

Horror in Culture & Entertainment

RUE MORGUE

2026/27 AD KIT

THE HORROR AUDIENCE
YOU CAN'T REACH ANYWHERE ELSE.



HORROR IN CULTURE & ENTERTAINMENT SINCE 1997

FOR THREE DECADES,
RUE MORGUE HAS BEEN THE DEFINING VOICE IN HORROR
CULTURE — IN PRINT, ONLINE, AND IN THE INBOXES OF
THE MOST PASSIONATE FANS IN NORTH AMERICA.

WE REACH BUYERS, COLLECTORS, ATTENDEES, AND SUPERFANS
WHO ACTIVELY SPEND IN THE GENRE EVERY MONTH.

REACH

YOUR BRAND, ACROSS EVERY CHANNEL HORROR FANS USE

RUE MORGUE REACHES HORROR FANS WHERE THEY READ, WATCH, SCROLL, AND SUBSCRIBE
— WITH VERIFIED NUMBERS ACROSS EVERY PLATFORM.



RUE-MORGUE.COM
100,000+ MONTHLY VISITORS



7,000+
FOLLOWERS

PRINT & DIGITAL:
50,000+ BIMONTHLY PRINT
AND DIGITAL CIRCULATION



342,000+
FOLLOWERS



13,000+
SUBSCRIBERS



100,000+
FOLLOWERS



17,000+ SUBSCRIBERS
29.5% OPEN RATE

NEARLY TWICE THE INDUSTRY AVERAGE.
WHEN RUE MORGUE LANDS IN AN INBOX, PEOPLE OPEN IT.



AUDIENCE

WHO READS RUE MORGUE?

BASED ON A SURVEY OF 4,000 READERS:

52%
AGE 30-44
(PEAK SPENDING YEARS)

83%
POST-SECONDARY
(EDUCATION LEVEL)

92%+
US & CANADA
(PRINT SUBSCRIBERS)

WHEN HORROR FANS ENGAGE WITH CONTENT, THEY ACT ON IT. THEY BUY BLU-RAYS AND COLLECTOR'S EDITIONS. THEY PRE-ORDER FIGURES, PROPS, AND EXCLUSIVES. THEY ATTEND CONVENTIONS AND LIVE EVENTS.

THEY SUBSCRIBE TO STREAMING HORROR PLATFORMS. THEY COLLECT, ARCHIVE, AND SHARE EVERYTHING THEY LOVE. THIS IS NOT CASUAL FANDOM. THIS IS IDENTITY-DRIVEN CONSUMER BEHAVIOR.



**THE MOST PASSIONATE HORROR AUDIENCE
IN NORTH AMERICA. ALREADY ASSEMBLED.
ALREADY ENGAGED.**

ADVERTISERS

BUILT FOR BRANDS IN THE HORROR ECOSYSTEM

RUE MORGUE IS THE MEDIA PARTNER OF CHOICE FOR FILM STUDIOS, STREAMING PLATFORMS, BLU-RAY LABELS, CONVENTION PROMOTERS, HORROR MERCHANDISE BRANDS, AND BOOK AND COMICS PUBLISHERS. IF YOUR AUDIENCE WATCHES, COLLECTS, ATTENDS, OR OBSESSES OVER HORROR, THEY ARE ALREADY READING *RUE MORGUE*.

FILM STUDIOS & DISTRIBUTORS

STREAMING PLATFORMS

BLU-RAY & HOME ENTERTAINMENT

CONVENTION & EVENT PROMOTERS

HORROR MERCHANDISE BRANDS

BOOKS & COMIC PUBLISHERS

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

GUILLERMO DEL TORO

WHO ADVERTISES WITH US?



HarperCollins



TOR



Jägermeister



PRINT PRINT ADVERTISING, INCLUDING DIGITAL EDITION

RUE MORGUE PUBLISHES SIX ISSUES PER YEAR. EVERY PRINT AD RUNS IN BOTH THE PHYSICAL MAGAZINE AND THE DIGITAL EDITION AT NO ADDITIONAL COST. SIX-MONTH AND ONE-YEAR PACKAGES AVAILABLE AT DISCOUNTED RATES.

