



**ESSENCE**<sup>®</sup>  
**2018 MEDIA KIT**



ESSENCE | 2018



# ESSENCE<sup>®</sup>

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!

### 2017

#### AFRICAN-AMERICAN LITERARY AWARDS

- 'Best Magazine of the Year' Awards

#### FOLIO: EDDIE DIGITAL AWARDS

- *Honorable Mention*: Consumer - Use of Snapchat -ESSENCE Snapchat Discover

#### FOLIO: OZZIE AWARDS

- *Honorable Mention*: Consumer - Cover Design - Above 250K Circulation [Ozzies] Hidden Figures

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### 2016

#### LUCE AWARDS

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

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### 2015

#### ADVERTISING AGE MAGAZINE A-LIST

#### FOLIO/FAME AWARDS

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

#### LUCE AWARDS

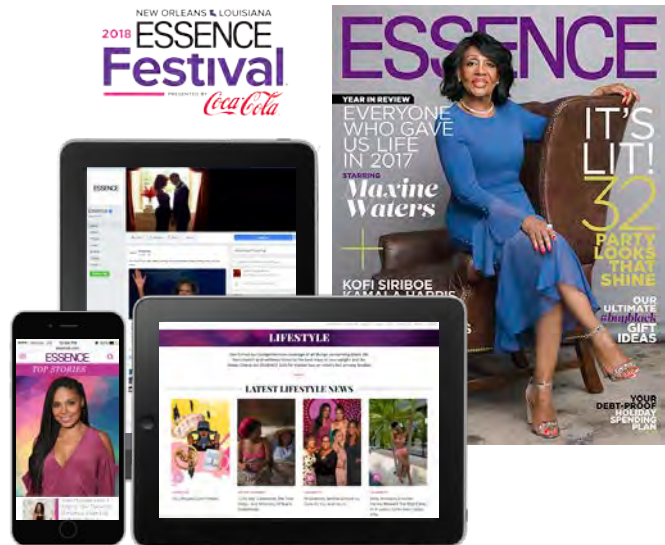
- Special interest: Hair Channel

#### 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 WEB

Video: Overall Use of Video; Advertiser/Program Partnership for "Street Style" with Chevy Cruze Contests/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)



## AUDIENCE PROFILE

**AUDIENCE** 6,640,000 **COMPOSITION** 100%

### AGE

18-34	1,734	26.1%
18-49	3,855	58.1%
25-44	2,505	37.7%
35-54	2,972	44.8%

**Median age: 46**

### HOUSEHOLD INCOME

\$50,000+	3,194	48.1%
\$60,000+	2,707	40.8%
\$75,000+	2,051	30.9%
\$100,000+	1,271	19.1%

**Median HHI: \$47,708**

### EDUCATION

Any College	3,917	59%
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### EMPLOYMENT

Employed	4,329	52.5%
Professional/Managerial	1,639	24.7%

### HOME OWNERSHIP

Own Home	3,198	48.2%
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### MARITAL STATUS

