

Dead Sexy

WHAT TURNS YOU ON?

What is **DEAD SEXY**?

A stimulating monthly web magazine that concerns itself with all that is new, stylish, happening, exciting and most of all “sexy” in the most exciting locations. We aim to be visually arresting with edited content that’s meant to seduce. It’s easy to read, useful, interesting and timely. We only highlight those people, places and things that turn us on.



The **FORMAT**

Dead Sexy or DSM is specially designed to be read like a traditional magazine, but without killing trees. The publication will be distributed through online channels only. Readers have the option to subscribe and receive all updates as well as choose to receive additional offers from our partners via e-mail. Our philosophy is to be carbon neutral or at the very least low impact to the environment.



The **CONTENT**

Each issue will contain some of the following editorials:

- Fashion
- Hood (a.k.a. neighbourhood)
- Music
- Caffeine (anything related to coffee culture)
- Food
- Drink
- Travel
- Art & Design
- Gadget
- Event
- What’s Up? (calendar of events)



The **TARGET**

Urban savvy (or interested) 21-40 year olds whose various interests lie in the areas of arts, culture, design, events, food, caffeine and travel. DSM is also connected to social media networks. Follow us on [Twitter](#) and [Tumblr](#).



The **SPOT**

We are based in the city of TORONTO, Canada and although we love to bring the local experience to our readers, we also strive to include international coverage where possible.



The **Team**

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ADVERTISING

Do you want to date Dead Sexy?
Ok, so what you waiting for?
Contact us about the various ways you can hook up with us and reach our plugged in and sexy readership.
Opportunities, discuss with: whatever@deadsexymag.com

