



About *Pride* Magazine

Pride Communications, Inc. is the parent company of *Pride* magazine, a local publication that is distributed in Charlotte, North Carolina and the surrounding areas. *Pride* has become a positive, meaningful and influential icon in the community. For over 15 years, the magazine has highlighted accomplishments of African Americans and promoted social and cultural awareness throughout the community with regard to men, women, business and health. The stories and editorials have been compelling, touching the spirit and soul of the reader. In 2003, Pride introduced its very popular “LivingWith Pride” edition, featuring the homes, décor and lifestyles of upscale African Americans thriving in our region.

***Pride* Magazine Launches Sixth Issue**

In 2009, *Pride* will begin publishing every other month with the launch of a sixth edition titled, Community and Business Resource Guide (CBRG). The tremendous growth Charlotte has experienced within the last decade can be seen in housing developments, schools, commercial projects and in the increase of small businesses. The vision and purpose of the CBRG will be to provide valuable listings, features, financial tips and other guides to direct, educate, entertain, enlighten and engage the small business owner. Also, we are developing a business/community resource website that will keep minority suppliers and other small businesses connected all year long. **The publication and website will be filled with diversity, focusing on minorities and all people of color.**

In conjunction with the magazine, Pride Communications produces two signature events to give back to the community on a larger scale. They are the annual **Pride Awards** and the **Sunset Jazz Festival**.

The Pride Awards is one of Charlotte’s premier black-tie affairs. This gala recognizes the contributions and achievements African Americans make in the community. Each year the awards focus on a different theme such as the arts, education, entrepreneurship and community service. In addition to celebrating the accomplishments of individuals, the Pride Awards recognize and support local organizations whose work is of significance to African Americans by donating funds annually. Close to \$200,000 has been donated over the lifetime of this event.

Pride Communications also gives back to the community through an established annual event called the Sunset Jazz Festival. The original purpose is twofold: to give back to the community with free entertainment and to provide a way for businesses and sponsors to mix and mingle with the community outside of their corporate boundaries. Families, friends and neighbors of all walks of life convene for a relaxing and fun-filled weekend of jazz and other entertainment. The Sunset Jazz Festival is an ideal way to bridge and build relationships between corporations (sponsors) and the African-American community.

Over the past 15 years, *Pride* has made an impact on the community that is immeasurable. It is an avenue that taps into the mainstream of black heritage and lifestyles in the city of Charlotte and beyond.



Today's African American Consumer

As the 21st century begins, African American consumers are a powerful force in both national and local marketplaces. Black middle and upper class consumers are increasingly affluent, educated, and cultured, and our spending habits reflect this growth. Companies that offer products and services regularly consumed by our community will lose vital market share if they fail to speak directly to the African American buyer by way of niche publications such as *Pride*. The same holds true for producers of luxury items, recreation facilitators, and manufacturers of finer home and living products. For many African Americans in this region, our wealth quotient is finally on par with our style quotient. Fueled by the prosperity of recent years, southern Black households offer smart businesses unprecedented opportunities to sell quality goods and services that satisfy the African American quest for the good life.

Differences in our national per capita income and assets, population shifts, political and social ideals, and culture explain variances in spending habits between Black and non-Black consumers. As our share of the nation's total buying power continues to expand, industries must devote more resources towards developing and marketing products that meet the needs and match the preferences of Black consumers

Limitless Black Buying Power

The Selig Center projects that **African American buying power will increase from \$852.8 billion in 2007 to almost \$1 trillion in 2010, an increase of 222%. White buying power will only increase 164% in that period.**

In 2005, North Carolina was listed in the **top 10 states with the largest African-American market at \$34.3 billion.** (Note: NC is not in the top 10 markets for all consumer spending)

From 1990 to 2005, North Carolina was among the **top 10** states with the largest share of national black buying power at 14.5 %.

Voracious Magazine Consumption

More than 8 out of 10 African-American/Black adults (85%) read magazines at a significantly higher rate than non-blacks. The African American consumer takes in images from 11.9 issues per month while most US adults only read 9.1 issues monthly.

More Bang for the Buck

[T]he Black population grows more rapidly than the total population. From 1990 to 2010, **the nation's black population will grow by 32.4% compared to 17.6% for the white population** and 24.2% for the **total** population.