Single/Wid/Div/Sep	4,255	64.1%
Married/Engaged	2,893	43.6%

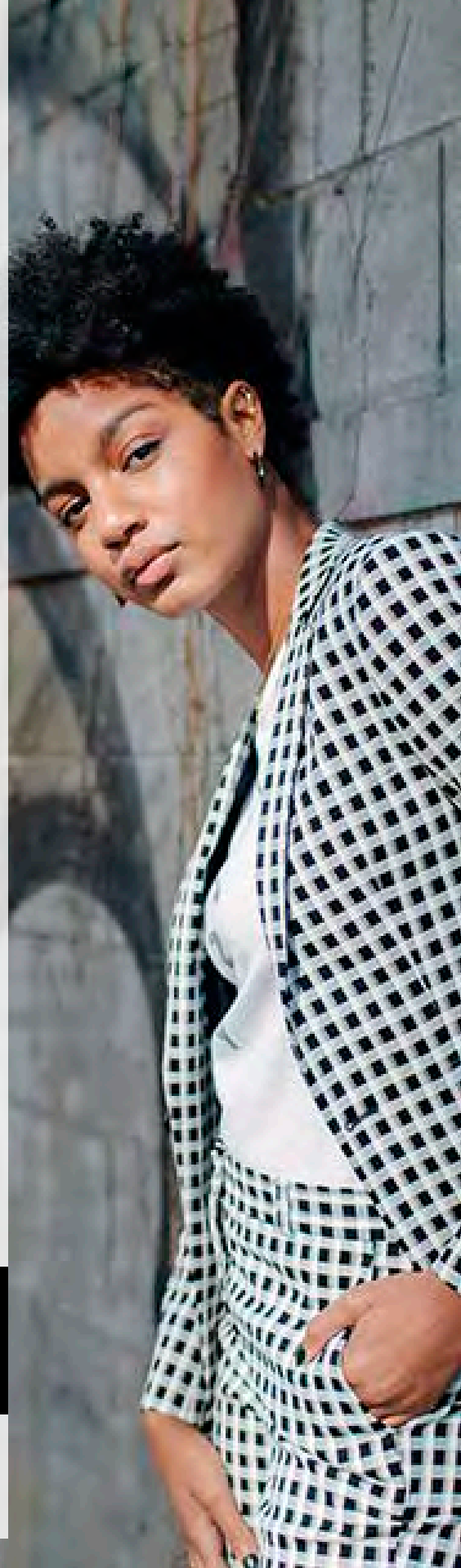
### CHILDREN

Any Children	2,812	42.3%
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### POWERFUL CIRCULATION

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

Sources: MRI Doublebase 2017; AAM Publisher's Statement June 2017



## EDIT CALENDAR

### FEBRUARY

BLACK HISTORY MONTH

AD CLOSE: 12/1/17 ON SALE: 1/19/18

### MARCH

THE HOLLYWOOD ISSUE

AD CLOSE: 1/5/18 ON SALE: 2/23/18

### APRIL

BOSS MOVES ISSUE

AD CLOSE: 2/9/18 ON SALE: 3/30/18

### MAY

BEST IN BLACK BEAUTY | WOKE 100

AD CLOSE: 3/9/18 ON SALE: 4/27/18

### JUNE

THE MEN'S ISSUE

AD CLOSE: 4/6/18 ON SALE: 5/25/18

### JULY/AUGUST

THE VACATION ISSUE

AD CLOSE: 5/4/18 ON SALE: 6/22/18

### SEPTEMBER

THE COMEDY ISSUE

AD CLOSE: 7/6/18 ON SALE: 8/24/18

### OCTOBER

FALL BEAUTY

AD CLOSE: 8/10/18 ON SALE: 9/28/18

### NOVEMBER

INNOVATIONS & IDEAS ISSUE

AD CLOSE: 9/7/18 ON SALE: 10/26/18

### DECEMBER

DEFINING PEOPLE + MOMENTS OF 2018 |

BUY BLACK GIFT GUIDE

AD CLOSE: 10/5/18 ON SALE: 11/23/18





## 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
February	12/1/17	11/3/17	12/26/17	1/19/18
March	1/5/18	12/8/17	1/29/18	2/23/18
April	2/9/18	1/12/18	3/5/18	3/30/18
May	3/9/18	2/9/18	4/2/18	4/27/18
June	4/6/18	3/9/18	4/30/18	5/25/18
July/August	5/4/18	4/6/18	5/28/18	6/22/18
September	7/6/18	5/4/18	7/30/18	8/24/18
October	8/10/18	7/6/18	9/3/18	9/28/18
November	9/7/18	8/10/18	10/1/18	10/26/18
December/ January	10/5/18	9/7/18	10/29/18	11/23/18



