

A full-page portrait of Rihanna. She is wearing a light blue blazer over a dark, sequined top. Her hair is styled in voluminous, wavy brown curls, and she has bright red lipstick. She is holding a small, ornate object in her hands. The background is a wall of green square tiles with gold grout. At the bottom, there is a white banner with the text "ESSENCE 2017 MEDIA KIT".

# ESSENCE<sup>®</sup>

2017 MEDIA KIT

A photograph of Michelle Obama and Barack Obama. Michelle is on the left, wearing a black off-the-shoulder dress and large hoop earrings, smiling. Barack is on the right, wearing a dark suit and tie, also smiling. They are standing in front of a large window with greenery outside. A vase of red flowers is visible on the left side of the frame.

ESSENCE | 2017

# ESSENCE

tells Black women's stories like no one else can.

Authoritative and insightful, we bring you the Black woman's experience. We showcase the best of who we are and who we hope to be. We inspire by our storytelling, empower by our advice and excite by arresting images that celebrate our diverse culture.



## BRAND BUZZ

Here's some buzzworthy news that's too good not to share!

### 2016

#### LUCE AWARDS

- Best Conference/Event: "ESSENCE Black Women In Hollywood"

### 2015

#### ADVERTISING AGE MAGAZINE A-LIST

#### FOLIO/FAME AWARDS

- Best Retail/Fashion Event for "Street Style" program with Chevy Cruze

#### LUCE AWARDS

- Special interest: Hair Channel

#### NABJ AWARDS

- General Reporting: The Secrets To Raising Really Smart Kids
- Investigative: Black American's Invisible Crisis
- Business: An Uphill Battle For Black Businesses

#### NATIONAL HEADLINER AWARDS

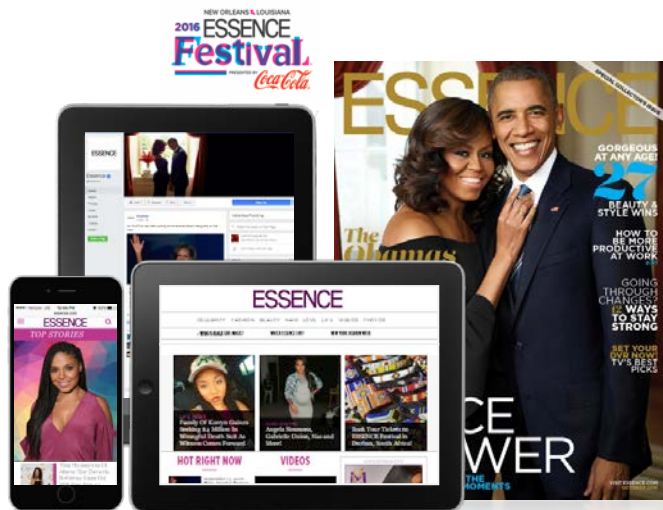
- 3<sup>rd</sup> Place: Parenting Column with Melissa Harris-Perry

#### MIN EDITORIAL AND DESIGN AWARDS

- Opinion/Commentary: Parenting Column

#### MIN BEST OF THE

Video: Overall Use of Video; Advertiser/Program Partnership for "Street Style" with Chevy CruzeContests/Games for "ESSENCE Black Women In Hollywood Short Film Contest" (Finalist)



#### DEADLINE CLUB AWARDS

- Omnibus Public Service for "Black America's Invisible Crisis"

#### EDDIE & OZZIES

- Consumer App: Native/Magazine Replica (Finalist)
- Consumer Video: ESSENCE.com Use of Video (Finalist)
- Consumer Overall Use of Social Media: ESSENCE Festival (Finalist)

### 2014

#### LUCE AWARDS

- Special Interests for "Hair Channel"

#### MIN DIGITAL AWARDS

- Best Use of Social Media (Winner) #HelsNotASuspect Campaign
- Editorial Excellence - Special Section (Honorable Mention)

