

# CONSCIOUSNESS Magazine

*“Urban Inspiration”*

*“Keeping Our Pen on the Pulse of the Community”*

MEDIA KIT 2023

{Est. since 2004}

# EDITORIAL MISSION

In light of the forgoing, Consciousness Magazine is committed to raising the level of conscious for one's existence, where new ideas are inspired in a unique and one of a kind contemporary media outlet. In a world where many factors may go unnoticed or unsaid, this publication provides a platform of empowering information, as well as a voice, where readers may receive knowledge on a wide scope of various awareness factors in a multicultural society.

Consciousness Magazine has and will continue to be the vehicle that gives a voice to the urban community and a platform to those to share their testimony. Through our pages, we highlight celebrity testimonies and lifestyle, significant social figures, news media and businesses from an emerging society.

Consciousness Magazine serves as a portal to inspire the young and sophisticated adult and elders, trendsetting a multicultural audience. As excellent journalists and innovative marketers, Consciousness Magazine is the voice of the urban community. Consciousness Magazine provides a broad digital experience where users are encouraged to contribute content. At Consciousness Magazine, print and online seamlessly relate.





# INTERGRADED MARKETING OPPORTUNITIES

No other culture brand has the credibility to provide advertisers with direct access to empowering events. We take pride with working closely with our advertisers to develop customized and effective promotions suited to brand and produce initiatives.



With our reach to a growing audience, Consciousness Magazine goes beyond traditional mass media to provide our marketing partners with great opportunities to engage our urban audience and increase mindshare and market penetration.





TOTAL AUDIENCE - 80,000+

COMP%

# AUDIENCE

The Consciousness Magazine audience is comprised of trendsetting individuals who are passionate about the betterment of mankind and raising the level of conscious in a multicultural and diverse community. Our readership looks to the Consciousness Magazine brand to keep them ahead of the curve, visiting consciousnessmagazine.com multiple times a day, and referencing Consciousness Magazine for current and latest news.

## ADULTS

MEN	45%
WOMEN	55%

## AGE

18 - 24	27%
25 - 34	72%
21+	79%
35-58+	84%
MEDIAN AGE	35

## EDUCATION

ANY COLLEGE	37%
CURRENTLY IN COLLEGE	58%

## EMPLOYMENT

EMPLOYED	57%
HHI INCOME	38.2k%

## RACE

BLACK/ AFRICAN AMERICAN	57%
WHITE	39%
SPANISH/ HISPANIC/ LATINO	16%
ASIAN	8%
OTHER RACE	23%

# EDITORIAL BREAKDOWN



## INTRODUCTION

Our introduction to the magazine begins with the table of content, editorial and letters page. From the making of the issue and feedback from the editor's note and letters, readers get a taste of the content presented.



## CONSCIOUSNESS AWARENESS: DID YOU KNOW...

Consciousness Magazine has a concern for various issues, empowering and inspiring the readers with motivational, educational, along with help and safety tips that may be utilized for one's self growth to gain knowledge on useful concerns that one may not be aware of.



## BUSINESS PROFILE

Consciousness Magazine keeps its eyes on successful, thriving and innovative individuals in the business world, as well as highlighting business owners of the month. Business Profile gives readers an insider's look at entrepreneurs, as well as shares valuable information and tips regarding the job market and career professionals.



## ENVIRONMENTAL ELEMENTS

In a world where the environment is a major concern, readers have an opportunity to keep up with the latest green issues as they explore and become enlightened about various products or issues that may be harmful to the eco-system or our health.



## HEALTH SOLUTIONS

For every health article featured, readers get a close-up on megastars, well-known physicians, experts in the work field or significant individuals' testimonies who enlighten readers on ethical health situations, latest procedures and technology in the health field in hopes to cope with, cure or control illnesses or diseases.




## REVIEWS

Each issue dedicates a page in regards to the author's recent and current respected book, product, movie, and/or latest music or album release in the industry, giving the author or creator a review on their creativity.



In addition: Education, Arts & Culture, Sports, Technology, Recipes, etc.