## RATES

### NATIONAL RATES

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

Unit	Gross Open
Page	\$136,500
Cover 2	\$170,700
Cover 3	\$157,000
Cover 4	\$184,300
2/3 page	\$113,800
1/2 page	\$88,800
1/3 page	\$61,500

### 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 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

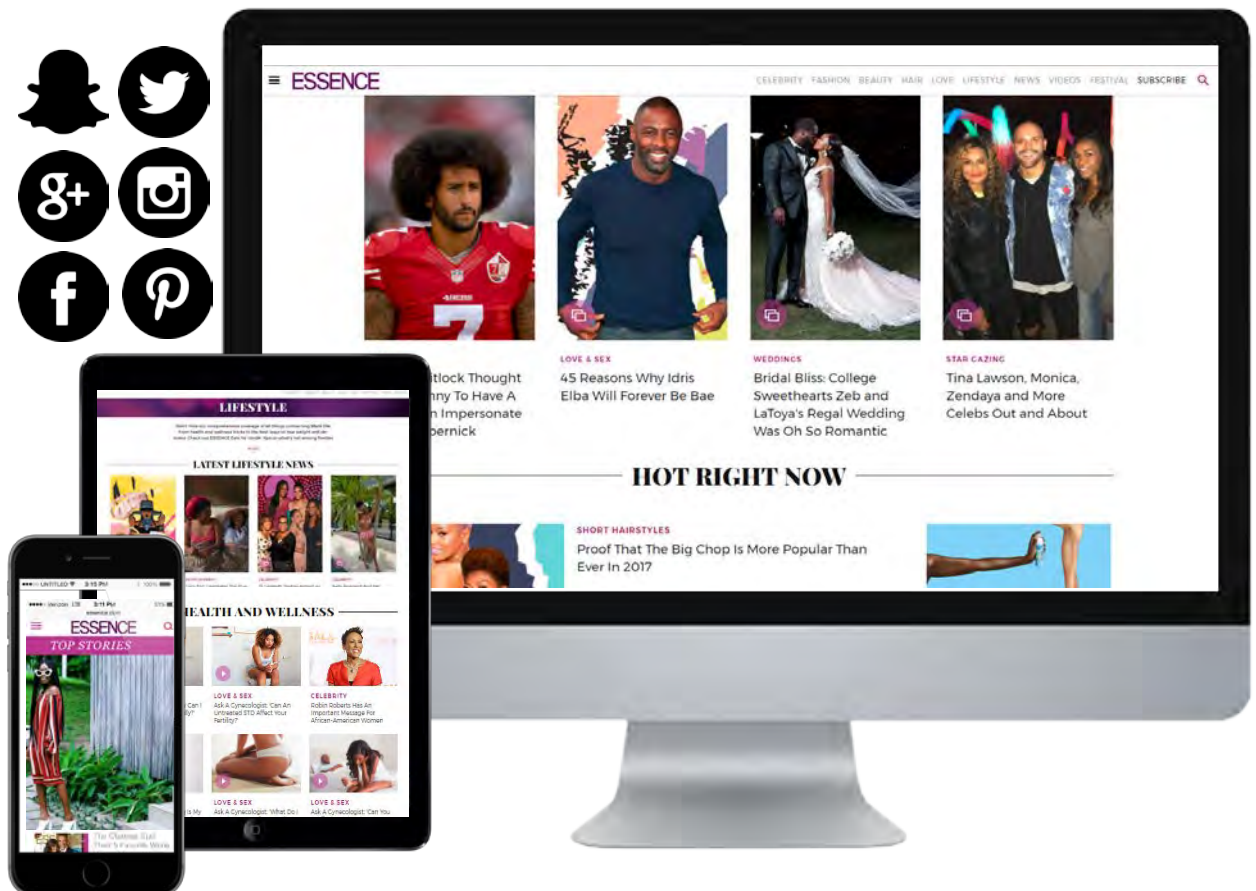
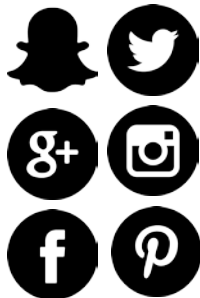
ESSENCE offers a full calendar of multi-platform programs and experiential opportunities that provide a deep consumer connection that can help your brand influence what millions of Black women must have now. For more information, please contact your ESSENCE sales representative.



