



HypeHair
2014 MEDIA KIT



Mission Statement

Hype Hair is the premier source for the most up-to-date hairstyles, beauty tips and hair care products for African American women. The combination of Hype Hair and the Hype Hair 360 Experience—a multimedia venture encompassing HypeHair.com and the Hype Hair Digital Network—provides marketers efficient, scalable and premium brand placement across print, web and mobile platforms.

For over 20 years, Hype Hair has celebrated the individual beauty of African American women across the country and around the world. Emerging as the definitive hair brand for style-conscious consumers, Hype Hair offers editorial content, promotions and brand extensions that showcase the most sought-after styles and key trends. Thought-provoking, relevant and always influential, Hype Hair is packed with information and inspiration that defines the culture of hair now.

Circulation & Distribution

Published nine times a year, Hype Hair is a highly influential national magazine with a global reach. With an audited rate base of 60,000, Hype Hair reaches over 600,000 African American women across the country and around the world through subscriptions and newsstand sales. Hype Hair also has special distribution through hundreds of beauty salons, beauty supply outlets, major retail chains, wholesale buyers and independent distributors across the country. Additionally, distribution is controlled and targeted at signature hair and lifestyle events held annually.

A Key Resource in the Beauty Supply Industry

General Market Retailers

Beauty Supply Outlets

Beauty Salons

Distributors & Manufacturers





Hair & Now

Something Like a Phenomenon

African American women are style influencers with tremendous buying power. As the ultimate trendsetters, our readers desire hairstyles and products that suit their multi-faceted lives—from the boardroom to the beach and everywhere in between. Whether seeking the glamour of a side sweep, versatility of a chemical-free coif or boldness of a new color, they are constantly in pursuit of statement-making styles. Hype Hair offers images, tips, techniques and products that help our readers celebrate their beauty to the fullest.

Who Should Partner With Hype Hair?

- Brands that desire unrivaled access to a viable niche audience
- Advertisers with new products and services
- Advertisers that seek greater brand awareness
- Retailers who need to generate sales, both online and in-store
- Marketers who understand the value of segmentation and target marketing



Mane Attraction

Who You Will Reach

- African American women with tremendous influence and disposable income
- Trendsetters who are passionate about beauty, fashion and style
- Consumers who are difficult to reach through conventional mainstream marketing
- Highly educated decision-makers recognized for influencing general market trends

Picture Perfect

Why You Should Target Her



Hype Hair readers are beauty enthusiasts with an unstoppable source of revenue in the beauty and style market. As African American women climb the corporate ladder and focus more on health, family, travel and love—hair continues to be a key passion point in their lives. Hype Hair is the premiere hair and beauty brand that can help you expand your visibility and authenticate your brand among this powerful and influential audience.

Did You Know?

- African American women spend over \$8 billion annually on beauty products and spend 80% more on cosmetics and skin-care products than the general market
- One-third of all hair products in the U.S. are purchased by African American women
- African American women control 43% of the annual spending power for the Black population
- 29% of African American women are tabbed the head of their household, compared to 20% for the overall population

Hype Hair 360 Experience

Hype Hair goes beyond traditional mass media to provide marketing partners with 360 degree turnkey opportunities to increase sales regionally, nationally and internationally. Hype Hair provides advertisers with direct access to a full calendar of high-profile events, multi-platform programs and experiential opportunities that generate deep consumer engagement to help your brand connect with African American women now.

Print: More Than 400,000 Readers Nationally and Internationally
Interactive: HypeHair.com, Hype Hair Digital Network, Newsletter, Social Media

Mobile: Custom Mobile Apps, Sponsorship Integration

Experience: Signature Events, Event Sponsorship, Brand Extension

Custom: Custom Publishing, Events, Research

Hype Hair Online

HypeHair.com is a dynamic brand extension of Hype Hair that keeps consumers in the know on the latest trends and news daily. It connects consumers to stylists and salons across the country as well as a platform for brands to highlight their products. Our mission is to provide quality editorial coverage, including photo galleries, video how tos and user-generated content to enhance the connection and social interaction of the Hype Hair digital community.

HYPE HAIR DIGITAL NETWORK

Platform Overview

The Hype Hair Digital Network is an industry-leading, real-time advertising platform that combines the best of both publisher and direct ad network. It provides brands efficient, scalable and premium ad placements across desktop, video and mobile inventory. Content reaches targeted audiences and is backed by immediately accessible real-time analytics.

Platform Highlights include:

- Geo-targeted ROS advertising
- Online engagement that connects brands with multicultural consumers
- National, regional and local campaigns across digital platforms, including display, rich media, video, social, mobile and email outlets
- The latest advertising strategies with media partners to meet and exceed online marketing goals

Hype Hair Events

Throughout the year, Hype Hair produces high-profile events that bring our magazine and partnerships to life. We work closely with advertisers to develop integrated programs, retail events and sampling opportunities, followed-up with post-event photos in print and online.

Hype Hair Sponsorship Packages

A platform for customized editorial content. Premium newsletter sponsors can opt to run on a weekly or monthly schedule.

Custom Offerings

Hype Hair will integrate a custom city or country guide that fits thematically in an issue featuring your brand. Additionally, your brand will be highlighted through custom publishing, research and events.



Demographics & Psychographics

Why You Should Target Her



Gender: Female: 96%, Male: 4%

College Educated: 62%

Currently Employed: 76%

Median Age: 31.0

Median Household Income: \$44,000

**2012 Readership Study*

2014 Editorial Calendar

January/February

Style for the New Year with the latest trends for relaxed, natural and weaved and color-treated hair. What the bloggers are saying about hair. Special grooming products for the brothers.

June

Our Summer Hair Preview spotlighting the best in relaxed, textured and braided 'dos. Red Carpet hair and styles for the bride.

October

How to choose the right hair tools for the most fabulous hair ever. Transitional styles that take you from desk to dinner.

March

Get growing with our healthy hair for the spring season. Perfect weaves and how to maintain them. Celebrity styles that you can make your own.

July/August

Keeping it real-working with your own hair. Texture talk and protective hairstyles. Products and hair care regimes to enhance hair growth.

November

Relaxing in style with the right straightener and maintenance products. New weaving techniques for a flawless look. Our big Holiday Beauty Giveaway.

April/May

The best products for healthy hair. Our free Hype Nails & Beauty mini mag. Reworking your style with extensions, cuts and color. The blogger buzz on natural hair.

September

The Fall Hair Trend Report. Hair solutions and the right products to choose. Makeup must-haves. Purchasing the perfect weaving hair.

December

New Year new 'do. Crafting your curls. Stocking your hair and beauty product arsenal for fabulous looks in 2015!

Rates & Specifications

Frequency	1X	6X	12X	18X
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B/W

Full Page	4640	4260	4055	3940
2/3 Page	3930	3605	3435	3335
1/2 Page	3480	3195	3045	2955
1/3 Page	2355	2160	2055	1995

4/Color

Full Page	6830	6265	5965	5795
2/3 Page	5530	5075	4835	4695
1/2 Page	4590	4210	4010	3895
1/3 Page	4000	3670	3495	3395

	1X	6X	9X
TOC/Cover II/Cover III	8200	7455	7100
Cover IV	9390	8535	8130

Specifications & Dimensions available at www.mitchelladgroup.com

*Ad Rates for Gatefolds, Inserts and Additional Sizes Ad Space are
available upon request

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ALL AD MATERIALS MUST BE SENT TO:

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