**ATTENTION:**  
Are You on Medicare with Diabetes?



If you have diabetes and are on Medicare you might be eligible to have all of your diabetic supplies delivered directly to your door...  
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**GAMECENTER**

# RATES (Bi-Monthly)

4-Color	1x	2x	3x	4x
Back Cover	3789	3688	3651	3497
Inside Front	3763	3662	3566	3473
Inside Back	3763	3662	3566	3473
Full page	3521	3430	3343	3258
2/3 page	3126	3038	2953	2872
1/2 page	2308	2247	2189	2133
1/4 page	1841	1797	1656	1516
Classifieds (word limit 35)	200	-	-	-
B/W	1x	2x	3x	4x
Back Cover	1525	1425	1325	1225
Inside Front	1300	1200	1200	1100
Inside Back	1300	1200	1200	1100
Full page	900	800	700	600
2/3 page	775	725	650	575
1/2 page	650	550	450	420
1/4 page	475	450	425	400
Classifieds (word limit 35)	150	-	-	-

**Advertorial Special 350**

\*all rates gross

\*Please see advertising contract for terms and conditions

\* 30% off for non-profit organizations

\* Consciousness Magazine donates 10% to charity and organizations for every advertisement or magazine sold!

\* Payment due date is every even month on the 25th. (ex. Feb, Apr, Jun)

Please send your advertisement in a high-resolution (minimum of 300 dpi) TIFF, EPS, JPEG or PDF file format emailed (info@consciousnessmagazine.com) or mailed on a flash drive or CD-ROM.

## Executive Sales Representative

Aaron Robinson | Office: 312.715.7884

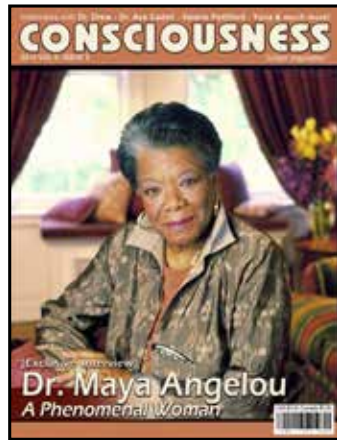
E-mail: johnmcatholl@gmail.com

\*Prices are subject to change

### Special charges:

Design Fees: \$45 for 1/4 and 1/2 page ads; \$75 for 2/3 and full page ads.





# CIRCULATION

We continue to have an efficient and effective circulation, presenting high quality pages, while implementing with a strategic presence to an audience of subscribers, providing advertisers a true base-rate.

	PRINT	ONLINE
Base-Rate Print & Online	P.O.D.	50,000
Annual Subscription Price	\$24.00	\$11.94
Single copy	\$4.00	\$1.99/\$0.99
Subscribers / Newsstand	75 / 25	

\*P.O.D. meaning - Print on Delivery

# MAGAZINE EDITORIAL CALENDAR

## JAN | FEB

SPRNG ISSUE  
CELEBARTING PROFESSIONALS  
12.4.2022 \*SPACE CLOSING DATE  
**AVAILABLE 1.3.2023**

## MAR | APR

MOTIVATIONAL & INSPIRATIONAL ISSUE  
2.1.2023 \*SPACE CLOSING DATE  
**AVAILABLE 3.7.2023**

## MAY | JUNE

SUMMER PREVIEW  
CELEBRITY ISSUE  
4.4.2023 \*SPACE CLOSING DATE  
**AVAILABLE 5.2.2023**

## JULY | AUG

ENTERTAINMENT ISSUE  
6.6.2023\*SPACE CLOSING DATE  
**AVAILABLE 7.5.2023**

## SEPT | OCT

FALL ISSUE  
EMPOWERMENT  
8.8.2023\*SPACE CLOSING DATE  
**AVAILABLE 9.5.2023**

## NOV | DEC

PROFILING SIGNIFICANT INDIVIDUALS  
YEAR IN REVIEW  
10.3.2023 \*SPACE CLOSING DATE  
**AVAILABLE 11.7.2023**

\*Editorial Content and Dates are subject to change





# PRODUCTION: SPECS

Size	Bleed	Trim	Non-Bleed	Fractions:
Spread	16 1/2" x 10 7/8"	16 1/4" x 10 5/8"	15 1/4" x 9 7/8"	1/8" = .125
Full Page	8 5/8" x 10 7/8"	8 1/8" x 10 5/8"	5 3/8" x 9 7/8"	3/4" = .375
2/3 Vertical	6 1/8" x 10 7/8"	2 7/8" x 10 5/8"	2 5/8" x 9 7/8"	5/8" = .625
1/2 Vertical	3 3/4" x 10 7/8"	3 1/2" x 10 5/8"	2 3/4" x 9 7/8"	7/8" = .875
1/4 Vertical	n/a	5 1/4" x 5 5/8"	2 1/8" x 4 7/8"	

These sizes are in inches, width by height, and allow for 1/8" trim on all sides. Keep live matter 1/4" from trim. Allow 3/16" safety at gutter of each page for type running across gutter. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. A ruled proof should be supplied for positioning purposes.

