

LEP

WE DON'T JUST WRITE

NI

. WE LIVE IT



2016 MEDIA KIT



URBAN is a full color urban entertainment publication covering culture, music, fashion and sports as they relate to our urban audience. Targeting men between the ages of 18 and 34, our readership is advantageous to advertisers.

After years of thorough research and contributing to the best selling urban entertainment magazines (King, XXL, Vibe, Yahoo! Music, The Source) under his pseudonym, Publisher/Editor in Chief **BE'N ORIGINAL** has developed a foundation that embodies the best attributes.

URBAN differentiates from other entertainment related publications by covering the various facets of the urban lifestyle in a manner that is not only reader friendly, but also well received equally, by both male and female audiences. This is greatly due to our enormous writing pool which includes several of the most talented writers across the country, offering a broad range of perspectives for our audience's reading pleasure. Our editorial staff not only writes about the urban lifestyle, we live it.

You can expect competitive content due to our relationships with several entertainment related companies. We would like to offer you the opportunity to have your clients, products or services featured in various sections of our media portal.

Join EA, Nintendo, Sony Music, Rockstar Games, Warner Home Video, Roc Nation, Dereon, Affliction, Rocawear, Sean John, Atlantic Records, Capitol and several leading public relation firms (DKC News, Ferguson Media, Susan Blonde, JLM) in supporting the fastest growing independent urban media outlet.

BE'N ORIGINAL
Editor in Chief/Publisher
editor@urbanmag-online.com

ADVERTISING DEPARTMENT
uma@uma-marketing.com

ADVERTISING INFO

FREQUENCY: 12 ISSUES PER YEAR

GENDER: Male 58% Female 42%

RACE: Black 52% White 24% Latin 20% Other 4%

AGE 18-24: 45%
25-34; 43%
35+: 11%

HOUSEHOLD INCOME: \$35,000+

Position: Special position requests are at a 15% premium Commission: 15% to recognized agencies within 45 days of release date. First-time advertisers without a recognized agency to pay in advance.

SPACE	1X	2X	3X
FULL	650	400	350
HALF	375	325	300
1/3	325	300	275

RELEASE SCHEDULE

August	2016
Sept	2016
Oct	2016
Nov	2016
Holiday	2017

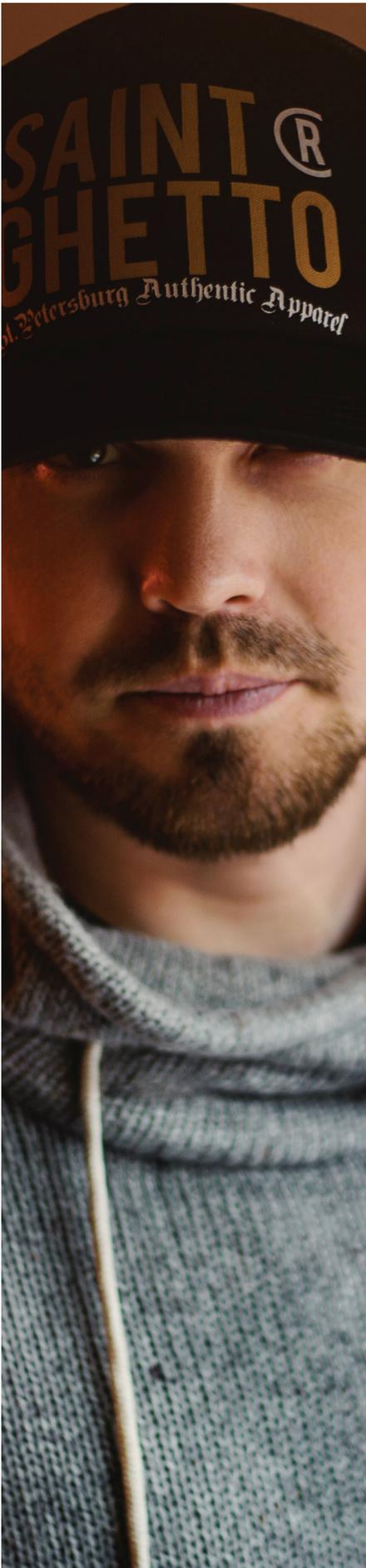
GRAPHIC SPECIFICATIONS: RESOLUTION 300 DPI

PLACEMENT	W/O BLEED	W/ BLEED
Full Page:	8.5 X 11	8.75 X 11.25
Half Page:	8.5 X 5.5	8.75 X 5.675
Half Page Vert:	4.25 X 11	4.375 X 11.25

DISTRIBUTION

URBAN is distributed digitally and available worldwide on desktops and mobile devices.





ONLINE ADVERTISING

We offer advertising placement on our web site www.urbanmag-online.com to help extend the reach of our clients' online marketing efforts.

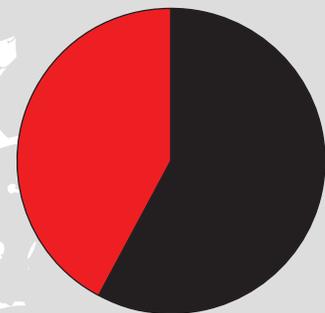
Rockstar Games, Warner Bros. Home Video, Loud.com, Columbia Records, Atlantic Records, iTunes, Lavalife, Playboy, Dereon, Rocawear, Sean John, Rush Card, Tiger Direct, Netflix, Akademiks, Teri Woods Publishing, and Def Jam are among several entertainment related businesses to utilize our website to promote their products.

DEMOGRAPHICS

Income: \$30 - 60,000
Age Group: 18 - 34
Children: None

SEX:

Male: 52%.
Female: 48%



ETHNICITY

African-American: 50.2%.
White: 26.9%.
Latino: 24.0%.
Other: 17.3%

*Note: total may equal more than 100% as respondents were allowed to select more than one.

BANNERS SIZES INCLUDE

Leaderboard 728 x 90 px
Standard 468 x 60 px
Rectangle 300 x 250 px
Inline ad 600 x 300 px



ADVERTISING POLICY

Urban Magazine is not responsible for improperly sized ads. If the advertiser does not provide acceptable proofs, Urban Magazine does not assume any liability for color and total shifts during printing. Artwork prepared or altered by Urban Magazine in any way is under the complete ownership of the magazine and cannot be reproduced in total or in part without the written consent of the publisher. Urban Magazine assumes no responsibility for the return of artwork unless specified in the advertising agreement. Urban Magazine reserves the right to refuse any advertisement for any reason.

Placing an advertising order is considered acceptance of the publisher's advertising policies herein. Advertisers will be presumed to have read this information and there will be no further notice. The publisher assumes no liability if for any reason it becomes necessary to omit any ad. No cancellations or changes made by the advertiser or its agency will be accepted after closing date. Cancellations or changes after this time will be due and billable.

No conditions, printed or otherwise, appearing on an order, billing or copy instructions that conflict with the publisher's stated policies will be binding on the publisher. Frequency contract clients are required to notify us of any ad changes by the closing date or your last ad will be repeated or the space forfeited. Deadlines and street dates may change with notice. Guarantee of specific positioning is not made unless specified in the advertising agreement. No ad will run without a signed insertion order.