## 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



Minimum spend on ESSENCE.com required.

## ESSENCE.COM DEMOGRAPHIC PROFILE

**3.7MM** average monthly unique visitors  
**21MM** average monthly page views

### AGE

18-34 39%  
35-44 33%

**Median age: 37.9 years**

### HOUSEHOLD INCOME

\$60,000+ 68%  
\$75,000+ 59%  
\$100,000+ 48%

**Median HHI: \$95,828**

### EDUCATION

College Grad/Post Grad 45%  
Any College 79%

### EMPLOYMENT

Employed (Full/Part Time) 66%

### HOME OWNERSHIP

Own Home (Primary) 61%

### MARITAL STATUS

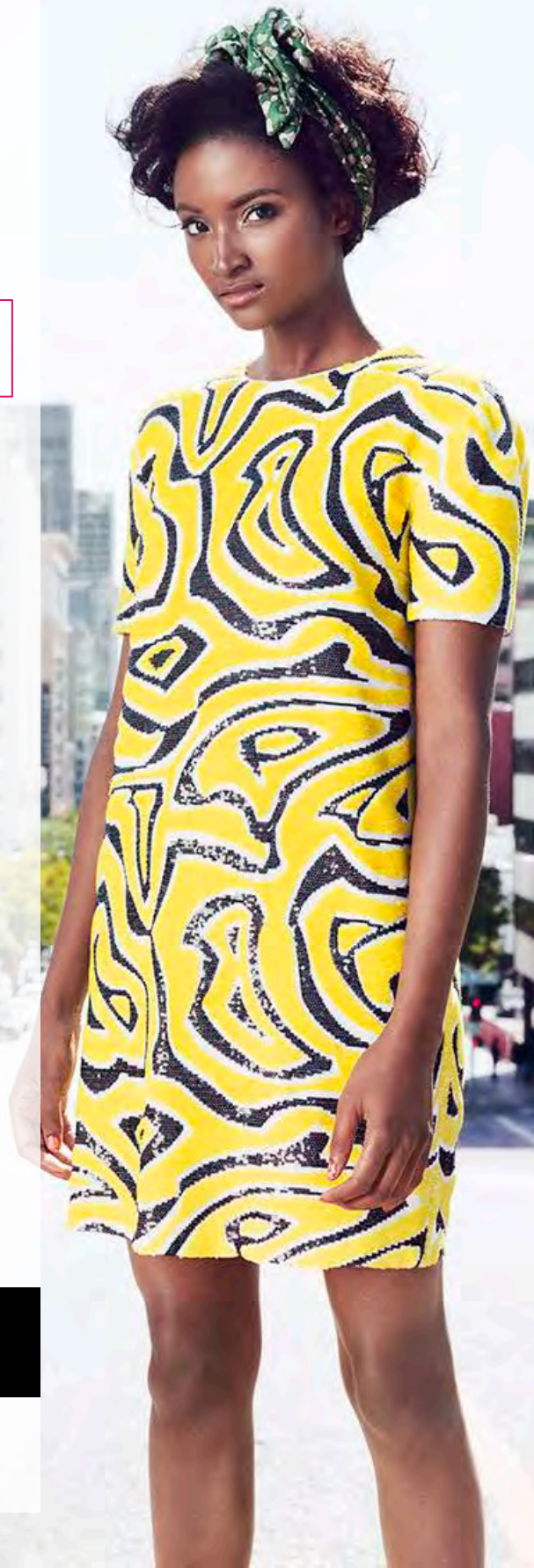
Married 49%  
Single 51%

### CHILDREN

Any Children 50%

### ENGAGED MOBILE USERS

**3.2MM** Unique Visitors







## SPECS

### MECHANICAL SPECIFICATIONS & REQUIREMENTS

The following information specifies the size and type of file formats, proofs and media we accept, general guidelines and contact information. ESSENCE's printed offset; perfect-bound.

