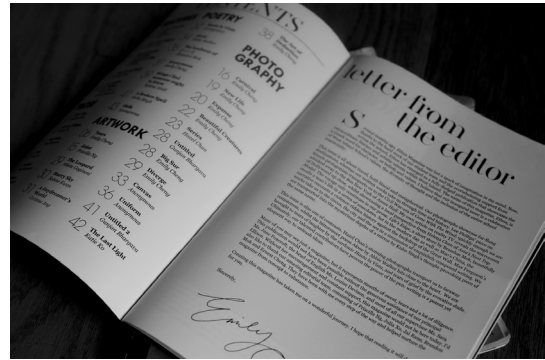


# ethos magazine

## media kit



# our ethos

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Ethos Magazine is a literary magazine based in West Island School. Our aim is to gather the school's best literary talent and place it into a single beautifully designed magazine for students, teachers and parents alike to enjoy. Our magazine contains a variety of content - creative writing, articles, poetry, photography and artwork.

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ETHOS Y12 TEAM 2013

## **EDITOR IN CHIEF**

Emily Cheng

## **MANAGEMENT**

Ernest Cheng

## **SUPERVISOR**

Sara Ellison

## **EDITORS**

Priscilla Ng

Julia Xu

Jai Rane

Eugenia Wan

Jessica Sinclair

Victoria Cherrington

Pooja Anthony

Meagan Peoples

## **DESIGN**

Kenji Tang

Samantha Li

Valentina Ting

## **CONTRIBUTORS**

Sakina Abidi

Sun-Young Cho

# why us?

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West Island School prides itself on living by its motto - "strength from diversity", we are proud to represent a multitude of students from over 90 countries. This diverse student population presents a critical customer base in the education and commercial sector. Take this opportunity to make your business's products and services known to parents, teachers and students.

**1200**  
students

**1000+**  
hits per month



Ethos Magazine is created for the West Island School students that are committed to learning. While we avoid mass distribution, our targeted network of teachers that dispense our magazines to the appropriate demographic. Our readers are the forefront of the 90s generation, whom are not only ambitious, but also keep up with the latest trends.



**50**

**copies  
distributed  
in the first  
week**

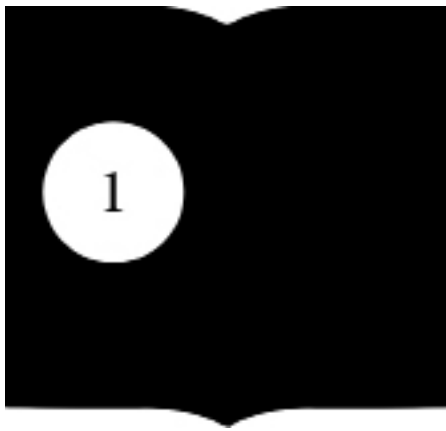
# importance of you

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The Ethos Magazine team is devoted to bringing the best literary experience for its readers, and that means to make the magazine cost-free. And that's where you come in. We offer an exclusive advertising opportunity to you, to advertise your products and services to the diverse WIS community.

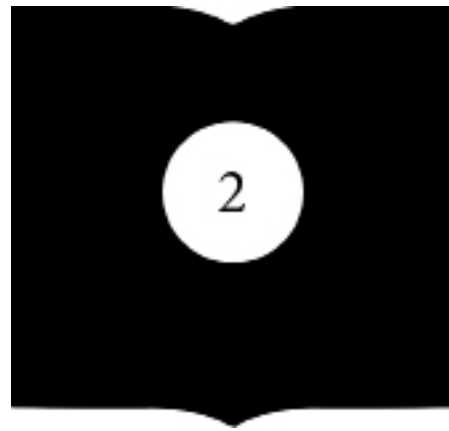
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## OPTIONS



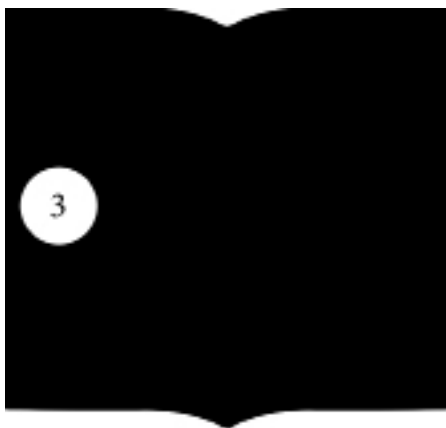
1 SIDE, INNER COVER, B/W

**\$1000**



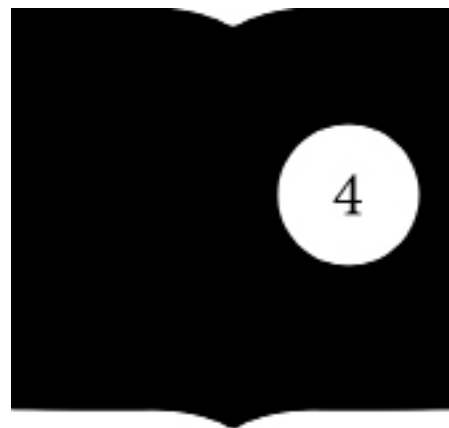
2 SIDE, NORMAL, B/W

**\$1500**



1/2 SIDE, NORMAL, B/W

**\$500**



1 SIDE, NORMAL, B/W

**\$750**

# samples



LAND OF OPPORTUNITY  
Kenji Tang

## WHERE THE FEAR RESIDES

WINNER OF THE SELF REFLECTION COMPETITION

hidden behind every single word  
and all those thoughts spoken but unheard  
she dresses it with fragmented lights  
and hopes it's away from everyone's sight

because truth can be modeled, and polished to shine,  
melt away the unneeded so it appears just fine  
she licks in the midst of the audience's blur  
so that no one can see her, and then no one can hate her

but now words don't come back, and memories don't die  
she tries to stand strong after everyone's good bye  
there are days when it comes to her, the dilemma only hers  
then the passion and melancholy flow deep into tears

and all the time she sits and tells herself what she does is simply right  
but it's bound to get tiring isn't it? she lets herself feel the fight  
and she shouldn't run away because it's not a curse at all  
it must rush through her veins, it keeps her alive.

KUNU SINGH

ethos | 9



BOSTON  
Emily Chang

# Urbanscapes

ARCHITECTURE IN AMERICA'S GREATEST CITIES

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