

# THE **AFRICAN**

MEDIA KIT



MUSIC  
ISSUE

## FELA LIVES

A BEAT GROWS  
IN BROOKLYN

ANGELIQUE  
KIDJO  
THE ART OF SEWING

HUGH  
MASEKELA  
SO REAL YOU CAN FEEL IT

KOFO "THE  
WONDERMAN"  
TAKING A CHANCE  
WITH THE TALKING DRUM

+  
ESSENTIALS  
MUSIC REVIEW  
WAKAWAKA  
POETRY

OUR CULTURE OUR VOICES OUR VISION



## ***EDITORIAL MISSION:***

Our Culture, Our Voices, Our Vision

The AFRican is a product of the collaborative efforts of 21st century Africans putting their talent, energy, resources and “sweat” together. We strive to showcase the aspirations, successes and concerns of Africans living in the United States—whether it be the recent continental/island immigrant adjusting to a new socio-political landscape or those with longer historical ties.

The AFRican recognizes that there is a flow from the homeland to the western world as well as a flow back home. We strive to reflect these crosscurrents through feature stories and profiles emphasizing our successes and strengths countering the negative/pathologizing weaknesses overwhelmingly broadcast in most media.

The AFRican maintains a holistic view of Africans living in the United States. It is thus our mission to emphasize the multidimensionality of African life—the diverse cultures, businesses, fashions, entertainment, spirituality, artistry and other forms of self-expression.

The AFRican thus strives to be a leading lifestyle publication that informs, entertains, validates, and celebrates our culture, our voices, our vision.

***I AM AN AFRICAN***

{ Excerpted from The AFRican –  
“our culture, our voices, our vision”. }



## READERS VOICES

"I can't express how much I truly love this magazine. This magazine will make you remember where you came from. It is a pleasure reading this magazine." Carol T, Philadelphia, PA

"The AFRican is indeed becoming a magazine that allows the many voices, visions and variations of our cultures to be seen and heard. I found your subjects such as the horrors caused in Sierra Leone because of "blood diamonds" to be very insightful and well written. The debate on the topic of the usage of the "N" word was also very engrossing." Lula S, Brooklyn, NY

"I am originally from Cameroon and am presently living in New York City. I would like to thank you for the great initiative. I am so very proud. I saw it a friend's house and borrowed it – forever." Dorothy A, New York, NY

"I was compelled to write after reading Jillian Camara's article: 'Taking Off The Mask to Find Myself' in your September 2001 edition. So much of her journey reminds me of what I've been through and recovering from... I identify with this sister so much... Please thank her for her encouraging testimony." M, New York, NY

"I really enjoyed the July 2001 issue of The AFRican and the article entitled 'Raising Hair.' Even though I'm one of these sisters who has permed hair, I could relate... Keep up the good work!" Sheila J, Indianapolis, IN

"I love this magazine... Just wanted to let you know that I think this is a wonderful concept that I will certainly pass on." Karen B, Baltimore, MD



## ***REGULAR FEATURES***

### **COVER STORIES**

In-depth stories on African movers-and-shakers comprises a vast majority of the editorial. The articles are an affirmation of the active presence of Africans in various social arenas both here and abroad; whether it be the entrepreneur, the health advocate, the designer, the entertainer, or the politician. Other articles take an in-depth look at issues often relegated to the “international sections” of mainstream publications.

### **VOICES**

An eclectic assemblage of articles, essays and opinion pieces on topics of general interest and/or controversy, thereby encouraging self-expression and debate.

### **LIFE**

Testimonial essays on some of the most common everyday experiences shared by many, but are not often discussed such as parenting 1st generation children, the trials of new mothers in America.

### **NEWS ANALYSIS**

Informative analyses on global and local events that impact Africa and Africans abroad.

### **ESSENTIALS**

Fashion and style featuring African-influenced designs by clothiers and stylists tailored to each season.

### **URBANAFRIQUE**

An expansive guidance section for the African-conscious urbanite—the intellectual, the style seeker, the social butterfly. Wondering what books to read, CDs to purchase or films to watch? Check out our select reviews for the latest releases. Acknowledging the wisdom of our ancestors, “Moonlight Tales” features short stories with proverbial messages for the weary traveler. Words of wisdom for the soul. A Nigerian Pidgin English term for “one who travels all over the place”, “Wakawaka” dishes uncompromising political commentary on local and international events. Seeking literary inspiration? Check out our Poetry page for eloquent soliloquies on a wide range of subjects.



