



ESSENCE[®]
2019 MEDIA KIT

ESSENCE | 2019



ESSENCE[®]

OUR MISSION

**SERVE BLACK
WOMEN, DEEPLY**

DEMOGRAPHIC PROFILE

Average monthly unique visitors (online)	5.2MM
Average monthly page views (online)	32MM
Average unique mobile visitors	4.2MM
Average monthly readers (print)	5.7MM

AGE	Digital	Print
18-34	25%	22%
35-44	17%	43%
Median age	35	49

HOUSEHOLD INCOME	Digital	Print
\$60,000+	65%	40%
\$75,000+	61%	33%
\$100,000+	46%	22%
Median HHI:	\$106,786	\$50,576

EDUCATION	Digital	Print
College Grad/Post Grad	47%	45%
Any College	66%	67%

EMPLOYMENT	Digital	Print
Employed (Full/Part Time)	64%	68%

HOME OWNERSHIP	Digital	Print
Own Home (Primary)	61%	48%

MARITAL STATUS	Digital	Print
Married	55%	49%
Single	31%	57%

CHILDREN	Digital	Print
Any Children	36%	47%

POWERFUL CIRCULATION: 1,078,000

Subscriptions:	96%
Single Copy Sales:	4%
Cover Price:	\$4.99

EDIT CALENDAR & CLOSING DATES

FEBRUARY

LOVE ISSUE

AD CLOSE: 11/30/18 ON SALE: 1/18/19
SCENT STRIP AD CLOSE: 11/2/18
SCENT STRIP DUE DATE: 12/24/18

MARCH

THE HOLLYWOOD ISSUE

AD CLOSE: 1/4/19 ON SALE: 2/22/19
SCENT STRIP AD CLOSE: 12/7/18
SCENT STRIP DUE DATE: 1/28/19

APRIL

ENTREPRENEURSHIP

AD CLOSE: 2/8/19 ON SALE: 3/29/19
SCENT STRIP AD CLOSE: 1/11/19
SCENT STRIP DUE DATE: 3/4/19

MAY

BEST IN BLACK BEAUTY

AD CLOSE: 3/8/19 ON SALE: 4/26/19
SCENT STRIP AD CLOSE: 2/8/19
SCENT STRIP DUE DATE: 4/1/19

JUNE

SUMMER TRAVEL

AD CLOSE: 4/5/19 ON SALE: 5/24/19
SCENT STRIP AD CLOSE: 3/8/19
SCENT STRIP DUE DATE: 4/29/19

JULY/AUGUST

ESSENCE FESTIVAL

AD CLOSE: 5/3/19 ON SALE: 6/21/19
SCENT STRIP AD CLOSE: 4/5/19
SCENT STRIP DUE DATE: 5/27/19

SEPTEMBER

FALL FASHION

AD CLOSE: 6/28/19 ON SALE: 8/16/19
SCENT STRIP AD CLOSE: 5/31/19
SCENT STRIP DUE DATE: 7/22/19

OCTOBER

FALL BEAUTY

AD CLOSE: 8/9/19 ON SALE: 9/27/19
SCENT STRIP AD CLOSE: 7/12/19
SCENT STRIP DUE DATE: 9/2/19

NOVEMBER

POWER | TECH

AD CLOSE: 9/6/19 ON SALE: 10/25/19
SCENT STRIP AD CLOSE: 8/9/19
SCENT STRIP DUE DATE: 9/30/19

DECEMBER

YEAR END REVIEW | HOLIDAY

AD CLOSE: 10/4/19 ON SALE: 11/22/19
SCENT STRIP AD CLOSE: 9/6/19
SCENT STRIP DUE DATE: 10/29/19



RATES

NATIONAL RATES

RATE BASE: 1,078,000

Unit	Gross Open
Page	\$146,100
Cover 2	\$182,600
Cover 3	\$168,000
Cover 4	\$197,200
2/3 page	\$121,800
1/2 page	\$95,000
1/3 page	\$65,800

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. **NOTE Production premiums are non-commissionable**

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.





