

2017 - 2018

MEDIA KIT

ENTERTAINS, INSPIRES AND INFORMS

ONYX
MAGAZINE

FLORIDA'S PREMIER AFRICAN-AMERICAN MAGAZINE

WWW.ONYXMAGAZINE.COM

ONYX

2017 - 2018 MEDIA KIT
ABOUT ONYX MAGAZINE



ONYX Magazine, Florida's premiere and most respected publication celebrates the accomplishments and contributions of African-Americans and those of the African Diaspora in the Sunshine State.

In Florida, the African-American target market had a spending power of 74 billion in 2012. That number is expected to increase to 100 billion by 2020. In addition, Florida has one of the largest African-American consumer population in the United States.

ONYX Magazine launched in July/August 1997 and remains committed to empowering its readers by offering entertaining, inspiring and informative stories. Our stories include editorials focused primarily on the interests and needs of African-Americans. It further serves as a venue to promote the positive experiences of Black life while promoting seamless, diversified connections with other cultures throughout the great State of Florida.



CIRCULATION & DISTRIBUTION

- 20,000 Bi-Monthly
- Estimated "pass along" 4.0 per copy
- Total Audience: 80,000

TARGET AUDIENCE

- Ages 18-65
- Professionals
- Business Owners
- High School Diploma and beyond
- Faith Based

ONYX MAGAZINE'S CIRCULATION IS COMPRISED OF:

» Paid Subscriptions

» Additional Distribution

- HBCUs - Historically Black Colleges and Universities
- Churches
- Banks
- Special Events
- Professional Offices
- African-American Elected Officials
- African-American Chamber of Commerce

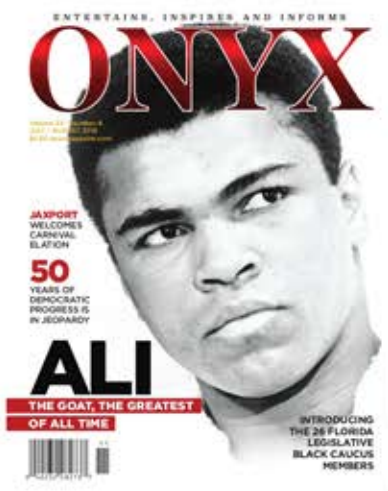
• Doctors Offices

• Hotels and Community Relations Directors

- Orlando International Airport
- African-American Families

» Virtual Distribution

- Online Digital Magazine
- Social Media



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ONYX MAGAZINE | P.O. Box 555672 | Orlando, Florida 32855 | Phone: 1-855-986-ONYX (6699)

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2017 - 2018 MEDIA KIT DEMOGRAPHICS

HEAVY MAGAZINE CONSUMPTION

More than 8 out of 10 African-American/Black adults (85%) are magazine readers, reading 11.9 issues per month, compared to 9.1 issues (per month) for all U.S. adults.

AFRICAN-AMERICAN/BLACK TEEN AND YOUTH MARKETS

Today's youths and teens (10-12-year-olds) are consumers and creators of trends and a valuable target for advertisers. The same holds true for African-American/Black teens, who are a major influence in today's mainstream culture — especially in music, sports and fashion. African-American/Black teens spend 6% more per month than the average U.S. teen, which amounts to a total of approximately \$428 monthly. In addition, male and female African-American/Black teens spend more yearly on items such as clothing, jewelry, computer software and athletic footwear, in comparison to all U.S. teenagers.

AFRICAN-AMERICAN/BLACK MAGAZINE READERS

More than 8 out of 10 African-American/Black adults (85%) are magazine readers — reading 11.9 issues per month, compared to 9.1 issues (per month) for all U.S. adults. These adult African-American/Black magazine readers are younger than the average U.S. magazine reading population and have more children at home. Nearly 3 out of 4 African-American/Black adults (72%) who read magazines are between the ages of 18 to 49 (compared to only 64% of the U.S. adult population). For both African-American/Black and the total U.S.



COMPARISON OF AFRICAN-AMERICAN/BLACK AND TOTAL U.S. POPULATION MAGAZINE READERS

African-American/Black

MEDIAN AGE..... 41.....45

MEDIAN HOUSEHOLD INCOME.... \$35,677..... \$54,564

EDUCATION

Graduated High School/GED..... 83%..... 90%

Attended College or more..... 52%..... 74%

MARITAL STATUS

Married..... 57%..... 63%

Single..... 24%..... 30%

SPENDING IN AFRICAN-AMERICAN/ BLACK MAGAZINES

Category 2003 (\$ millions)

Toiletries and Cosmetics\$67,436,465

Apparel and Accessories.....\$55,369,598

Automotive.....\$45,469,999

Home Furnishing and Supplies\$27,897,829

Drugs and Remedies\$19,662,028

Food and Food Products\$17,931,607

Media and Advertising\$16,626,057

Retail\$14,392,412

Financial and Real Estate.....\$12,152,643

Technology\$11,678,808

Direct Response Companies.....\$9,994,846

Public Transportation, Hotels & Resorts.....\$6,866,862

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2017 - 2018 MEDIA KIT PLANNING CALENDAR



JULY AUGUST 2017

- Featured Story:
- Celebrating Our Families:
Expanding Our Horizons
- Auxiliary Story:
- Black Mayors of Florida
- Space Deadline: May 1
Final Ad Materials: May 12