African Americans are mostly concentrated in the South (**55% of the total U.S. AA population**) and the percentage continues to grow. One out of every ten African Americans who lives the South today is a newcomer to the region.

Sources: Selig Center for Economic Growth, Georgia Business and Economic Conditions, Volume 65, Number 3; www.magazine.org/marketprofiles

The Charlotte Market

Charlotte is the largest city in **North Carolina**, the **20th most populous in the United States** and is steadily building on the designation of being a “World Class City.” The Charlotte Region is the nation’s 5th largest urban region which is comprised of 15 counties. The population of the City of Charlotte and Mecklenburg County is 594,359 and 801,137 according to the US Census 2004 Estimate. **African Americans make up 32% of the population of Charlotte.** Charlotte is the home of nine *Fortune 500* firms that are headquartered here and is the second largest financial center in the United States. The city has a strong commitment to business supported by solid labor, transportation, service and educational resources. The arts and cultural community is very vibrant and consists of approximately 27 cultural organizations.

Here are a few facts about Charlotte:

- Charlotte is the largest city between Washington, D.C. and Dallas, TX
- Charlotte is the number one travel destination in the Carolinas.
- Charlotte is home to 3 professional sports teams (The Carolina Panthers, Charlotte Bobcats and the Charlotte Eagles), NASCAR and the PGA’s Wachovia Championship
- Charlotte has just been awarded the NASCAR Hall of Fame
- Charlotte is home to the Meineke Car Care Bowl
- **Charlotte Douglas International Airport** is the 17th busiest airport in the US and is the largest hub of **US Airways**.
- Charlotte has been ranked as one of the hottest and most affordable housing markets by *U.S. News & World Report*
- Charlotte is the sixth largest trading area in the nation.
- North Carolina is currently the 9th largest trucking center, while Charlotte employs 19% of the state's work force in the industry. Over 46% of the nation's top 100 trucking companies are in Charlotte, including nine of the top ten firms.
- The Charlotte region is at the center of the largest consolidated rail system in the country.
- Central Piedmont Community College in Charlotte is the state’s largest community college system



Demographics of *Pride* Readers

Pride magazine is the only high gloss magazine that caters to middle and high income African Americans. *Pride* distributes 30,000 magazines in metro Charlotte and surrounding areas such as Albemarle, Concord, Kannapolis, Gastonia, Huntersville and Rock Hill, South Carolina. The bulk of the magazines are delivered free to approximately 300 locations that include, but not limited to, businesses, non-profit organizations, schools, libraries and predominantly African-American churches. Below are a few distribution points:

Borders Bookstore
5 YMCA Branches
Earthfare
Home Economist

8 Peak Fitness Locations
40 Char-Meck Schools
UNC Charlotte
University Park Baptist Church

6 Public Library Branches
The United Way
Museum of the New South
Afro American Cultural Center

Our readership is approximately 75,000 in which 75% are women. The average *Pride* reader is between the ages of 35 and 64, college educated, gainfully employed, earns over \$59,000 a year, and is fairly settled in our community. Over half of our readers work in “white-collar” positions and use *Pride* magazine as a shopping guide, learning tool, and networking resource.

Target Profile

Estimated African American Population: 200,000 +

Aggregate Household Income: \$1.6 billion

Average Household Income: \$59,399

Household Income

\$20k-\$40K-22%

\$40K-\$60K-29%

\$60k-\$100K-35%

\$100K-6%

Average age of *Pride* reader: 44

60% of *Pride* readers own homes

85% of *Pride* readers have attended church at least twice in the last month.

75% of *Pride* readers use a home computer.

90% of *Pride* readers use a cell phone.



2010 *Pride* Magazine Advertising Deadlines

Issue & Theme	Space Reservation Deadline	Camera Ready Ad Due	Magazine Delivered
March Women's Issue	1/21/10	2/04/10	March 15
May Business Issue	3/25/10	4/8/10	May 14
July Resource Guide Issue	5/20/10	6/03/10	July 15
Sept. Health Issue	7/22/10	8/05/10	Sept. 10
Nov. Home Issue	9/16/10	9/30/10	Nov. 5
* January 2011 Men's Issue	11/18/10	12/02/10	Jan. 12, 2011

** Deadlines are based on production and not when magazines are delivered.*

Please email ads 10MB or under to production@pridecommunications.net.