#### NATIONAL MAGAZINE AWARDS

- General Excellence/Service and Lifestyle Magazines (Finalist)

## AUDIENCE PROFILE

**AUDIENCE**  
7,066,000

**COMPOSITION**  
100%

### AGE

18-34	2,193	31%
18-49	4,383	62%
25-49	3,545	50.2%
35-54	2,916	41.3%

**Median age: 44**

### HOUSEHOLD INCOME

\$50,000+	3,109	44%
\$60,000+	2,629	37.2%
\$75,000+	2,104	29.8%
\$100,000+	1,287	18.2%

**Median HHI: \$41,285**

### EDUCATION

Any College	4,164	64.4%
-------------	-------	-------

### EMPLOYMENT

Employed	4,329	52.5%
Professional/Managerial	2,581	36.5%

### HOME OWNERSHIP

Own Home	3,168	44.8%
----------	-------	-------

### MARITAL STATUS

Single/Wid/Div/Sep	4,737	67.1%
Married/Engaged	2,924	41.4%

### CHILDREN

Any Children	3,140	44.4%
--------------	-------	-------

### POWERFUL CIRCULATION

Subscriptions:	96%
Single Copy Sales:	4%
Cover Price:	\$3.99

Sources: MRI Doublebase 2016; AAM Publisher's Statement June 2016



## EDIT CALENDAR

### JANUARY

**BREAK THE MOLD! 2017 LIFE GOALS GUIDE**

AD CLOSE: 10/21/16 ON SALE: 12/9/16

### FEBRUARY

**BLACK GIRL MAGIC 2.0**

AD CLOSE: 11/25/16 ON SALE: 1/13/17

### MARCH

**HOLLYWOOD ISSUE**

AD CLOSE: 12/30/16 ON SALE: 2/17/17

### APRIL

**CAREER SUCCESS & ENTREPRENEURSHIP**

AD CLOSE: 2/3/17 ON SALE: 3/24/17

### MAY

**MOTHERS WHO MOVE US**

AD CLOSE: 3/3/17 ON SALE: 4/21/17

### JUNE

**MEN'S ISSUE**

AD CLOSE: 3/31/17 ON SALE: 5/19/17

### JULY

**VACATION ISSUE**

AD CLOSE: 4/28/17 ON SALE: 6/16/17

### AUGUST

**GLOBAL FOOD + TRAVEL ISSUE**

AD CLOSE: 5/26/17 ON SALE: 7/14/17

### SEPTEMBER

**FALL FASHION/ENTERTAINMENT**

AD CLOSE: 6/30/17 ON SALE: 8/18/17

### OCTOBER

**FALL BEAUTY**

AD CLOSE: 8/4/17 ON SALE: 9/22/17

### NOVEMBER

**INNOVATIONS + IDEAS ISSUE**

AD CLOSE: 9/1/17 ON SALE: 10/20/17

### DECEMBER

**DEFINING PEOPLE/MOMENTS OF 2017**

AD CLOSE: 9/29/17 ON SALE: 11/17/17





## CLOSING & ON-SALE DATES



ISSUE DATE	AD CLOSE/ MATERIAL DUE DATE	SCENT STRIP AD CLOSE	SUPPLIED INSERT (BRC/SCENT STRIP) DUE AT PLANT	ON SALE
January	10/21/16	10/21/16	11/14/16	12/9/16
February	11/25/16	11/25/16	12/19/17	1/13/17
March	12/30/16	12/30/16	1/23/17	2/17/17
April	2/3/17	2/3/17	2/27/17	3/24/17
May	3/3/17	3/3/17	3/27/17	4/21/17
June	3/31/17	3/31/17	4/24/17	5/19/17
July	4/28/17	4/28/17	5/22/17	6/16/17
August	5/26/17	5/26/17	6/19/17	7/14/17
September	6/30/17	6/30/17	7/24/17	8/18/17
October	8/4/17	8/4/17	8/28/17	9/22/17
November	9/1/17	9/1/17	9/25/17	10/20/17
December	9/29/17	9/29/17	10/23/17	11/17/17

## RATES

### NATIONAL RATES

**RATE BASE: 1,050,000**

Unit	Gross Open
Page	\$133,700
Cover 2	\$167,200
Cover 3	\$153,800
Cover 4	\$180,500
2/3 page	\$111,500
1/2 page	\$87,000
1/3 page	\$60,200

### NON-COMMISSIONABLE FEES

Please call for quote on A/B copy splits.