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		

MULTI-ISSUE DISCOUNTS AVAILABLE. CONTACT JODY@RUE-MORGUE.COM
FOR FULL RATE CARD AND MECHANICAL SPECIFICATIONS

DOWNLOAD MECHANICAL SPECIFICATIONS

2026-27 RELEASE SCHEDULE

- | | |
|---|--|
| <ul style="list-style-type: none">❶ RUE MORGUE #228 NEW YEAR ISSUE
DEADLINE FOR ARTWORK: NOVEMBER 24, 2025
STREET DATE: JANUARY 2, 2026❷ RUE MORGUE #229 SPRING ISSUE
DEADLINE FOR ARTWORK: JANUARY 28, 2026
STREET DATE: MARCH 2, 2026❸ RUE MORGUE #230 MAY/JUN ISSUE
DEADLINE FOR ARTWORK: MARCH 27, 2026
STREET DATE: MAY 1, 2026❹ RUE MORGUE #231 SUMMER ISSUE
DEADLINE FOR ARTWORK: MAY 25, 2026
STREET DATE: JULY 1, 2026❺ RUE MORGUE #232 HALLOWEEN ISSUE
DEADLINE FOR ARTWORK: JULY 27, 2026
STREET DATE: SEPTEMBER 1, 2026❻ RUE MORGUE #233 XMAS ISSUE
DEADLINE FOR ARTWORK: SEPTEMBER 26, 2026
STREET DATE: NOVEMBER 2, 2026 | <ul style="list-style-type: none">❶ RUE MORGUE #234 NEW YEAR ISSUE
DEADLINE FOR ARTWORK: NOVEMBER 27, 2026
STREET DATE: JANUARY 2, 2027❷ RUE MORGUE #235 SPRING ISSUE
DEADLINE FOR ARTWORK: JANUARY 25, 2027
STREET DATE: MARCH 1, 2026❸ RUE MORGUE #236 MAY/JUN ISSUE
DEADLINE FOR ARTWORK: MARCH 25, 2027
STREET DATE: MAY 1, 2027❹ RUE MORGUE #237 SUMMER ISSUE
DEADLINE FOR ARTWORK: MAY 26, 2027
STREET DATE: JULY 1, 2027❺ RUE MORGUE #238 HALLOWEEN 2027
DEADLINE FOR ARTWORK: JULY 26, 2027
STREET DATE: SEPTEMBER 1, 2027❻ RUE MORGUE #233 XMAS ISSUE
DEADLINE FOR ARTWORK: SEPTEMBER 27, 2027
STREET DATE: NOVEMBER 1, 2027 |
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ADVERTISING SPEC SHEET



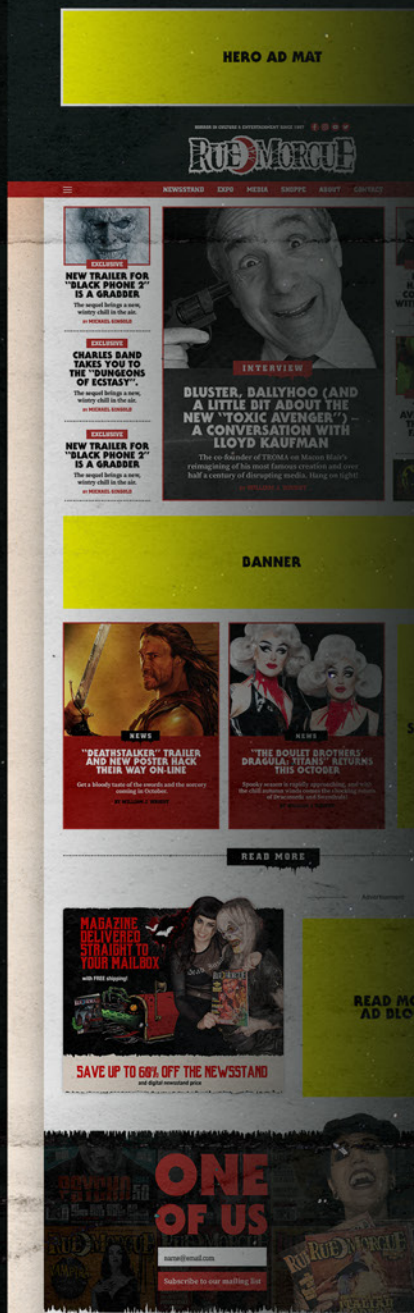
DIGITAL EDITION

PRINT REACHES SCREENS WORLDWIDE — AT NO EXTRA COST.

