



MEDIA KIT 2015



About us

**“AUTHORITATIVE AND DISCERNING.
WE TELL STORIES THE WAY
NO ONE ELSE WILL.”**

Publicity Magazine is the only magazine in the Washington DC Metropolitan area with a Niche Marketing Advantage[™] with African American Affluents.

Publicity Magazine offers an authoritative and discerning perspective to matters in the public interest, private sector, philanthropy and small business.

Publicity Magazine provides advertisers with the opportunity to capture the attention of our readers online and in print. Our editorial concept captures the lifestyle and culture of: **Influencers, Advocates, Affluents, Philanthropists, Trendsetters, Progressives, and Consumers with a Niche Marketing Advantage[™] with African American Affluents.**

The magazine will include: Features, Entertainment, Public Interest, Philanthropy, Luxury Lifestyle, Travel Destinations, Special Promotions and Consumer Products.

Circulation

Circulation includes the print and digital editions of Publicity Magazine. Qualified full-run advertisements will run in both editions.

Frequency

The **PRINT PUBLICATIONS** of Publicity Magazine is published 4 times per year in

January | April | July | October



SPECIAL INTEREST PUBLICATIONS

Printed during critical legislative sessions

The Publicity Magazine **DIGITAL EDITION** will be available

January | April | July | October



SPECIAL INTEREST DIGITAL EDITION *

will be available in the digital edition for

February | June | November

*see editorial calendar

Special Interest Edition:

Public Interest - The Legislative Handbook

Many factors impact overall good health, success in business, opportunities in growth potential and government influences in the sponsorship and introduction of legislation.

Publicity Magazine will cover the following events:

- REPUBLICAN NATIONAL CONVENTION
- CONSERVATIVE POLITICAL ACTION CONFERENCE (CPAC)
- DEMOCRATIC NATIONAL CONVENTION
- THE CONGRESSIONAL BLACK CAUCUS ALC
- CONGRESSIONAL HISPANIC CAUCUS INSTITUTE
- THE 2016 PRESIDENTIAL ELECTION

These events will be host to many state and federal congressional members, corporate affiliates, lawmakers and policy makers. With an upcoming election season, the politicians are ready to listen.


Demographics

U.S. Affluents with High Consumption Patterns

- The Affluent population in the United States has increased in size and financial resources
- There are now **62.5 million** U.S. Affluents, up more than **6%** over the past two years
- Affluents who read a print publication rose to more than **50 million**

Publicity Magazine Target Demographic

The affluent whose annual income is between **\$150,000-\$249,000**



Ultra Affluents whose income is greater than **\$250,000** annually



The wealthy whose income is greater than **\$500,000** annually



African American Affluents **\$100,000+**



Women Affluents **\$100,000+**



Audience Profile

HOUSEHOLD INCOME

\$75,000+ **48%**  \$100,000+ **62%**

AGE

45+ **48.4%**

35-44 **29%**

25-34 **26.3%**

EDUCATION

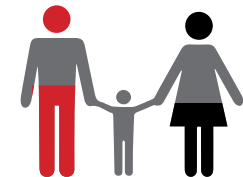
College **90%**

Some College **85%**

Graduate School **67%**

GENDER

Male **54%** Female **46%**



Has Children **44%**

WASHINGTON DC: AN EMERGING MARKETPLACE FOR AFRICAN AMERICAN AFFLUENTS & WOMEN

Niche Market Advertising Target Overview: African Americans Affluents

- There are **62 million U.S. Affluents**, a segment that's grown by six percent since 2010 that includes African Americans.
- African American current buying power of **\$1 trillion** is forecasted to reach **\$1.3 trillion** by the year 2017.
- **Think about the price-tag of \$1.1 trillion dollars.** If we were talking about countries, Africa America would be the 16th biggest economy in the world.
- The black population is young, hip and highly influential. **African Americans** are growing **64%** faster than the general market.

Niche Marketing Advantage[™]

“With a current buying power of **\$1 trillion** that is forecasted to **reach \$1.3 trillion by the year 2017***, the importance of connecting with African-American consumers is more important than ever. “

- It is not language that distinguishes connectivity with African-Americans, but a brand's ability to understand the Black experience and cultural nuances that resonate with Blacks. Blacks are more receptive to messages when they feel valued.
- Advertisers' spending with media focused on Black audiences is **just 3% of \$75 billion** spent in 2012 on television, magazines, internet, and radio advertisements.
- Advertisers should not discount the effectiveness of local media such as magazines, newspapers, and special events and reach African-Americans in environments and settings where they are more comfortable and receptive.
- African Americans Support the brands, products, and services that run relevant to their culture and support advertisers that speak directly to them.

Source: 2013 Nielsen African American Consumer Report



EDIT CALENDAR / CLOSING & DISTRIBUTION DATES

January BEST OF THE CITY ISSUE

Ad Close: Dec 1, 2014

Materials DUE: Dec 1, 2014

Distributed: Jan 1, 2015

Special Sections: US's Top Galas- Charity & Gala Guide, Healthy Lifestyle & Fitness, Beauty Experts; Restaurant Guide

February Digital Only

Ad Close May 1, 2015

Materials Due: May 1, 2015

Available: June 1, 2015

Entertainment- Awards Season Edition

April WOMEN IN BUSINESS SUCCESS GUIDE

Ad Close: Mar 1, 2015

Materials Due: Mar 1, 2015

Distributed: Apr 1, 2015

Special Section: Men and Women Fashion, Spring

June Digital Only

Ad Close: May 1, 2015

Materials Due: May 1, 2015

Available: June 1, 2015

Summer Entertaining Edition

July RESTAURANT ISSUE

Ad Close: Jun 1, 2015

Materials Due: Jun 1, 2015

Distributed: Jul 1, 2015

Special Section: Restaurant Week Guide

October THE POLICY ISSUE

Ad Close: Sept 1, 2015

Materials Due: Sept 1, 2015

Distributed: Oct 1, 2015

Special Sections: Philanthropy, Public Interest, Advocacy, US Congress and Legislation

November Digital Edition Special Interest

Ad Close: Oct 1, 2015

Materials Due: Oct 1, 2015

Available: Nov 1, 2015

Gift Guide, Last Minute Charitable Giving, Financial Holiday Budget, Click Ads and Coupons

**Editorial calendar is subject to change*

Rates

Pre-publication rates discounted

Cover 1
(Inside Front)
\$7,000

(Full page)
\$5,000

Cover 3
(Inside Back)
\$5,000

Cover 4
(Back Cover)
\$8,500

2/3 page
\$2500

1/2 page
\$2700

1/3 page
\$1850

Special Promotion
\$3500

Venue / Spotlight
\$3500

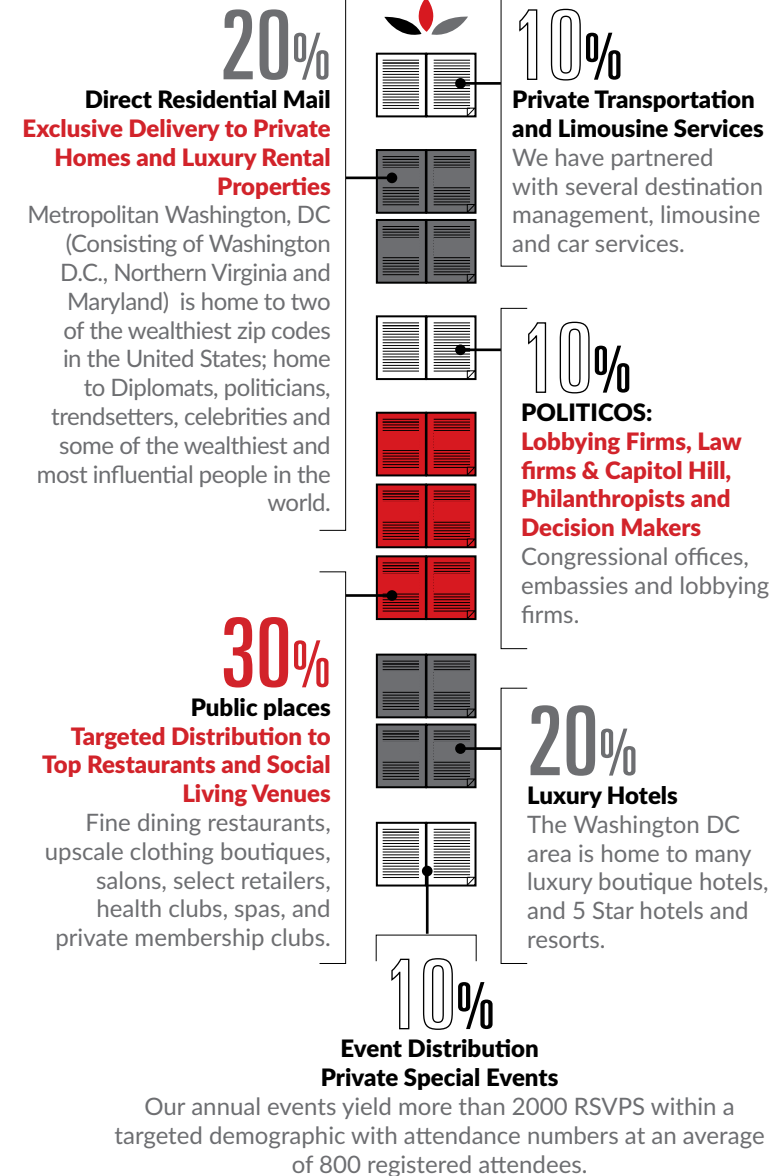
Cause and Philanthropy
\$1500

Business Feature Directory
\$500

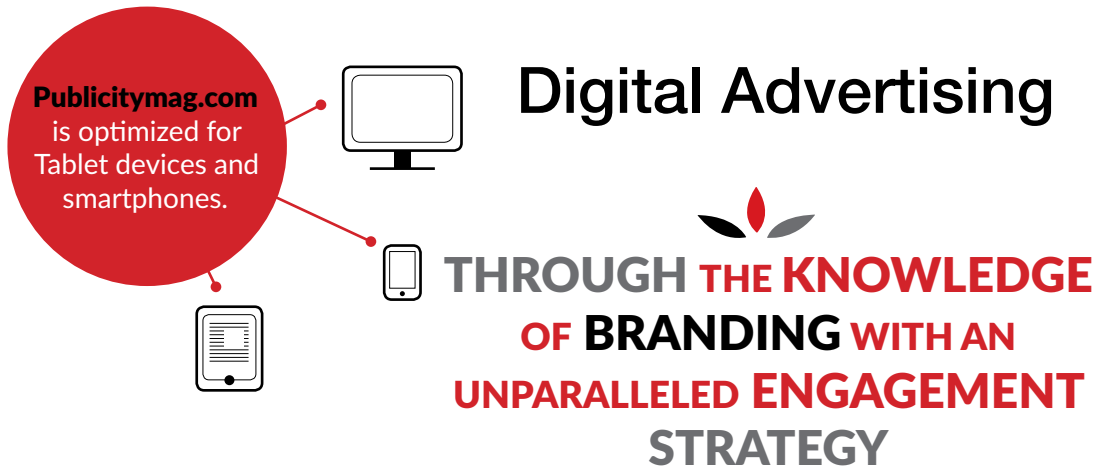
Event Photo Directory
\$1000

**Special Interest Ads
(Call for Prices)**

Distribution



2015




- Digital promoted content
- Interstitial advertising options
- Online advertising on publicitymag.com and through custom-designed interactive links
- Email marketing via weekly e-newsletters and specialty subscriber lists
- Customized mobile apps
- Social media campaigns

On Site Events & Luxury Lifestyle Promotion

- Event creation—exclusively tailored events for highly targeted local influencers
- Signature events suites, designed to attract consumers and grow sales
- Sponsorship activation
- Niche Marketing Advantage™ events for Affluents
- Layout design, photography and Ad creation

Social Media Promotion

 **Facebook** – Daily Updates, surveys and promoted content

 **Twitter** – Daily Updates

 **Publicity Magazine online** –content promotion

Digital Opportunities

Promoted Content on the www.publicitymag.com e-zine 24/7 and in the Publicity Magazine Digital Edition optimized for Smartphones and Tablets

Our Affluent readers use digital BUT prefer Print and personalized engagement

- Americans now own **4 digital devices** on average
- US consumer spends **60 hours a week** consuming content across devices
- Consumers have more choices of how and when they access content
- A majority of U.S. households now own high-definition televisions (HDTVs), Internet-Connected computers, and smartphones. In addition to more devices, consumers also have more choices for how and when they access content.

Source: Ipsos Affluent Survey USA

Smartphone Content Promotion

Smartphones and Tablets have become a way of life for most Americans

African-Americans **#1** Consumers of smartphone ownership.

Video

Niche Advertising Advantage™ Video Ads for African American Affluents African American Affluents are leaders in pop cultural trends.

African American watch more television than any other group

37%

- Attract African American Consumers via Video Media Buy online
- Sponsored Content Videos
- Video Consumer Product Reviews