Printing Process: Digital / Web Offset

Binding: Saddle Stitch

Publication Trim Size: 8 1/8" x 10 5/8"

# ONLINE ADVERTISING

*Consciousness Magazine* website offers visitors a glimpse of the printed edition with feature articles from current and archived issues. In addition, visitors can view original content not found in print, such as the Recent Events, Blog, News & Press, and additional images and videos unique to the site. Visitors can also stay up to date on hot topics and trends by following our Twitter, Facebook and Blog Feeds directly from our homepage. **Expand your reach and frequency** to affluent consumers with any of our banner ad options.

**CONSCIOUSNESSMAGAZINE.COM**

**50,000**

Impressions Per Month

**10,000 +**

Unique Visitors

**CM**

Our popular print section "Featured Articles" is also available online.



Search local articles by category, keywords, and location.



Captivate audiences with Web video promoting your business.



**Vertical (300 x 80)**

\$225/mo; \$2,300/yr

**Cubic (300 x 250)**

\$750/mo; \$8,600/yr

**Skyscraper (300 x 480)**

\$900/mo; \$10,400/yr

**Ad or logo placement on CM Leaderboard**

\$1000/mo; \$11,600/yr

**Advertorial/Online (Special)**

\$350

\*We also offer a 12-Month Commitment

\*\$300 flat-rate for rotating banners up to 4 rotations

**\*Prices are subject to change**

ALL COLORS MUST BE SUBMITTED IN RGB FORMAT.

ALL FILES MUST BE JPG OR GIF. **Design fee: \$35**

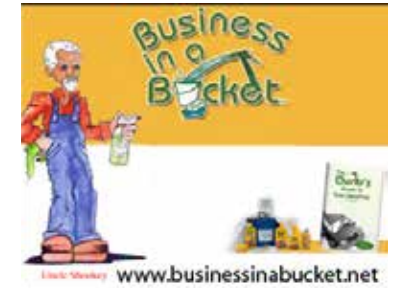
*Consciousness Magazine* sends out Bi-monthly E-Blasts to our database of opt-in email subscribers, promoting our advertising partners' events, specialism and seasonal offerings. E-Blasts are an ideal way to reach a large audience and to achieve quick results. Additionally, *CM* is actively involved with Instagram, Facebook, Twitter and Blog Page and uses these social media tools to continuously support our advertisers. *CM* trend spotters also check in from local to nationwide businesses with the latest must-have products and events.

\*Shared E-Blast flight days are every other Tuesday

\*Subject to availability

Contact us: 312-715-7884 or [info@consciousnessmagazine.com](mailto:info@consciousnessmagazine.com)

CONSCIOUSNESS MAGAZINE | [CONSCIOUSNESSMAGAZINE.COM](http://CONSCIOUSNESSMAGAZINE.COM)



# CUSTOM PLACEMENTS

## MEDIA PLACEMENTS

High Impact Skin Designs  
Content Sponsorship  
Ad units 300x85, 300x240, 300x480  
All rich media units accepted  
CPMs allow your brand to reach your target audience