- **Fifth Color:** \$1,700 net
- **Fifth Color with metallic ink:** \$2,400 net
- Advertisers with on-page coupons are not eligible for covers.

### MECHANICAL REQUIREMENTS

- **Method:** Printed web-offset (wet). Perfect-bound.
- **Closing Dates:** All closing dates are for receipt of materials to the Time Inc ad portal.
- Digital ad files are archived for six months and then destroyed.

### DISCOUNTS

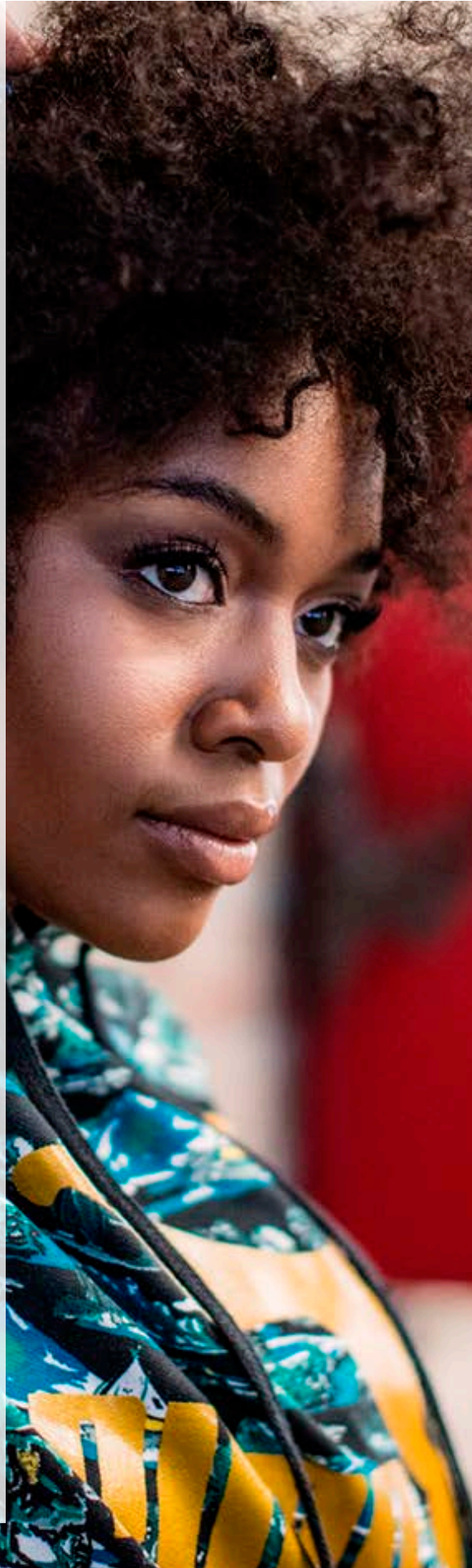
#### Commission and Cash Discounts:

15% commission to recognized agencies. Net 20 days. Cash required with order unless credit has been established prior to issue closing date.

#### PUBLISHER'S DISCOUNT

Any national publisher of magazines or books is eligible for a discount of 10% for 1 to 5 pages and 15% for 6 or more pages.

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.





