

turn this magazine
inside out.

turn it into the trans issue

Trans youth are often the targets of violent schoolyard bullying.
By transitioning this magazine, you're helping provide the visibility we
need to change our schools and our world into a more inclusive place.



Gender **Creative**Kids
Enfants **transgenres**
CANADA

gendercreativekids.ca



*the more we're seen,
the more we're accepted,
the safer we are.*

Spread before flip



Spread as cover after flip

insight

Visibility plays a crucial role in changing widespread discriminatory behaviour.

idea **the transitioning magazine**

To bring trans kids to the forefront, we're going to take over every magazine's cover we can by placing our ad at the center of each magazine and asking our readers to flip it inside out. By doing so, we're effectively transitioning every magazine cover into a trans-inclusive one.

These ads will live in a wide range of youth-focused magazines, from Scholastic's Choices targeting students and parents, to mainstream publications such as Teen Vogue and Seventeen.

Beyond print, we have the opportunity to partner with publications and content creators to develop branded content under the Trans Issue umbrella on social and digital channels. This integrated strategy will allow us to reach beyond the classroom walls to the world as a whole.

With consistent exposure to trans-positive messages and education, we can change our attitudes and, ultimately, our actions.