Ads over 10 MB please call 704.375.9553 for FTP information.

Pride Magazine Ad Specs

MAGAZINES SPECS

Printing is web offset at 150-line screen and saddle stitched. Image area of bleed ads should allow 3/8" from trim to live copy. Trim size is 8-1/2" by 11" (8.5" by 11").

DIGITAL FILES

- **Format**- All ads must be submitted in digital format. Film is not accepted. Files must be CMYK and Macintosh compatible. Submit all ads as a high-resolution PDF. Please confirm the ad is press ready and conforms to the requirements below. Ads that are not print ready will not be accepted or will incur additional charges to prepare for print.

- PDF file and all embedded graphics are 300 dpi.

- All colors are CMYK (4 plates) with no spot colors and no RGB colors. Ads other than CMYK will be rasterized in PhotoShop then reconverted to PDF. Spot colors must be converted to CMYK.

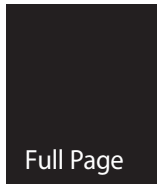
- All fonts must be embedded.

- For full-page bleed ads, be sure to extend graphics at least 1/8" beyond the trim marks on all four sides. Ensure that live copy is at least 3/8" from trim. Trim size is 8.5" x 11".

- **Alternate Formats** - Adobe Illustrator and PhotoShop (TIF, EPS, or JPEG) files are acceptable, but not preferred. All fonts must be converted to outline and saved as final print-ready, CMYK, placeable file.


- **Media** - Files may be submitted via email, FTP site, or on non-returnable CD or DVD (Mac-readable) disks. Label disk and printout with "PM-(advertiser name)." Call 704.375.9553 for the shipping address.

ad sizes
ad sizes listed as width x height



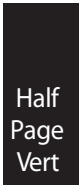
Full Page

7.5 x 10 no bleed
8.5 x 11 plus .125 bleed on each



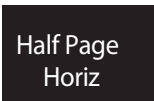
Double Truck Spread

16 x 10 no bleed
17 x 11 plus .125 bleed on each




Half Page Vert

3.625 x 9.875




Half Page Horiz

7.5 x 4.75




One Third Page Square

4.875 x 4.75




One Fourth Page

3.625 x 4.75



Two Thirds Page

4.875 x 9.875



One Third Page

2.375 x 9.875

E-MAIL / FTP - Digital files may be submitted electronically by email to the following address: production@pridecommunications.net. Put "PM-(advertiser name)" in the subject area of the email. Files over 15MB will need to be uploaded to the FTP site: <http://spark.serveftp.com>
User ID: prideads
Password: prideads1
contact 704.375.9553 for details.

Ads Produced In House

Pride Magazine will gladly produce any ad requested. We will need the following: Original art work (Photographs), original logos and original copy (hard copy or disk) as well as a rough layout idea or concept. Items which need to be recreated to properly reproduce will be billed at an hourly rate.

Established advertising deadlines must be adhered to in order to maintain accuracy and integrity.

Ad proof will be sent via e-mail in PDF format unless otherwise specified.

Ad production is billed at \$90 per hour for design and production.

Questions?

If you have any questions at all, please don't hesitate to call us.

Advertising - if you have any advertising sales related questions please call: 704.375.9553 or fax= 704.375.9550

Production - if you have any creative/production questions please call: 704-375-9553