## MARKETING OPPORTUNITIES

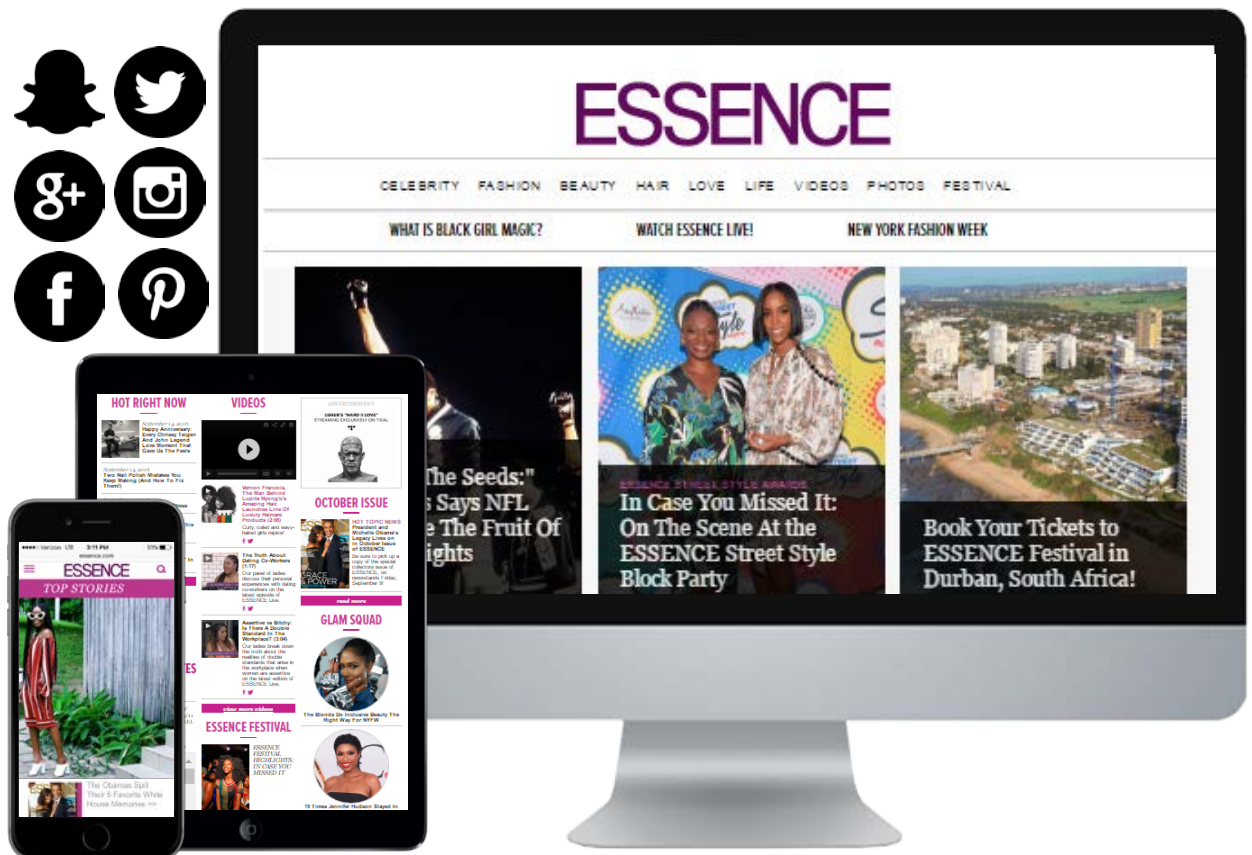
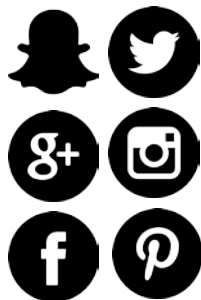
ESSENCE offers a full calendar of multi-platform programs and experiential opportunities that provide a deep consumer connection that can help your brand influence what millions of Black women must have now. For more information, please contact your ESSENCE sales representative.