Page Size	Bleed	Live Safety/ Non-Bleed	Trim
Full Page	8.25" x 10.75"	7" x 10"	8" x 10.5"
2/3 Vertical	5.25" x 10.75"	4.25" x 10"	5" x 10.5"
1/2 Vertical	4.125" x 10.75"	3.75" x 10"	3.875" x 10.5"
1/2 Horizontal	8.25" x 5.375"	7.125" x 4.625"	8" x 5.125"
1/3 Vertical	2.875" x 10.75"	2.125" x 10"	2.625" x 10.5"
1/3 Square	5.25" x 5.25"	4.5" x 4.5"	5" x 5"
1/6 Vertical	N/A	2.25" x 4.875"	N/A
Digest	5.25" x 6.625"	4.625" x 5.875"	5.125" x 6.375"
Spread	16.25" x 10.75"	15" x 10"	16" x 10.5"
1/2 Hor. Spread	16.25" x 5.375"	15.25" x 4.625"	16" x 5.125"
Checkerboard	4.1875" x 5.25"	3.3125" x 4.875"	N/A

Gutter Safety is 0.25" on each side (0.5" in total)

## SPECS

**PUBLICATION TRIM SIZE: 8" X 10.5"**  
(allow 0.5' safety from trim for live matter)

### GUTTER SAFETY

Headlines/Body Text—0.25' each side of gutter, to provide 0.5' total separation for spreads

**Mirror Images:** No mirror images in spread without prior approval.

### FILE FORMATS ACCEPTED

**Digital File Type:** PDF-X1A ONLY. All digital files must conform to SWOP Specifications.

Please confirm due dates in advance of advertiser/agency/engraver production planning. All materials should be at our office no later than the closing dates unless you have been given an extension by Ad Services.

All extensions must be confirmed in writing. Extensions are given for individual advertisers on a per issue basis. If you are in doubt about an extension, please call your account representative ASAP. Virtual proof technology is used following SWOP standards utilizing TRO05 output profile. Color guidance proofs are no longer required.

### INSERTS

Mechanical information and rates for inserts and booklets should be obtained from Publisher before printing. Supplied insert orders must be received 2 weeks prior to ad close and We-Print orders must be received 5 weeks prior to ad close.

**For Questions On Material Extensions, Run-of-book Ads, Technical Questions On File Format, Specs, Ad Portal, and Supplied Inserts, Please Contact your ESSENCE account representative.**





## TABLET OPPORTUNITIES

Qualified full-run advertisements will appear in portrait-only within the ESSENCE Tablet editions in one of three formats:

### STRAIGHT FROM PRINT – SFP

- Tablet ad appears exactly as in-book
- Includes tap and zoom feature
- Advertisers can activate one URL to trigger an in-app browser

### DESIGNED FOR TABLET – DFT

Ad has been designed for reading on the tablet

- Designed to be read at 100%
- Optimized creative
- Advertisers can activate one URL to trigger an in-app browser

### ENHANCED FOR TABLET – EFT

Ad can include enhancements and bonus content optimized for tablet and activated using up to three (3) hotspots, which may include:

- Slideshows
- Up to two minutes of video
- Advertisers can activate three URLs to trigger an in-app browser



For more information, contact your ESSENCE account representative.

Additional costs apply for the Enhanced for Tablet opportunity. Limited availability: three per issue.  
Note: ESSENCE runs portrait-only.



## Rates 2018

	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 2018

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](http://www.directactionmedia.com/upload)

8+MBs send via FTP  
[ftp.directactionmedia.com](ftp://ftp.directactionmedia.com)  
 User: damads  
 Password: Action2010



\*Full pages are ONLY available for the Hot Hair Issue

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