

Vision ensures longevity

The belief in one's vision comes to
life when the application of
determination, grit, and passion
fuels the outcome.

— Dawn Garcia





Lifestyle
meets
action



A TASTE OF DAWN

ATOD Magazine began as a passion project to share an echelon of restaurants, spirits, hotels, and filmmakers with readers in 2012. Founded by Dawn Garcia, the online publication transformed the way readers digested content because it set itself apart by how we engaged with our audiences. Instead of dry, marketing-driven copy, the editorial content was/is personal and quickly established itself as a resource that spoke *to* readers ... Not at them.

VALUE

Dawn made the executive decision to turn the publication into a cultural epicenter for art, design, hospitality, travel, luxury lifestyle, film, activism and sustainability incorporating unique interviews with industry leaders and innovators. Her approach to the aesthetics of the magazine would be high-end fashion and cinematic undertones.

At the root of the magazine is actionable content. We firmly believe we have a social responsibility to tell stories that unite, inform, entertain, and enlighten.

Dawn is an Annual Juror for the Internacional Design Awards and Hispanic Motor Press.



INSPIRATION
FOR LIVING

culture
art
travel
eat + drink
design
wellness
beauty

more than
EDITORIAL
atodmagazine.com

Inspiring the world to
explore the beauty and
innovation of life through
story, media content,
products, editorial picks,
and influence.



100,000+ Followers

Opening up the world through social media outlets.

INFLUENCE

150,000+ UMV

Loyal readership, mass e-commerce potential, media channels including podcasts, radio, digital tv, public persona, influencers and tastemakers. Established relationships, an extensive network of connections in luxury lifestyle, art, design, fashion, wellness, beauty, hospitality, entertainment, travel, and cannabis.

INFLUENCE

RESPONSIVE

Read Time is 3x higher than average digital magazines. Through a responsive website, interactive social media, and existing partnerships, merchandise, and growing campaigns, ATOD Magazine is poised for growth and monetary success.



DAWN GARCIA Established + Trusted Voice

Founder of ATOD Magazine, Co-Founder of White Lies + Alibies Dinner Series with Ryan Rondono; Founding Member: The Academy Museum. Accredited Member of the Press: LA Press Club, NAHJ (National Association of Hispanic Journalists), SEJ (Society of Environmental Journalists), United States Press Agency, German Daily News, Lesiure Society; Member of Women in Entertainment, Women in Media, NYWIFT, Women Occupy Hollywood

VOLUNTEER | COUCIL MEMBER: Leadership Council Resistance Squad, LA LGBT Center's Rapid Response Policy Team, Youth Business Alliance, Women's March Foundation, March For Our Lives

ANNUAL JUROR: International Design Awards 2016-Present | Hispanic Motor Press 2021/2022

BOARD MEMBER: African Tourism Board

2,500+

Articles written, published, and curated in ATOD Magazine, SheVille Magazine, Sensi Magazine, Lapalme Magazine, MotoSpirit Magazine, Robb Report: Robb Vices, The Argonaut Newspaper

10

Award-winning Films and Television Series', Podcasts, Radio Shows, Digital TV Shows - written and created by

8

Founded and/or launched editorial for: ATOD Magazine, SheVille Magazine, The Headway Report, Rise Together Media, Lapalme Magazine, Sensi Magazine Southern California, MotoSpirit Magazine, Robb Report: Robb Vices,

