

AIP Name:

[AIP-545: Beyond the NFT: Renewal of NFT Lab Magazine's Plan for Empowering ApeCoin's Global Community](#)

Implementation Status:

Pending

Implementation Date:

N/A

Author:

[@JasonJape](#)

Proposal Description:

NFT Lab Magazine is a well-established physical publication that has distributed over 40,000 magazines through 8 issues across 1,200 locations, reaching over 50,000 readers. After a year of operation, we learned that producing a magazine once a month is not feasible due to the rapidly changing market and the voluntary nature of community content contributions, which can lead to delays. To adapt, we have successfully shifted to bi-monthly editions with thicker pages (72-96 pages), enhancing the magazine's prestige and allowing for more comprehensive content collection.

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Building on the success of our previous AIP-314, which was well-received by the community, we are proud to announce that we have produced two years of Apefest editions. This proposal aims to continue promoting ApeCoin and Yuga ecosystem news and projects to both our existing audience and beyond. Our strategy includes generating content that spotlights community projects, ApeCoin DAO news, and Yuga initiatives, while also allowing communities such as MBA, Mocaverse, Pudgy Penguins, Azuki, Thank Ape and GWG to contribute contents upon selection.

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We are excited to announce a partnership with TIMEOUT [Portugal 2025 | Ultimate Guide To Where To Go, Eat & Sleep in Portugal | Time Out](#), which operates in 108 cities across 39 countries and has a global audience reach of 242 million across all platforms. This collaboration opens up possibilities for NFT Lab Magazine to be present worldwide for every Apefest in the near future. Its a remarkable milestone for a magazine that's only 1 year old.

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Additionally, we will introduce international shipping for a limited number of physical copies to our content providers, enabling them to promote their products and services globally through a tangible show-and-tell approach. Furthermore, we plan to implement token-gated content using ApeChain and \$Ape, allowing exclusive access to our community and enhancing engagement.

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Our online versions (as promised from AIP-314) are already available on multiple Asian news platforms such as “blockchain of the day”

<https://botdnews.com/category/article/nftlab/>

and as free downloadable e-books on the “Likerland” media platform.

liker.land

[like12w5...4mv2p6's Bookshelf](#)

I am what I read. Explore my collection.

By enriching the ApeCoin and APECHAIN ecosystem and utilizing token-gated content, we aim to drive mass adoption and potentially increase the value of \$Apecoin and Yuga collections.

Overall Cost:

\$168,000

Related AIPs:

Timeline Updates:

Interview Q&A: