

WWW.REINVENTEDMAGAZINE.COM



**THE NATION'S FIRST PRINT MAGAZINE FOR WOMEN IN  
STEM, MADE BY WOMEN IN STEM**

## 2020 MEDIA KIT



@ReinventedMagazine



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[linkedin.com/in/reinvented  
magazine/](https://www.linkedin.com/in/reinvented-magazine/)

## OUR STORY

In 2018, recent college graduate, Caeley Looney realized the need for a magazine geared towards women in STEM. After receiving teen's fashion magazines throughout high school and college, she began to lose interest and read less and less of their pages. They were more interested in what was going on in the tech world than what was in style, but they still wanted to see that same female presence... And thus, the idea for Reinvented was born.

Caeley is a recent graduate from Embry-Riddle Aeronautical University where she earned her B.S. in Aerospace Engineering. Now, she works full-time at Harris Corporation as a Mission Analyst where she plays an integral role in the modeling and simulation of their Small Satellites.

Reinvented has a single mission in mind: to reinvent the general perception of women in STEM fields while inspiring interest in STEM for young women nationwide.

From sharing the stories and experiences of groundbreaking ladies in the field to reporting the latest news in science and technology, we hope to pave the way for future generations of women to become leading pioneers of STEM. The general notion of science, technology, engineering, and mathematics as being predominantly masculine fields is something that has needed to change for a long time now, but there's really only one way to truly change something - and that's to reinvent it.

## OUR MISSION

Reinvented Inc. is a 501(c)(3) nonprofit organization that aspires to break barriers and aid the movement to get more girls involved in STEM by creating the nation's first print magazine for women in STEM - science, technology, engineering, and mathematics

## ONE-FOR-ONE PROGRAM

*Reinvented Magazine* wants to ensure that everyone has access to its content, including those in low-income or rural areas without easy access to a computer. That's why for every one magazine bought, one magazine will be donated to an underprivileged girl.

## OUR MAGAZINE

*Reinvented Magazine* is the first of its kind - revolutionizing the classic fashion and beauty magazine young women crave by adding content featuring inspiring stories of women in STEM who defy odds in their field and articles covering the latest tech news. Issue One of Reinvented Magazine featured an exclusive interview with former CTO of the United States, Megan Smith, as well as articles ranging in topic from diversity and inclusion initiatives to DIY projects.

## STATISTICS

10,000+ Magazines  
Delivered

Readers in  
states 50

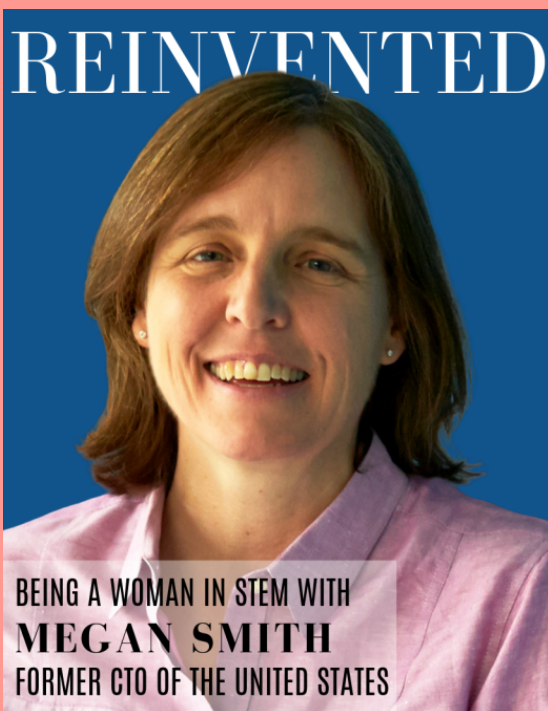
Readers in  
countries 19

Magazines  
Donated to  
Girls in Need 3000+

## SOCIAL MEDIA



## ISSUE HIGHLIGHTS



Our first print issue of Reinvented Magazine featured a variety of topics, such as:

- Exclusive Interview with Former USCTO Megan Smith
- Everyday Changemakers Series featuring women like Cassidy Williams and Dr. Anita Sengupta
- DIY Project Tutorial brought to you by Beauty & the Bolt
- Advice Column run by Gloria Kimbwalu
- Exclusive coverage of the NASA Orion Ascent Abort 2 Test

And more...



