



**ESSENCE**

**2021 MEDIA KIT**

THE PLACE 31 MILLION  
BLACK WOMEN CALL HOME

# DEMOGRAPHIC PROFILE

Average monthly unique visitors (online) **6.3MM**  
Average monthly page views (online) **27MM**  
Average unique mobile visitors **5.4MM**  
Print Readership **5.6MM**

AGE	Digital	Print
18-34	32%	24%
35-44	22%	20%
Median age	41	48

### HOUSEHOLD INCOME

\$60,000+	52%
\$75,000+	43%
\$100,000+	31%
Median HHI:	<b>\$63,056</b>

### EDUCATION

College Grad/Post Grad	31%
Any College	69%

### EMPLOYMENT

Employed (Full/Part-Time)	59%
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### HOME OWNERSHIP

Own Home (Primary)	52%
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### MARITAL STATUS

Married	34%
Single	38%

### CHILDREN

Any Children	43%
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### POWERFUL CIRCULATION: 1,050,000

Subscriptions:	97%
Single Copy Sales:	3%
Cover Price:	\$7.99

Sources: Print: MRI Fall 2020; Google Analytics (Jan-Dec 2020)  
AAM Publisher's Statement June 2020



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# EDIT CALENDAR & CLOSING DATES

## JANUARY/FEBRUARY

AD CLOSE: 11/25/20

ON SALE: 1/19/21

SCENT STRIP AD CLOSE: 11/25/20

SCENT STRIP DUE DATE: 12/26/20

## MARCH/APRIL

AD CLOSE: 1/8/21

ON SALE: 2/23/21

SCENT STRIP AD CLOSE: 1/8/21

SCENT STRIP DUE DATE: 1/22/21

## MAY/JUNE

AD CLOSE: 3/12/21

ON SALE: 4/27/21

SCENT STRIP AD CLOSE: 3/12/21

SCENT STRIP DUE DATE: 3/26/21

## JULY/AUGUST

AD CLOSE: 5/14/21

ON SALE: 6/29/21

SCENT STRIP AD CLOSE: 5/14/21

SCENT STRIP DUE DATE: 5/29/21

## SEPTEMBER/OCTOBER

AD CLOSE: 7/9/21

ON SALE: 8/24/21

SCENT STRIP AD CLOSE: 7/9/21

SCENT STRIP DUE DATE: 7/24/21

## NOVEMBER/DECEMBER

AD CLOSE: 10/8/21

ON SALE: 11/23/21

SCENT STRIP AD CLOSE: 10/8/21

SCENT STRIP DUE DATE: 10/22/21



# RATES

## NATIONAL RATES

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

Unit	Gross Open
Page	\$167,138
Cover 2	\$208,894
Cover 3	\$192,192
Cover 4	\$225,597
2/3 page	\$139,339
1/2 page	\$108,680
1/3 page	\$75,275