RUE MORGUE'S DIGITAL EDITION IS AVAILABLE ON IPAD, IPHONE, AND ANDROID. EVERY PRINT ADVERTISER IS AUTOMATICALLY INCLUDED IN BOTH FORMATS.

WEBSITE PLACEMENT

SIX PLACEMENT POSITIONS AVAILABLE, REACHING AN ACTIVELY ENGAGED HORROR AUDIENCE OF 100,000+ MONTHLY VISITORS.



HERO AD MAT

- IDEAL PIXEL DIMENSIONS: 1020PX WIDTH X 150PX HEIGHT (THE HEIGHT CAN BE VARIABLE). SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.

BANNER

- IDEAL PIXEL DIMENSIONS: 1020PX WIDTH X 150PX HEIGHT (THE HEIGHT CAN BE VARIABLE). SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.

SKY SCRAPER

- IDEAL PIXEL DIMENSIONS: 198PX WIDTH X 621PX HEIGHT. SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.

READ MORE AD BLOCK

- IDEAL PIXEL DIMENSIONS: 500PX WIDTH X 400PX HEIGHT. SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.

IN-CONTENT AD

- IDEAL PIXEL DIMENSIONS: 784PX WIDTH X 240PX HEIGHT. (THE HEIGHT CAN BE VARIABLE). SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.

WELCOME MAT (FULL PAGE)

- IDEAL PIXEL DIMENSIONS: 900PX WIDTH X 650PX HEIGHT. SIZE CAN BE LARGER AS LONG AS ASPECT RATIO IS MAINTAINED. MORE PIXELS MEAN A SHARPER IMAGE.

ALL IMAGE ADS IDEALLY SAVED IN WEBP FILE FORMAT (BUT ALSO SUPPORTS JPEG, PNG, AND GIF). THIS WILL ENSURE THE IMAGE FILE SIZE IS NOT TOO LARGE, AND WILL LOAD QUICKLY.

VIDEO ADS

- ASPECT RATIO OF 16:9 (1280×720 PIXELS) FOR HORIZONTAL PLACEMENTS (HERO AD MAT, BANNER, IN-CONTENT AD, WELCOME MAT).
- ASPECT RATIO OF 9:16 (720×1280 OR 1080×1920 PIXELS) FOR VERTICAL PLACEMENTS (SKY SCRAPER).
- ASPECT RATIO OF 1:1 (1080×1080 PIXELS) FOR SQUARE SHAPED LAYOUTS (READ MORE AD BLOCK).
- IT'S RECOMMENDED TO HOST VIDEO AD FILES ON DEDICATED STREAMING PLATFORMS OR A CONTENT DELIVERY NETWORK (CDN) TO PREVENT SLOW PAGE LOAD TIMES

WEBSITE PLACEMENT, PRICING AND AVAILABILITY, CONTACT
[JODY@RUE-MORGUE.COM](mailto:jody@rue-morgue.com)

SOCIAL MEDIA ADVERTISING

ACROSS FACEBOOK (342K), INSTAGRAM (100K), AND BLUESKY (7K). CRAFTED TO MATCH AUDIENCE TONE — NOT INTERRUPT IT.

1 POST: \$500 | 2 POSTS: \$700 | 3 POSTS: \$850 | 4 POSTS: \$1,000

SPONSORED FEATURE ARTICLE

UP TO A 1,000-WORD FEATURE ABOUT YOUR BRAND, PRODUCT, OR RELEASE — WRITTEN BY OUR TEAM, PUBLISHED ON RUE-MORGUE.COM, AND PROMOTED ACROSS ALL CHANNELS.

FROM \$500 — CONTACT [JODY@RUE-MORGUE.COM](mailto:jody@rue-morgue.com)

THE GRIM READER NEWSLETTER

17,000+ CONFIRMED SUBSCRIBERS. 29.5% OPEN RATE
— NEARLY TWICE THE INDUSTRY AVERAGE.

AVAILABLE IN SELECT PACKAGES — CONTACT [JODY@RUE-MORGUE.COM](mailto:jody@rue-morgue.com)



STRATEGY

WE BUILD CAMPAIGNS, NOT JUST PLACEMENTS

THE MOST EFFECTIVE HORROR CAMPAIGNS DO NOT RUN IN ONE PLACE OR AT ONE MOMENT. WE CAN STRUCTURE CAMPAIGNS AROUND PRODUCT LAUNCHES, RELEASE CALENDARS, CONVENTION TIMING, COLLECTOR DROPS, AND SEASONAL HORROR MOMENTS INCLUDING HALLOWEEN AND FESTIVAL SEASON. WHATEVER YOU ARE PROMOTING AND WHENEVER IT IS LAUNCHING, WE WILL BUILD SOMETHING THAT FITS.

