHOP). THIS WILL ENSURE THE IMAGE FILE SIZE IS NOT TOO LARGE, AND WILL LOAD QUICKLY.
- THE FORMAT FOR THESE CAN BE SIMILAR TO A BANNER AD IMAGE, OR CAN BE A THUMBNAIL IMAGE ACCOMPANIED BY TEXT.

“RUE MORGUE... IS A TOP MARKETING PRIORITY FOR ALL OF OUR HORROR RELEASES.”

- CLINT WEILER, MVD ENTERTAINMENT GROUP

2025/2026 RELEASE SCHEDULE

● RUE MORGUE #228 JAN/FEB 2026
DEADLINE FOR ARTWORK: NOVEMBER 24, 2025
STREET DATE: JANUARY 2, 2026

● RUE MORGUE #229 MAR/APR 2026
DEADLINE FOR ARTWORK: JANUARY 28, 2026
STREET DATE: MARCH 2, 2026

● RUE MORGUE #230 MAY/JUN 2026
DEADLINE FOR ARTWORK: MARCH 27, 2026
STREET DATE: MAY 1, 2026

● RUE MORGUE #231 JUL/AUG 2026
DEADLINE FOR ARTWORK: MAY 25, 2026
STREET DATE: JULY 1, 2026

● RUE MORGUE #232 HALLOWEEN 2026
DEADLINE FOR ARTWORK: JULY 27, 2026
STREET DATE: SEPTEMBER 1, 2026

● RUE MORGUE #233 XMAS 2026
DEADLINE FOR ARTWORK: SEPTEMBER 26, 2026
STREET DATE: NOVEMBER 2, 2026

● RUE MORGUE #234 JAN/FEB 2027
DEADLINE FOR ARTWORK: NOVEMBER 27, 2026
STREET DATE: JANUARY 2, 2027

● RUE MORGUE #235 MAR/APR 2027
DEADLINE FOR ARTWORK: JANUARY 25, 2027
STREET DATE: MARCH 1, 2026

● RUE MORGUE #236 MAY/JUN 2027
DEADLINE FOR ARTWORK: MARCH 25, 2027
STREET DATE: MAY 1, 2027

● RUE MORGUE #237 JUL/AUG 2027
DEADLINE FOR ARTWORK: MAY 26, 2027
STREET DATE: JULY 1, 2027

● RUE MORGUE #238 HALLOWEEN 2027
DEADLINE FOR ARTWORK: JULY 26, 2027
STREET DATE: SEPTEMBER 1, 2027

● RUE MORGUE #233 XMAS 2027
DEADLINE FOR ARTWORK: SEPTEMBER 27, 2027
STREET DATE: NOVEMBER 1, 2027

PRINT MAGAZINE ADVERTISING RATES (INCLUDES DIGITAL EDITION)

6 MONTH AND 1 YEAR DISCOUNTED PACKAGES AVAILABLE

BUSINESS CARD	\$220	INSIDE BACK LEFT	\$2950	BACK COVER	\$4125
EIGHTH PAGE	\$495	INSIDE BACK COVER	\$3250	INSIDE BACK SPREAD	\$4350
QUARTER PAGE	\$850	INSIDE FRONT FORWARD	\$3250	CENTER SPREAD	\$4675
HALF PAGE	\$1595	INSIDE FRONT RIGHT	\$3500	INSIDE FRONT SPREAD	\$5775
FULL PAGE	\$2800	INSIDE FRONT COVER	\$3650		

MECHANICAL REQUIREMENTS

PAGE LIVE AREA:
7.5"W X 10.25"H

MAXIMUM IMAGE AREA (TRIM):
8"W X 10.75"H

PLEASE ADD
1/4 INCH BLEED
ON ALL SIDES

ACCEPTED ARTWORK FORMATS:
TIF, PDF, JPG
MUST BE 300DPI HIGH RES FOR PRINT
CMYK COLOUR

ARTWORK MAY BE SENT VIA:

FTP
UPLOAD TO: RUE-MORGUE.COM
USERNAME: RMADS
PASSWORD: MORGUE

E-MAIL
MAIL TO: SHANE@RUE-MORGUE.COM
ONLINE SERVICE
SUCH AS: WETRANSFER.COM OR HIGHTAIL.COM

PLEASE ENSURE THAT ALL AD TEXT REMAINS WITHIN THE LIVE AREA.
RUE MORGUE MAGAZINE WILL NOT BE RESPONSIBLE FOR MISSING TEXT OUTSIDE THE LIVE AREA.
ALL ARTWORK SUBJECT TO APPROVAL.

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