2010 Advertising Rates

Ad Sizes	Rates & Frequency Discounts					
¹ Full, 2/3, 1/2, 1/3 & 1/4	1x	2x at 5%	3x at 10%	4x at 15%	5x at 20%	6x at 25%
PREMIUM POSITIONS						
Inside Cover	\$ 3,643	\$ 3,461	\$ 3,279	\$ 3,097	\$2,914	\$ 2,732
Opp. Inside Cover	\$ 3,208	\$ 3,048	\$ 2,887	\$ 2,727	\$2,566	\$ 2,406
Page 4	\$ 2,915	\$ 2,769	\$ 2,624	\$ 2,478	\$2,332	\$ 2,186
Page 5	\$ 2,915	\$ 2,769	\$ 2,624	\$ 2,478	\$2,332	\$ 2,186
Opposite Contents	\$ 3,367	\$ 3,199	\$ 3,030	\$ 2,862	\$2,694	\$ 2,525
Opp. Publishers Column	\$ 3,074	\$ 2,920	\$ 2,767	\$ 2,613	\$2,459	\$ 2,306
Opposite Mast	\$ 2,770	\$ 2,632	\$ 2,493	\$ 2,355	\$2,216	\$ 2,078
Beside Mast (2/3 page only)	\$ 2,367	\$ 2,249	\$ 2,130	\$ 2,012	\$1,894	\$ 1,775
Opp. Calendar	\$ 2,770	\$ 2,632	\$ 2,493	\$ 2,355	\$2,216	\$ 2,078
Opp. Inside Back Cover	\$ 2,823	\$ 2,682	\$ 2,541	\$ 2,400	\$2,258	\$ 2,117
Inside Back Cover	\$ 3,208	\$ 3,048	\$ 2,887	\$ 2,727	\$2,566	\$ 2,406
Back Cover	\$ 4,081	\$ 3,877	\$ 3,673	\$ 3,469	\$3,265	\$ 3,061
FULL PAGE						
<i>(includes bleeds & no bleeds)</i>	\$ 2,655	\$ 2,522	\$ 2,390	\$ 2,257	\$2,124	\$ 1,991
2/3 PAGE						
<i>(vertical only)</i>	\$ 2,108	\$ 2,003	\$ 1,897	\$ 1,792	\$1,686	\$ 1,581
Premium-Masthead	\$ 2,367	\$ 2,249	\$ 2,130	\$ 2,012	\$1,894	\$ 1,775
1/2 PAGE						
<i>(vertical or horizontal)</i>	\$ 1,561	\$ 1,483	\$ 1,405	\$ 1,327	\$1,249	\$ 1,171
1/3 Page						
<i>(vertical or square)</i>	\$ 1,114	\$ 1,058	\$ 1,003	\$ 947	\$ 891	\$ 836
1/4 Page						
<i>(one size only)</i>	\$ 931	\$ 884	\$ 838	\$ 791	\$ 745	\$ 698

¹ All ad rates are net, include color and do not include a graphic design fee.

² Premium rates and frequency discounts are the same as regular issue.



Pride Magazine Advertising 2009 Agreement

Date: _____ Contract Year _____ Business (Advertiser) _____
 Mailing/Billing Address _____
 City _____ State _____ Zip _____
 Responsible Party: _____ Phone _____
 Fax _____ E-mail _____
 (Please fill out the appropriate sections)

Contract Levels:

1 issue (Open Rate) 2 issue discount (5%) 3 issue discount (10%) 4 issue discount (15%)
 5 issue discount (20%) 6 issue discount (25%) Special

Issue	Theme	Ad Size	Premium (y/n)	Cost
March '09	Women			
May '09	Business			
July '09	Resource Guide			
Sept. '09	Health			
Nov. '09	Living			
* Jan. 2010	Men			
Total				

*****Read Before Signing*****

This contract is an agreement to place advertising in Pride Magazine. The purchaser hereby agrees to begin advertising in the _____ issue of *Pride* through the _____ issue. Client will advertise in a total of _____ issue (s). Frequency discounts will apply to all ads _____ page and larger. New clients are to pay first issue in advance. All others will be invoiced each issue in the month the magazines are distributed. Client will pay a total cost _____.

Please stipulate other information relative to this contract:

Cancellation Policy:

The advertiser agrees that this contract cannot be terminated unless Pride Magazine is given **written** notice 125 days prior to the final advertising deadline. In addition, the advertiser agrees to pay the difference between the open rate sheet cost and the discounted cost on each previously run ad (short rate) at the time of cancellation as well as 50% of the remaining contract.

Renewal Policy:

All outstanding invoices must be paid in full before renewing the agreement to advertise.

Credit policy:

Advertising in Pride Magazine must be paid in full within 30 days of receipt of invoice. Invoices that are 60 days or older will accrue interest at 1.5% a month. Upon an invoice becoming 90 days overdue, the contract will enter a default status. At that time, the advertiser will have 10 days to cure the default. If the invoice is not paid by the 100th day overdue, all subsequent ads will be pulled and collection efforts will begin. All attorney fees and costs of collecting the debt will be the responsibility of the advertiser.

I have read and understand the terms of this contract and the cancellation, renewal & credit policy above.

Authorized Signature _____ Pride Representative _____

Date Signed _____