START BUILDING YOUR CAMPAIGN

PACKAGES

ADVERTISING PACKAGES

DESIGNED AROUND HOW ENTERTAINMENT MARKETING ACTUALLY WORKS —
BUILDING AWARENESS ACROSS PRINT, DIGITAL, SOCIAL, AND EMAIL.

ESSENTIAL \$1,495

- HALF PAGE PRINT AD (INCLUDES DIGITAL EDITION)
- NEWSLETTER PLACEMENT IN THE GRIM READER
- 1 SOCIAL POST ACROSS FACEBOOK, INSTAGRAM & BLUESKY

BEST FOR INDEPENDENT RELEASES, DEBUT TITLES, AND BRANDS ENTERING HORROR FOR THE FIRST TIME.

STANDARD \$2,995 (MOST POPULAR)

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- 2 SOCIAL POSTS ACROSS FACEBOOK, INSTAGRAM & BLUESKY
- WEBSITE BANNER PLACEMENT

BEST FOR NEW RELEASES, SEASONAL CAMPAIGNS, AND BRANDS LOOKING FOR MEANINGFUL IMPACT ACROSS THE FULL RUE MORGUE AUDIENCE.

PREMIER \$4,995

- FULL PAGE PREMIUM PRINT PLACEMENT (INCLUDES DIGITAL EDITION)
- FEATURED NEWSLETTER PLACEMENT IN THE GRIM READER
- 4 SOCIAL POSTS ACROSS FACEBOOK, INSTAGRAM & BLUESKY
- WEBSITE BANNER PLACEMENT
- SPONSORED FEATURE ARTICLE ON RUE-MORGUE.COM

BEST FOR MAJOR RELEASES, FRANCHISE CAMPAIGNS, AND BRANDS COMMITTED TO OWNING THE HORROR CONVERSATION FOR A FULL ISSUE CYCLE.

90-DAY LAUNCH \$5,500

FILM DISTRIBUTORS, PUBLISHERS, AND HOME ENTERTAINMENT LABELS DO NOT LAUNCH IN A SINGLE MOMENT. THE RUE MORGUE 90-DAY CAMPAIGN IS BUILT AROUND HOW ENTERTAINMENT MARKETING BUDGETS ACTUALLY WORK — SPREADING YOUR CAMPAIGN ACROSS TWO CONSECUTIVE ISSUES WITH SUSTAINED DIGITAL AND SOCIAL SUPPORT THROUGHOUT. BEST FOR THEATRICAL RELEASES, HOME ENTERTAINMENT ROLLOUTS, CONVENTION SEASON CAMPAIGNS, AND ANY LAUNCH WITH A SUSTAINED PROMOTIONAL WINDOW.

- FULL PAGE PRINT AD IN 2 CONSECUTIVE ISSUES (INCLUDES DIGITAL EDITIONS)
- NEWSLETTER PLACEMENT IN THE GRIM READER
- SOCIAL CAMPAIGN ACROSS FACEBOOK, INSTAGRAM & BLUESKY
- WEBSITE BANNER FOR THE FULL 90-DAY PERIOD

ALL PACKAGES CAN BE CUSTOMIZED.
CONTACT JODY@RUE-MORGUE.COM TO BUILD SOMETHING SPECIFIC TO YOUR CAMPAIGN.

**"RUE MORGUE... IS
A TOP MARKETING
PRIORITY FOR ALL
OF OUR HORROR
RELEASES."**

MVD ENTERTAINMENT GROUP

ADVERTISE WITH **RUE MORGUE**

WHETHER YOU ARE PLANNING A SINGLE PLACEMENT OR A YEAR-LONG CAMPAIGN, WE WILL PUT TOGETHER A PACKAGE THAT WORKS FOR YOUR BRAND AND YOUR BUDGET. JODY IS AVAILABLE MONDAY THROUGH FRIDAY TO DISCUSS YOUR CAMPAIGN GOALS, TIMING, AND BUDGET.

JODY INFURNARI — ADVERTISING DIRECTOR

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