

# make/shift

feminisms in motion

“Coolest magazine to come out in a long freakin’ time.”—*CHILL Magazine*

## MISSION

*Make/shift* magazine creates and documents contemporary feminist culture and action by publishing journalism, critical analysis, and visual and text art. Made by an editorial collective committed to antiracist, transnational, and queer perspectives, *make/shift* embraces the multiple and shifting identities of feminist communities. We know there’s exciting work being done in various spaces and forms by people seriously and playfully resisting and creating alternatives to systematic oppression. *Make/shift* exists to represent, participate in, critique, provoke, and inspire more of that good work.

## EDITORIAL COMPOSITION

*Make/shift* is about action and cross-pollination, intersections and creative divergences. It’s a magazine where you might find a photo essay on immigrant hotel workers in Los Angeles alongside a politicized short story, and a portrait of women’s organizing in Costa Rica next to a personal essay about being an Arab American queer single mom.

In our first five issues, we’ve published a diverse mix of emerging and established writers and artists, including brownfemipower, T Cooper, Sonali Kolhatkar, Amitis Motevalli, Emily Roysdon, Erin Aubry Kaplan, Dean Spade, Dorit Cypis, Mattilda Bernstein Sycamore, Nomy Lamm, Alexis Pauline Gumbs, Raquel Gutierrez, Julia Serano, Masha Tupitsyn, Myriam Gurba, and Randa Jarrar—just to name a few.

Each issue features

- current events
- cultural and political commentary
- profiles of visionary activists, artists, and thinkers
- fiction and poetry
- visual art
- book and film reviews

## WHO WE ARE

### EDITORIAL/PUBLISHING COLLECTIVE

**Jessica Hoffmann** is a freelance writer/editor and activist. She has contributed to numerous publications, including *ColorLines*, *AlterNet*, and the anthologies *We Don't Need Another Wave: Dispatches from the Next Generation of Feminists* and *Nobody Passes: Rejecting the Rules of Gender and Conformity*. She blogs at *The Bilerico Project* and is active with Resource Generation, a local produce co-op, and other activist groups. In 2008, *Utne* named her one of “50 Visionaries Who Are Changing Your World.”

**Daria Yudacufski** received a master's degree in art history from UCSB, focusing on issues of race, gender, and sexuality in contemporary art and culture. She has worked in cross-cultural education for more than a dozen years and was formerly the publisher of *LOUDmouth* and director of the Cross Cultural Centers at Cal State L.A. She is now the managing director of Visions and Voices, an arts and humanities initiative at USC.

### SECTION EDITORS

**Lisa Factora-Borchers** (front-of-book departments) is an antiracist, poetic cultural critic who contributes to *Asian Pacific Americans for Progress* and *The Feminist Review*.

**Nomy Lamm** (“Everyday Actions”) is a writer, singer, and accordion player. She is a cofounder of Phat Camp and was a regular columnist for *Punk Planet*.

**Mattilda Bernstein Sycamore** (reviews) is the editor of *Nobody Passes: Rejecting the Rules of Gender and Conformity* and *That's Revolting! Queer Strategies for Resisting Assimilation*. Her second novel, *So Many Ways to Sleep Badly*, was published in 2008.

### COLUMNISTS

**Erin Aubry Kaplan** is a contributing editor to the *L.A. Times* op-ed section and a contributing writer for *Essence*. She has contributed to numerous publications, including the anthologies *Body Outlaws* and *Mothers Who Think*.

**Nomy Lamm** (“Everyday Actions” editor) is also a columnist at *make/shift*.

**Mattilda Bernstein Sycamore** (reviews editor) is also a columnist at *make/shift*.

## OUR READERS

Print run (per issue): 1,500

***Make/shift* readers are smart, active, and unified by a common interest in progressive or radical social change.**

We know we're supposed to tell you how our readers shop so you'll know if *make/shift* is the right place for your ad. And we do need your ad money. But the thing is, *make/shift* readers are as likely to create and critique as they are to consume. And when they do consume, they do it differently from each other. So, rather than market our readers, we thought we'd share our own spending habits as a representative sample:

Daria spends her money on vegetarian food and products, CDs and MP3s, home stuff, indie and mainstream magazines, community-based orgs, cheese, wine, and clothes.

Jessica spends her discretionary dollars on donations to social-justice projects; books and magazines (especially those published independently or on small presses); food; and sports bras from girl-jock catalogs.

## PRESS

“A most welcome addition to our library: a feminist magazine that reaches beyond DIY crafting tips and media deconstructions.”—*Utne*

“Quite simply the most outstanding print-based feminist magazine in the United States.”  
—*The Feminist Review*

“Our new favorite post-queer, post-feminist magazine.”—Semiotext(e)

*Make/shift* has been featured in numerous media outlets, including

- Nominated for the 2010 *Utne* Independent Press Award for Best Social/Cultural Coverage
- Coeditor/copublisher Jessica Hoffmann and multiple contributors named among “50 Visionaries Who Are Changing Your World” by *Utne*, 2008
- Nominated for the 2007 *Utne* Independent Press Award for Best New Publication
- Articles republished on *AlterNet* and *Truthout*
- Mentions in *AlterNet*, *L.A. City Beat*, *Writers' News* (UK), *Ms.* magazine, Mediabistro's *Fishbowl L.A.*, *L.A. Observed*, *Ms.*, and more

## ADVERTISING

Issue            Ad Deadline    On-Sale Date

### 2010

Issue 8:            July 30            Sept 15

## RATES

### Standard pages (black and white)

Front or back inside cover: \$500 (one placement), \$900 (two placements)

Full page: \$375 (one placement), \$650 (two placements)

Half page: \$185 (one placement), \$320 (two placements)

Quarter page: \$95 (one placement), \$170 (two placements)

Business-card size: \$35 (one placement), \$60 (two placements)

### Premium page (color, glossy)

Back cover: \$700 (one placement), \$1250 (two placements)

### Web

Home-page ad: \$75/month, \$300/6 months, \$500/year

## SPECIFICATIONS

### Print ads

Back cover: 8.375" x 10.875" (1/8" bleed); color; 300 dpi; JPEG

Front or back inside cover: 8.375" x 10.875" (1/8" bleed); black and white; 300 dpi; JPEG

Full page: 8.375" x 10.875" (1/8" bleed); black and white; 300 dpi; JPEG

Half page: 7.375" x 4.8" (horizontal); black and white; 300 dpi; JPEG

Quarter page: 3.55" x 4.8"; black and white; 300 dpi; JPEG

Business-card size: 3.55" x 2.258"; black and white; 300 dpi; JPEG

### Web ads

174x262 pixels (vertical); JPEG or GIF (no animated GIFs); include URL for link