## 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

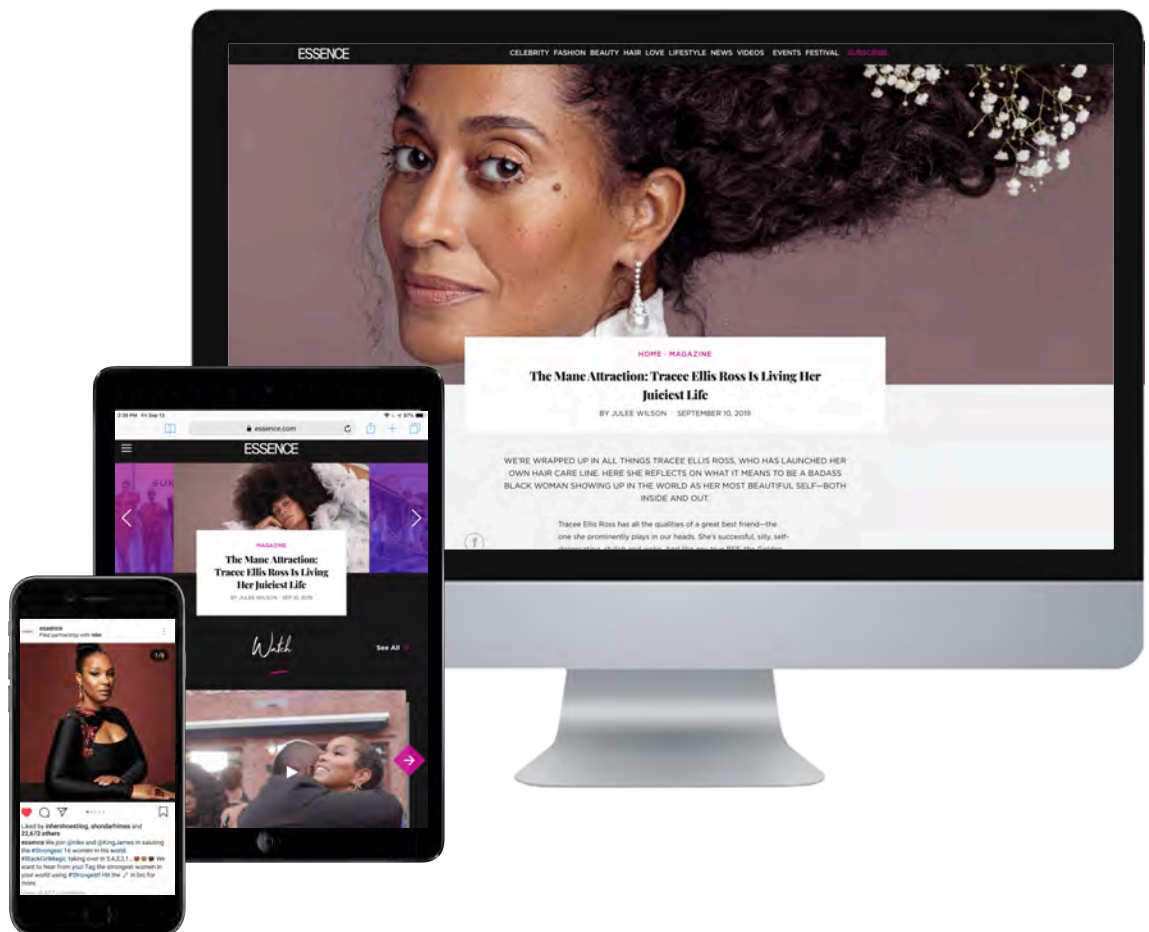
ESSENCE® offers a full suite of multi-platform programs and experiential opportunities cultivating a deep connection with our community and can provide the meaningful engagement necessary for your brand to partner with millions of Black women. For more information, please contact us.



# MARKETING OPPORTUNITIES

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

- Editorial Alignment
- 360 Custom Programs
- Full-scale Experiential Engagements
- Video, Digital and Social Solutions
- Podcast Sponsorships



Minimum spend on ESSENCE.com required.

ENTERTAINMENT WEEKLY  
FEBRUARY 6, 2021



# CONTACT

For advertising inquiries, please email:

[maurine@directactionmedia.com](mailto:maurine@directactionmedia.com)

# 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 uploaded into [www.adshuttle.com/Essence](http://www.adshuttle.com/Essence) 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)



# MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of ESSENCE Magazine (the “Magazine”) published by ESSENCE Communication Inc. (the “Publisher”).

1. Rates are based on average total audited circulation, effective with the issue dated January/February, 2021. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine’s advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.
2. The Magazine is a member of the Alliance for Audited Media (“AAM”). Total audited circulation is reported on an issue-by-issue basis in Publisher’s Statements audited by AAM. Total audited circulation for the Magazine is comprised of paid plus verified.
3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, **unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email**, by no later than 5pm on the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes, and communicates in writing, would prevent the advertisement from running in the digital edition, such advertiser’s ad placement will no longer be deemed a “full-run” buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

The digital edition of the Magazines may be viewed in one of two formats depending on the storefront (i.e. App Store, Google Play, Amazon, Apple News+, etc.): (i) a digital replica of the print version, which is an exact reproduction of the design and content of the print version of the Magazine; or (ii) a digital replica of the print version combined with a touch-activated “reader view,” which allows the user to scroll the article text. Please consult a Magazine representative for details of format availability.

Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital edition. These include, but are not limited to, special units such as pop-ups, scent strips, die-cuts, special effects and business reply cards. Please consult a Magazine representative for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may appear in one of two formats: (i) print replica, where the page on screen looks exactly like the advertisement appearing in the print edition; or (ii) custom design, where the same creative has been reformatted and resupplied for optimal reading on a digital device and/or platform.