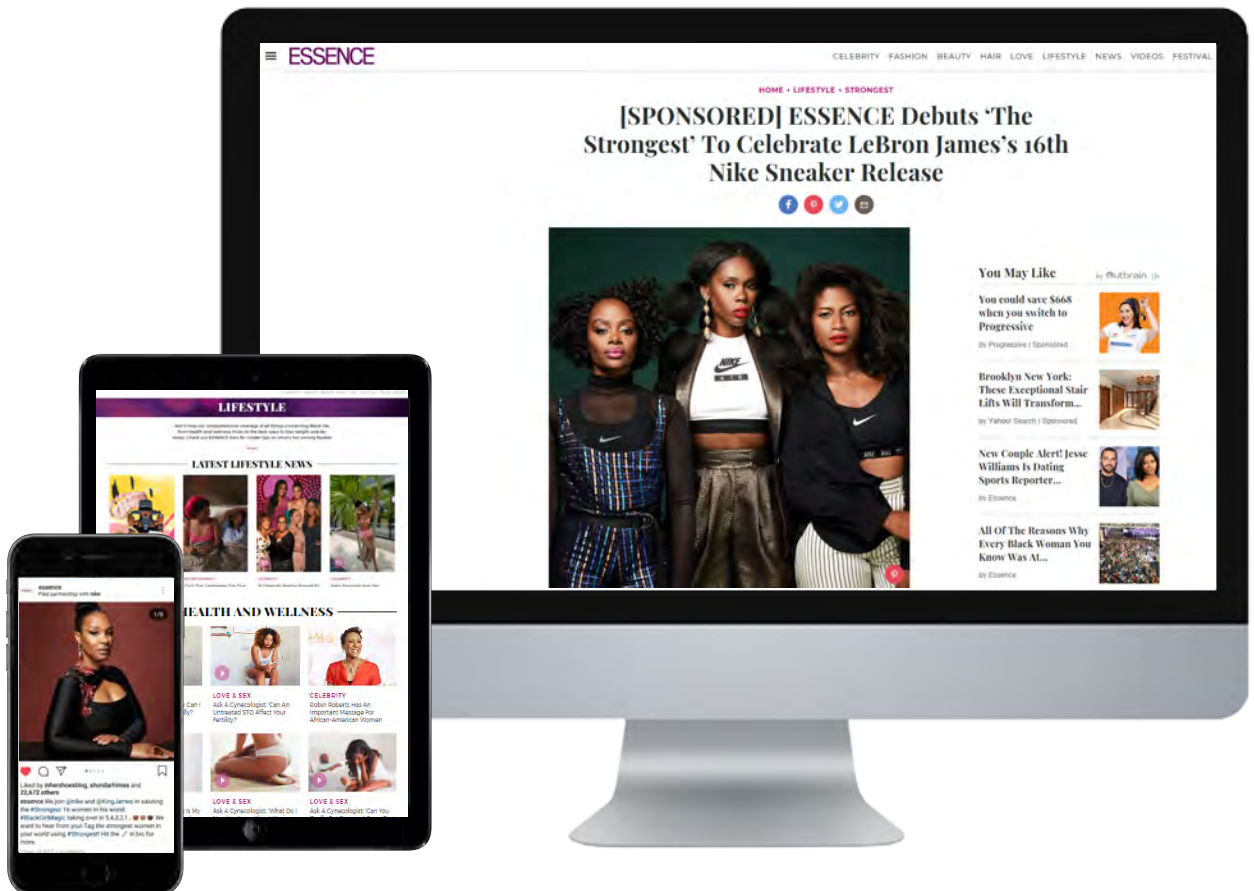
MARKETING OPPORTUNITIES

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 Partnership Director.

MARKETING OPPORTUNITIES

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

- Editorial Alignment
- Native Integration at Events
- Video, Digital and Social Executions
- Mobile App Experience



Minimum spend on ESSENCE.com required.

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.

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 TR005 output profile. Color guidance proofs are no longer required.



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)



Rates 2019

	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 2019

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 or uploaded at 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