## **READER PROFILE:**

### **AGE**

Median Age	33 years
18-24	8.8%
25-34	39.7%
35-49	41.2%
50-65	10.3%

### **EDUCATION**

Attended/Graduated College	76.5%
Graduated College	64.7%
Have Graduate degrees	27.9%

### **PERSONAL INCOME**

\$30,000 plus	63.2%
\$50,000 plus	39.7%
\$75,000 plus	20.6%

### **RACE**

Black	82.4%
White	8.8%
Latino	1.5%
Asian	1.5%

### **ETHNO-NATIONAL ORIGIN**

1st and 2nd Generation African immigrants	47.1%
African-American or Caribbean origin	35.3%

### **GENDER**

Female	52.7%
Male	48.3%

### **PERSONAL STATUS**

Single	72.1%
Married	27.9%

### **JOBS**

Media, Arts, Entertainment	32.4%
Professional/Managerial	38.2%

Source: Online Reader Survey, African Media 2003

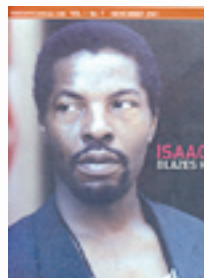




***DISTRIBUTION ...*** In newsstands and bookstores across the USA and Canada

COVER PRICE ... \$2.99 USA; \$3.99 Canada

RATE BASE ... 50,000 copies



## ***2005-2006 CALENDAR***

<b>ISSUE</b>	<b>EDIT CLOSE</b>	<b>AD CLOSE</b>	<b>SALE DATE</b>
May 05	Mar 10	Mar 5	Apr 15
July 05	May 10	May 5	June 15
Sept 05	July 10	July 5	Aug 15
Nov 05	Sept 10	Sept 5	Oct 15
Jan 06	Nov 10	Nov 5	Dec 15
Mar 06	Jan 10	Jan 5	Feb 15
May 06	Mar 10	Mar 5	Apr 15





## ***COLOR ADVERTISING RATES***

<b>UNIT</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
Cover 4 (Back cover)	\$5980	\$5754	\$5505
Cover 2 (Inside front cover)	\$5739	\$5507	\$5349
Cover 3 (Inside back cover)	\$5575	\$5349	\$5107
Full Page (in-book)	\$4589	\$4333	\$4121
1/2 Page (Vertical)	\$3100	\$2975	\$2765
1/2 Page (Horizontal)	\$3100	\$2975	\$2765

## ***PRODUCTION SPECIFICATIONS:***

(All sizes are width by depth in inches)

<b>UNIT</b>	<b>NONE-BLEED</b>	<b>BLEED</b>
Cover 4 (Back cover)	6.875" X 9.5"	8.125" X 10.75"
Cover 2 (Inside front cover)	6.875" X 9.5"	8.125" X 10.75"
Cover 3 (Inside back cover)	6.875" X 9.5"	8.125" X 10.75"
Full Page (in-book)	6.875" X 9.5"	8.125" X 10.75"
1/2 Page (Vertical)	3.312" X 9.5"	3.562" X 10.75"
1/2 Page (Horizontal)	6.875" X 4.679"	
1/4 Page	3.312" X 4.625"	
1/8 Page	3.312" X 2.275"	

Publication Trim Size 7.875" by 10.5"

### **ADS MUST BE PROVIDED ON DISK WITH A MATCHPRINT**

Our Ad Production Dept. accepts ads on Zip, and CD-ROM. ADS WILL NOT BE ACCEPTED WITHOUT A COLOR PROOF. If the ad needs to be adjusted, there will be additional charges. If the material is received in any other format than what is listed below, we cannot guarantee the reproduction of the ad.

### **PLEASE FOLLOW THESE GUIDELINES TO ENSURE THE AD PRINTS PROPERLY:**

Final layout of the ad must be in QuarkXpress, Photoshop, Illustrator, or in Acrobat PDF format.

We will not be responsible for the trimming of type outside of the safety. A COLOR PROOF MUST accompany all ads.

All colors and images must be in CMYK format ONLY. Convert all RGB, Pantone, Lab and Indexed colors into CMYK.

All images in the ad must be included on the disk. Update and import all graphics in the final document. We accept TIFF and EPS finals only. All images must be 300 dpi if used at 100%. Do not send Postscript files. Do not save EPS files with JPEG encoding.

All fonts in the ad must be provided with screen and printer fonts. Use Type 1 fonts only. We do not accept True Type fonts. Remember to include fonts embedded in graphic files.





**OUR VOICES  
OUR CULTURE  
OUR VISION**