Qualifying advertisements running in the digital edition of the Magazine will automatically run in a print replica format. If an advertiser wishes to include its qualifying advertisement for the digital edition in a format other than print replica, it must indicate so prominently on the insertion order by the ad close date. Custom designs may not be available on all platforms or devices. Please consult a Magazine representative for details.

URLs featured in advertisement print creative are not currently activated in the digital edition. Please consult a Magazine representative for further details on URL activation.

4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
5. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a Magazine’s editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

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# **MAGAZINE ADVERTISING TERMS AND CONDITIONS**

7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.
8. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
9. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.
10. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
11. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.
13. Invoices are rendered on or about the subscriber mailing date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
14. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.
15. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
16. Neither creative fees nor special advertising print production premiums earn any discounts or agency commissions.
17. Publisher reserves the right to modify these terms and conditions.

These Advertising Terms and Conditions were issued February 1, 2021

# POSITIONING GUIDELINES

## POSITIONING GUARANTEES

- If a position has been guaranteed, an insertion order or letter of intent must be received by the ad close date in order to hold that position. **Positions not confirmed by their scheduled date will be released and positioning will need to be re-negotiated.**
- **Percent of book** - guarantees are calculated using the total book size. This includes 4 pages for the covers.
- **1st in Category**- ESSENCE does NOT guarantee 1st in category.

## POSITIONING FOR RUN OF BOOK ADS WITH SPECIAL REQUIREMENTS

- **Fractional ads** - are not guaranteed placement. They are only guaranteed edit equivalent to their size (i.e. half page advertiser is guaranteed no more than a half page of edit).
- **Spreads** - are not guaranteed edit in OR out unless previously negotiated.
- **Regional ads** - are not guaranteed placement. They may be opposite full or partial edit and must be RHP/LHP flexible.
- **Scented ads and 5th Color ads** - must run on specific pages of a press and require positioning flexibility.
- **Disclaimers** - are not guaranteed edit and will run opposite a promotional page, house ad or PSA.
- **Multi Product ads** - advertisers with multiple products within their creative will not be guaranteed positioning.
- **Advertorials** -
  - Advertorials should be a 1:1 ratio and must run opposite their brand ad
  - Advertorials and promo pages are not guaranteed positioning
  - Edit in or out is not guaranteed for any advertorial unit
- **Coupon Advertisers** - If an advertiser's creative has a coupon or any kind of cut-out; all positioning guarantees will be re-negotiated.
- **Inserts:**
  - Insert positioning is unique to the type of insert it is and will be guaranteed placement as follows: 1st, 2nd, or 3rd Non-Scented Insert or 1st, 2nd or 3rd Scent strip etc. \*Note that a scent strip guaranteed 1st scent strip may have a non-scented insert run prior and vice versa.
  - Scent Strip positions are NOT grandfathered and do not automatically carry over from year to year.
  - Inserts are guaranteed edit in only. A promotional page, house ad or PSA will lead out of the insert.

## SEPARATION

- **Insert separation** - Publisher does not guarantee separation from inserts. Any request must be made prior to positioning guarantee and may affect positioning.
- **Competitive separation** will be waived for all positions within the 1st 10% of book. We can only guarantee that the competitive products will not touch. Six pages of product to product (i.e. lip to lip) separation will be provided in the balance of the book with the exception of hair advertisers.
  - **Hair advertisers** will only be guaranteed 3 pages of competitive separation. The separation is only from like product to like product i.e. hair color to hair color, relaxer to relaxer.
  - **Multi product ads** -
    - Single product advertisers are not guaranteed competitive separation guarantee from multi product ads.
    - Multi product ads are not guaranteed competitive separation for the products on their page.
  - **Promotional pages** - There is no competitive separation from the products or logos listed on promotional pages
  - **Advertiser logos** - there is no competitive separation from advertiser logos that appear on an advertisement

## CREATIVE APPROVAL

- Advertiser creative is subject to Publisher and Editorial Approval.
- Publisher reserves the right to request that an ad be moved due to creative conflicts or if the advertiser's product is featured on the opposite page.
- Comparative ads are subject to Publisher Comparative Ad Policy.

## COVERS

- Cover upgrades are a one-time only offer and do not carry over from year to year.
- If a franchise advertiser passes on a cover 2 years in a row Publisher reserves the right to release the cover.



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