SEPTEMBER | OCTOBER 2017

- Featured Story:
- Educating the Community
- Auxiliary Story:
- Preparing for Jobs of the Future
- Space Deadline: July 3
Final Ad Materials: July 14



NOVEMBER | DECEMBER 2017

- Featured Story:
- Florida HBCU Updates
- Auxiliary Story:
- Home for the Holidays
- Space Deadline: September 4
Final Ad Materials: September 15



JANUARY | FEBRUARY 2018

- Featured Story:
- The Impact of Mentoring
- Auxiliary Story:
- Celebrating Black History
- Space Deadline: October 30
Final Ad Materials: November 10

MARCH | APRIL 2018

- Featured Story:
- ONYX Women on the Move
- Auxiliary Story:
- Becoming the Woman You Are
Meant to Be
- Space Deadline: January 1
Final Ad Materials: January 12

MAY | JUNE 2018

- Featured Story:
- Black Music Month
- Auxiliary Story:
- Mother's / Father's Day Features
- Space Deadline: February 26
Final Ad Materials: March 9

◊ In Every Issue

- Florida Scope:
News and Events from Around the State
- Health & Wellness
- On the Quad: HBCU news and profiles
- Food & Wine
- Money Matters
- ONYX Profile
- Travel
- ONYX on the Move



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2017 - 2018 MEDIA KIT ADVERTISING SPECIFICATIONS

AD RATES

FREQUENCY	1X	3X	6X
Cover Story	\$7,500		
Back Cover	\$6,500	\$6,000	\$5,000
Center Spread	\$6,500	\$6,000	\$5,000
Two Page Spread	\$6,000	\$5,500	\$4,500
Inside Back Cover	\$5,000	\$4,500	\$4,000
Inside Cover	\$4,500	\$4,000	\$3,500
Full Page	\$3,000	\$2,500	\$2,000
Half Page	\$2,500	\$2,000	\$1,500
Quarter Page	\$2,000	\$1,500	\$1,000

BANNER ADS

Banner	\$500
Side Block	\$400

*Every Full-Page Annual Contract includes an "ONYX Business Spotlight" article to be placed in an issue of your choice and submitted by the advertiser. Publisher reserves the right to limit the number of articles in any one issue.

AD SPECS

Ad Size (inches)	Width	Height
Trim size: 8.5" x 11"		
Two Page Spread (with bleed)	17.5	11.5
Full Page (with bleed)	9.0	11.50
Half Page Horizontal	7.5	4.75
Half Page Vertical	4.75	9.75
Quarter Page	3.5	4.75
Web: Banner Ads (pixels)	728	90
Web: Side Blocks Ads (pixels)	300	250

AD DATES

	CLOSING DATES		DISTRIBUTED
	SPACE CLOSE	ADS DUE	
JUL/AUG 2017	05/01/17	05/12/17	WEEK OF 07/30/17
SEP/OCT 2017	07/01/17	07/16/07	09/01/17
NOV/DEC 2017	09/01/17	09/14/17	11/01/17
JAN/FEB 2018	11/02/17	11/09/17	01/01/18
MAR/MAY 2018	01/02/18	01/12/18	03/01/18
MAY/JUN 2018	03/01/18	03/09/18	05/01/18

ELECTRONIC FILES: All photography and illustrations must be provided digitally at no less than 300 dpi and color corrected as CMYK files—no spot colors. The publisher is not responsible for the color quality of incorrectly produced files.

AD CREATION: All ad dimensions are listed to the left. We accept high-resolution PDF, JPEG, TIFF or EPS files or collect application files provided in a Macintosh format utilizing any of the following applications: Adobe CC (or earlier) InDesign, Illustrator or Photoshop. Presentation software, such as Microsoft PowerPoint, are not usable and will not be accepted. All art must be CMYK—no spot colors—and provided at 300 dpi. Minor production charges are included. Ad design provided at additional charge.

<p>FULL PAGE 7.5" x 10" 8.75" x 11.25" (with bleed)</p>	<p>QUARTER PAGE 3.5" x 4.75"</p>
<p>HALF PAGE VERTICAL 4.75" x 9.75"</p>	<p>HALF PAGE HORIZONTAL 7.5" x 4.75"</p>

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2017 - 2018 MEDIA KIT ADVERTISING AGREEMENT

COMPANY NAME: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ CELL: _____

EMAIL: _____

AD SIZE: _____ COST PER ISSUE* \$ _____ RUN DATES: _____

WEB BANNER AD _____, WEB SIDE BLOCK AD _____, COST PER ISSUE* \$ _____

The undersigned advertiser agrees to purchase display advertising space in the publications of ONYX Magazine as indicated above.

This contract automatically renews unless advertiser cancels in writing 30 days before next publishing date.

This agreement is solely for the benefit of the advertiser and may be used by no other advertiser or multiple businesses. It is nonassignable. No ad sharing.

It is agreed that the advertiser contract rate specified herein is provided in exchange for said advertisements to appear in the publication(s) indicated above.

It is understood that advertiser will be billed for ALL advertising contracted herein. All attorney's fees and collection costs will be the responsibility of the advertiser.

It is understood that the signatures to this agreement are duly authorized representatives of the publisher and advertiser.

ADVERTISER

Signature: _____ Date: _____

Print Name: _____ Title: _____

AUTHORIZED REPRESENTATIVE OF ONYX MAGAZINE

Signature: _____ Date: _____

Print Name: _____ Title: _____

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