## SHARING OUR BRAND

**Please consider using this information when sharing about Reinvented Magazine:**

### WEBSITE, NEWSLETTER, OR BLOG FEATURE

Website or Blog feature - Reinvented Magazine is the nation's first ever print magazine written for women in STEM by women in STEM. Reinvented aims to break down barriers and tell the untold stories of brilliant and inspiring women in science, technology, engineering, and mathematics. Reinvented was founded in 2018 by Caeley Looney to reinvent the general perception of women in STEM fields while inspiring interest in STEM for young women nationwide. Reinvented Magazine is more than just a magazine. We have monthly Womxn in STEAM virtual conferences, YouTube video series, and more monthly events that will bring women in STEM together! Want to learn more about Reinvented? Go to our website - [reinventedmagazine.com](http://reinventedmagazine.com)

### INSTAGRAM AND FACEBOOK FEATURE

Instagram and Facebook - Reinvented Magazine is the nation's first ever print magazine written for women in STEM by women in STEM. Reinvented aims to break down barriers and tell the untold stories of brilliant and inspiring women in science, technology, engineering, and mathematics. Want to learn more about our events, magazines and merchandise? Go to our website: [reinventedmagazine.com](http://reinventedmagazine.com)

### TWITTER FEATURE

Twitter - Reinvented Magazine is the nation's first ever print magazine written for women in STEM by women in STEM. Want to learn more about our events, magazines and merchandise? Go to our website: [reinventedmagazine.com](http://reinventedmagazine.com)



## REINVENTED LOGOS



Interested in more logos? Click [Here!](#)

## ■ WHY ADVERTISE IN REINVENTED'S NEWSLETTER?

- Over 1250 newsletter subscribers
- Associate your company, organization, or event with the nation's first print magazine for women in STEM
- Priority access to our STEM community - filled with educators, entrepreneurs, students and more!

## ■ ADVERTISEMENT OPPORTUNITIES/RATES

- \$15 per weekly newsletter ad
- \$25 for a newsletter ad and social media shoutout

## ■ TO RESERVE

To reserve a Newsletter Advertisement, please send Reinvented Magazine information about your organization, advertisement and any related graphics.

Please email our CMO Rachel Weeks if you have any questions or to reserve a spot: [rachel@reinventedmagazine.com](mailto:rachel@reinventedmagazine.com)

Interested in subscribing to our weekly newsletter? Use the QR code below to sign up!



**Submit Newsletter Spot Requests by  
Wednesday at 8pm EST**

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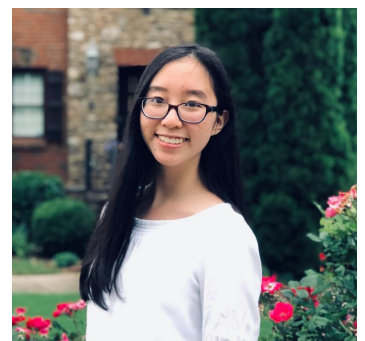
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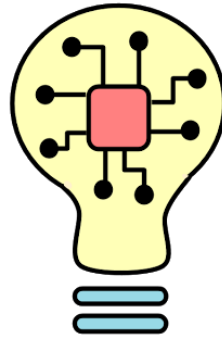


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**Issue 5 ONE-FOR-ONE PARTNERS**

**htm.elle**

**LATIN X PLOREERS**  
Empowerment  Southwest LatinX  
Enrichment · Success



**makergirl**



IEEE Women in Engineering  
**Wie**



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# Alpha



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