

# URBAN

WE DON'T JUST WRITE ABOUT URBAN CULTURE... WE LIVE IT

20  
26



2026 DIGITAL MARKETING/MEDIA KIT



**URBAN** is a full color digital urban lifestyle publication covering culture, entertainment, fashion and sports as they relate to our urban audience. Targeting readers 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 urban culture in a manner that is not only reader friendly but also well received equally, by both male and female audiences. This is 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 Skullcandy, Activision, 2K, Samsung, EA, Nintendo, Sony, Rockstar Games, Warner, Roc Nation, Epic Records, Def Jam, Starz, , Rocawear, Ciroc, Atlantic Records, Capitol Records, 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  
[publisher@urbanmag-online.com](mailto:publisher@urbanmag-online.com)

DAKARI ELI  
[dakarieli@urbanmag-online.com](mailto:dakarieli@urbanmag-online.com)

ADVERTISING DEPARTMENT  
[uma@uma-marketing.com](mailto:uma@uma-marketing.com)





# ADVERTISING INFO

Readership: 75,000+

FREQUENCY: 12 ISSUES PER YEAR

GENDER: Male 43% Female 57%

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

AGE: 18-24: 41%  
25-34: 46%  
35+: 13%

HOUSEHOLD INCOME: \$35,000+

Position: Special position requests are at a 15% premium

Commission: 15% to recognized agencies within 30 days of release date. First-time advertisers without a recognized agency pay in advance.

SPACE	1X	2X	3X
FULL	1350	1100	950
HALF	1000	900	800

## RELEASE SCHEDULE

Jan 2026	Fitness/ New Year/New Me
Feb 2026	BHM-Love Historical Reflections
Mar 2026	Women
Apr 2026	Entrepreneurial/Executive
May 2026	Cultural Cover/Poetry Month
June 2026	Black Music
July 2026	Summer
Aug 2026	Visual/Fine Arts
Sept 2026	Back to School
Oct 2026	Domestic Violence/Breast Cancer
Nov 2026	Holiday/Native American Heritage
Dec 2026	Year Review

## 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 available worldwide on desktops and mobile devices.







# ONLINE ADVERTISING

We offer advertising placement on our web site 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, Rocawear, Sean John, Rush Card, Tiger Direct, Netflix, Akademiks, Teri Woods Publishing, Hue for Every Man, Apple Music, Puma, Amazon, and Def Jam are among several entertainment related businesses to utilize our website to promote their products.

## REACH:

Daily Unique Visitors: 18K

## DEMOGRAPHICS

Income: \$30 - 60,000

Age Group: 18 - 34

Children: None

## SEX:

Male: 52%.

Female: 48%

## ETHNICITY

African-American: 54.5%.

White: 26.7%.

Latino: 22.2%.

Other: 17.0%

\*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



civil rights movement  
oppression  
social media  
rallying cry  
black liberation movement  
humanity  
intervention  
affirmation  
end racism  
political intervention  
slavery  
black life  
engagement  
call to action  
allies  
black people  
poverty  
liberation  
ideological intervention  
lgbt  
feminism  
black women  
build connections  
violence  
fight  
diversity  
history  
globalism  
restorative justice  
black americans  
activists  
targeted  
black lives matter  
black americans  
empathy  
resilience  
de-humanization  
minority group

# 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.