## DIGITAL OPPORTUNITIES

ESSENCE.com offers custom solutions through our strategic and creative advertising opportunities:

- Editorial alignment
- Native integration
- Social media opportunities
- High-impact units and executions
- Custom video
- Mobile
- Rotational media
- Targeting



## ESSENCE.COM DEMOGRAPHIC PROFILE

**14MM total reach across Time Inc. network**  
**5.3MM average monthly unique visitors+**  
**60MM average monthly page views\***  
**4.9 minutes average time spent+**

### AGE

18-24	19%
25-34	18%
18-34	37%
35-44	20%

**Median age: 40.5 years**

### HOUSEHOLD INCOME

\$60,000+	59%
\$75,000+	55%
\$100,000+	47%

**Median HHI: \$89,520**

### EDUCATION

College Grad/Post Grad	38%
Any College	66%

### EMPLOYMENT

Employed (Full/Part Time)	65%
---------------------------	-----

### HOME OWNERSHIP

Own Home (Primary)	58%
--------------------	-----

### MARITAL STATUS

Married	51%
Single	249%

### CHILDREN

Any Children	44%
--------------	-----

### ENGAGED MOBILE USERS

**4.8MM** Unique Visitors

Sources: comScore Multiplatform August 2016, July 2016/Spring 2016







## Rates 2017

	1x	3x	6x	9x	12x
Full Page	\$32,260	\$31,060	\$30,250	\$29,050	\$28,150
Half Page	\$16,800	\$16,296	\$15,807	\$15,332	\$14,872
Quarter Page	\$8,800	\$8,536	\$8,729	\$8,031	\$7,790
Eighth Page	\$4,600	\$4,462	\$4,328	\$4,198	\$4,072

Cancellations or changes must be submitted in writing and received by Direct Action Media on or before closing date. No cancellations will be accepted after the closing date. Failure to fulfill this contract will result in short rating. This means that in the event of an early termination, the cost of all space used from the effective date of the contract shall revert to the standard rate for the terms actually fulfilled. i.e., a twelve time rate used only six issues before cancellation incurs the six time ad rate.

## Specs 2017

Size	Width	Height
Full Page	6 7/8" x	9 3/8"
Half (H) Page	6 7/8" x	4 5/8"
Half (V) Page	3 3/8" x	9 3/8"
Three Eighths	3 3/8" x	7"
Quarter Page	3 3/8" x	4 5/8"
Eighth Page	3 3/8" x	2 1/4"

### Artwork/Digital Requirements

- Files must be flattened PDFx1a or TIFF format.
- All images should have a resolution of 300dpi or higher at 100% of finished size. (No web images)
- Color images should be saved in CMYK mode, not RGB.
- All text should be saved at 100% Black.

### Ad Submissions

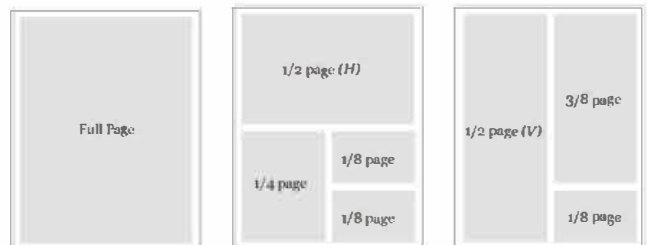
8MBs or less email to [ads@directactionmedia.com](mailto:ads@directactionmedia.com) or uploaded at [www.directactionmedia.com/upload-ads/](http://www.directactionmedia.com/upload-ads/)

8+MBs send via FTP

[ftp.directactionmedia.com](ftp://ftp.directactionmedia.com) m

User: damads

Password: Action2010



\* Full Pages are ONLY available for the Hot Hair Issue.

**Direct Action**  
MEDIA

5 West 37th Street Suite 302  
New York, NY 10018  
[www.DirectActionMedia.com](http://www.DirectActionMedia.com)

To advertise call 1.800.938.4660 or email  
[sales@directactionmedia.com](mailto:sales@directactionmedia.com)