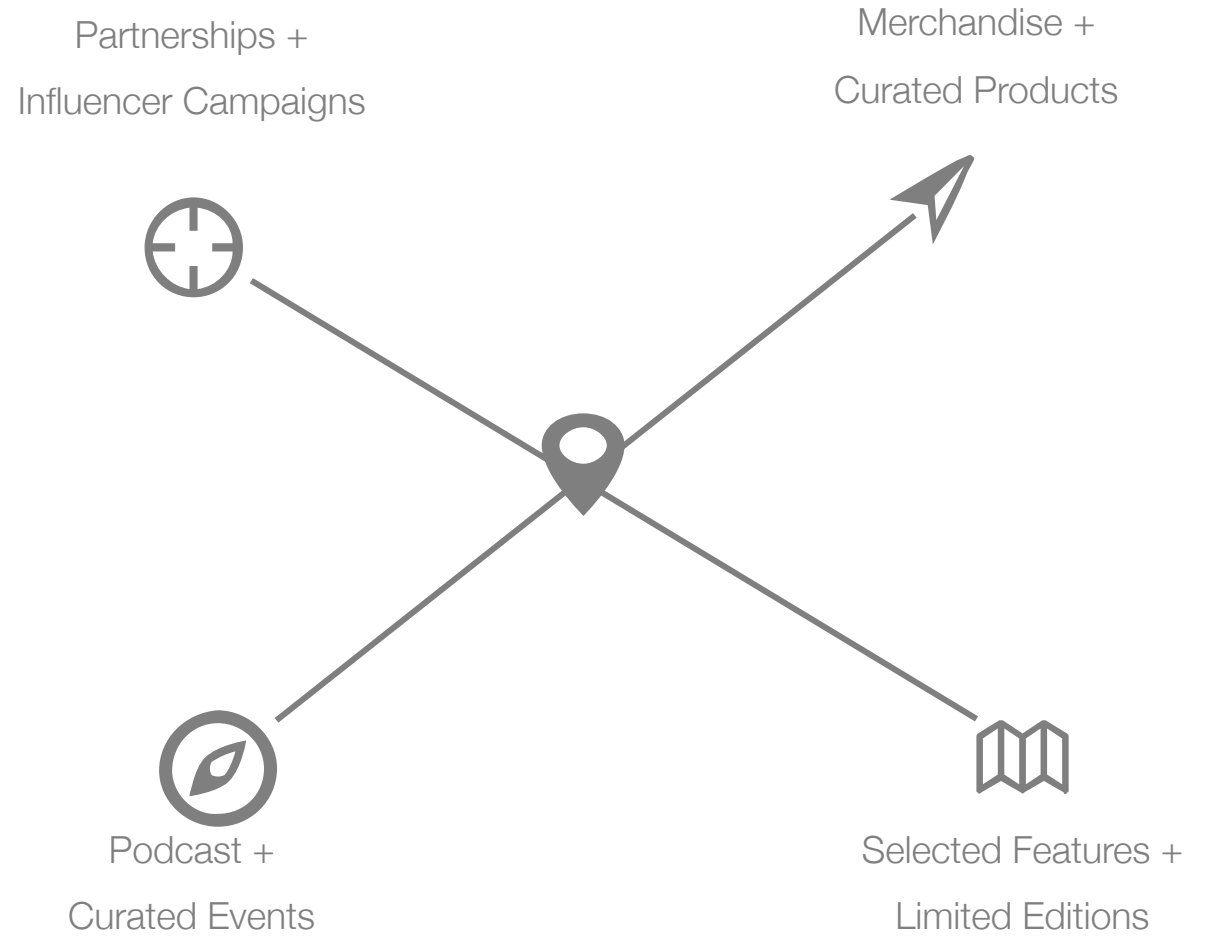
15+

Years actively working in entertainment, marketing, media, and production,

2021/2022 VISION

From podcasts to an online store, ATOD Magazine is a brand steeped in engagement and community.

Over the next 24 months, we will be introducing a suite of new features and products.



DRINKING IN THE PEN

online store + writing podcast



Apparel

SUMMER 2021



Curated Products

CONTACT FOR INQUIRIES



Podcast

Available on Anchor.FM, iTunes, Spotify



Dawn Garcia

Writer, Screenwriter,
Female Founder, Entrepreneur

Los Angeles born and bred, Dawn Garcia is an award-winning screenwriter, TV series creator, entrepreneur and Magazine Editor with a passion for words and visual storytelling. An equality activist, lover of design and culture, her story is steeped in old Hollywood nostalgia.

She Founded Lifestyle & Culture publication *ÂTÔD Magazine* {A Taste of Dawn} and has been Lifestyle, Arts, Travel and Culture Editor at publications including *Sensi Magazine Southern California*, *LAPALME Magazine*, *MOTO Spirit Magazine*, *Robb Report: Robb Vices*.

She lives in Southern California with her daughter Barcelona, her partner, his son, a dog and two cats. She searches for meaning in everything.

PARTNERSHIPS + COLLABORATIONS



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