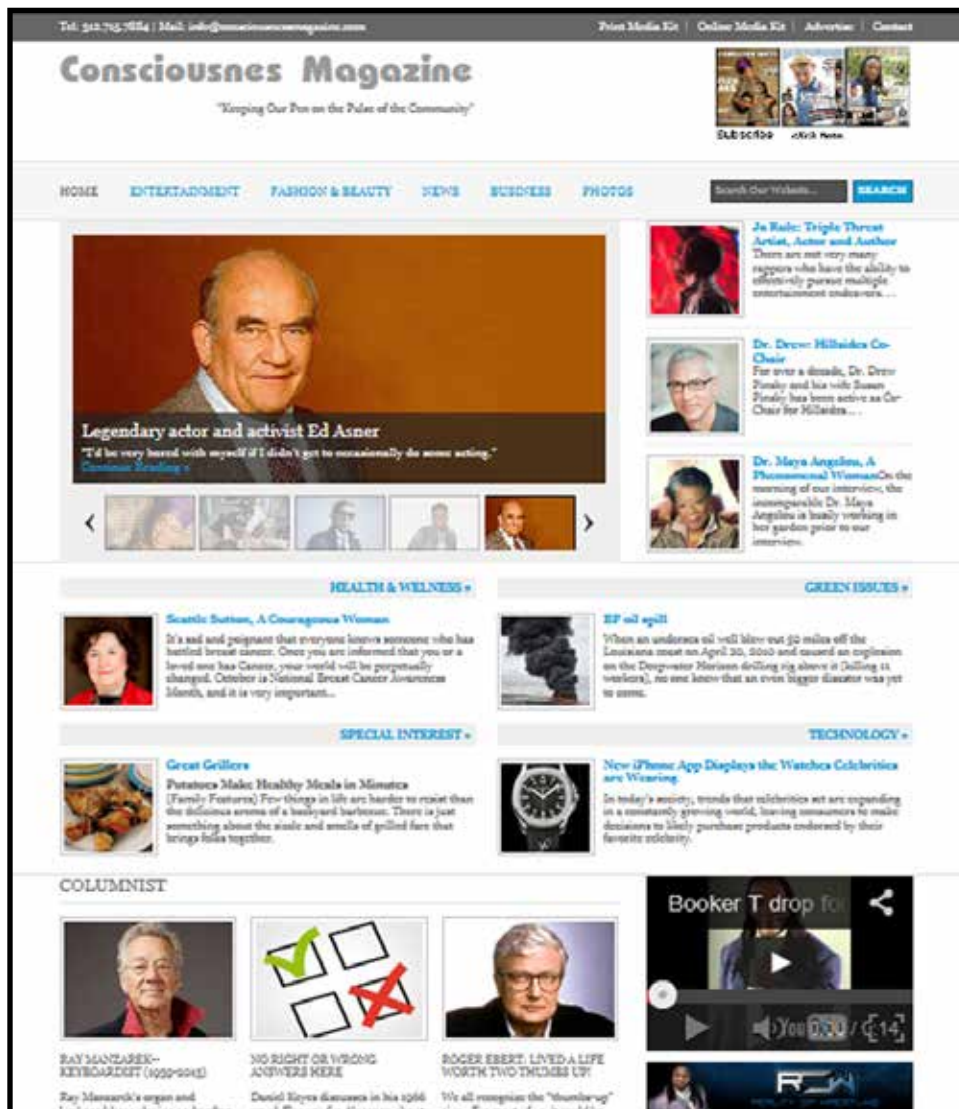
## OUR DIGITAL CAPABILITIES INCLUDE:

Custom Sites and Landing Pages  
Social Networking Application and Programs  
Content Integration  
Expandable Headers  
Interactive Overlays  
Videoplayer Integration  
Interactive and Animated Skins  
Video Skins

Our team continues to expand and create new digital offerings on a daily basis. Ask your Consciousness Magazine representative how we can customize your digital campaign to create the most impact for your brand.







## CONSCIOUSNESSMAGAZINE.COM

Consciousness Magazine is proud to anchor its website and bring a powerful network to advertisers who want to reach the Consciousness Magazine audience. Each month the website reaches over 10,000 unique users and delivers multiple ad impressions.

Consciousnessmagazine.com archives celebrities and significant individual testimonies and lifestyle, latest happenings, and culture with an audience voice.



# WEEKLY ONLINE FEATURES

Consciousnessmagazine.com publishes recurring online features that our users have come to eagerly anticipate each day.

## **Tuesdays**

Post new and up-and-coming interviews and content along with recent articles and the latest happenings online.

## **Wednesday**

Post exclusive in depth interviews as well as up and coming events online.

## **Fridays**

Promote new and thrilling albums, books and movie reviews online.

## Consciousness Magazine

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Business: 312.715.7884

Email: [info@consciousnessmagazine.com](mailto:info@consciousnessmagazine.com)

Website: [www.consciousnessmagazine.com](http://www.consciousnessmagazine.com)