

Y?N?N? MAGAZINE

2013

**Celebritize Our Culture
Celebritize You**

**HOT
NEWS**

- Making you Pretty 101
- Behind the scene with Famous Kidd Brick
- Band Talk "HOPE DARLING"

Life, Love, Luxury & Pursuit of Happiness

Kidd Brick

About:

YNY Magazine (Why Envy?) is a monthly, local, free, full color gloss, publication that targets urban arts culture, Hispanics and African-Americans in Tampa Bay, FL and surrounding areas.

A Urban South Magazine featuring art, fashion, music, business, and culture. Bringing you life, love, luxury and the pursuit of happiness in the citified south.



YNY works to highlight urban arts, current events, high definition photography, and community issues in a way that creates awareness and arouses readers. We platform native businesses and star locals as our celebrities encouraging networks of support, also perpetuating trends in the local business, lifestyle, and culture of African American and Hispanic interest.

YNY Embodies all things Urban & Citified in:

- art culture
- fashion
- entertainment
- business
- health
- beauty
- celebrity news
- dining
- spirituality
- automotive
- current events
- politics
- technology



Why Partner with YNV Magazine?

YNV Magazine can produce, develop, & distribute customized campaigns & promotions to reach your target market

YNV Magazine has affordable high definition ad space, while also offering public relations, photography, multimedia, printing, and graphics for all your marketing and advertising needs

YNV Magazine supports high fashion, art, and inspiring lifestyles while showcasing exotic and aspirational as well as popular widespread trends in a LOW COST/NO WASTE demographic

YNV Magazine is the only monthly urban print publication with this format in the Tampa Bay Area

YNV Magazine provides the highly targeted Urban Youth, African community through print, web, public events, and social media

Details/Specifics:

Print: 5.5x 8.5 Magazine

- Frequency-Monthly
- Circulation-up to 10,000
- Distribution:
 - Over 100 locations including professional offices, salons, restaurants, barbershops, concert venues, retail outlets, and many more prime locations
 - Hillsborough, Pinellas, Orange, Polk, Pasco, Hernando County
 - Hand to Hand at concerts, lounges, trade shows and highly attended events

E-Magazine:

- Frequency-Monthly (archived issues available online)
- Published to iPad, Android, mobile app
- Downloadable Interactive High Resolution Flip Book
- Distribution-emailed to over 1,000 contacts

Eblast:

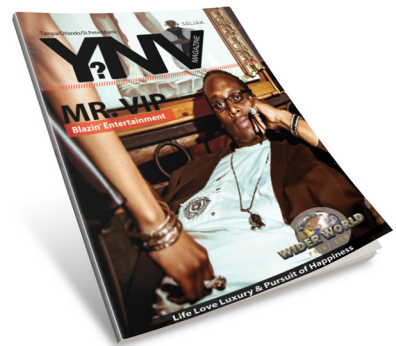
- Frequency-Weekly
- Distribution- emailed to over 1,000 contacts

Website:

- Daily Content Updates
- Includes: photo albums, fashion news, event listings, music reviews, workshop calendars, feature articles, local star and celebrity interviews, contests, streaming radio, reader response

Social Media:

Daily Posts, and Pictures and Polls,



Features:

- **THE DASH**-They say we can't determine the year we are born or the year we pass on;The only thing we have any control over is "the dash" in the middle. Within it lie our hopes, dreams, & experiences.This column is dedicated to The Dash—that fabulous thing we call LIFE!
- *Making You Pretty 101*- Makeup & Hair secrets from top industry stylist and mua's, product reviews,testimonils, and recommendations
- **Get Right or Get Left**- A community conversation on political issues, policies and procedures. Conversing for knowledge and change
- Wider World Music Review- whats new and trending in urban signed and unsigned artist bands and mixtapes from.
- KICKIN THE B.O.B.O- highlighting Black Owned Black Operated businesses and entrepreneurs

Other Topics: Nightlife, Rich photography, Feelin Fancy, Legal Talk,and much more



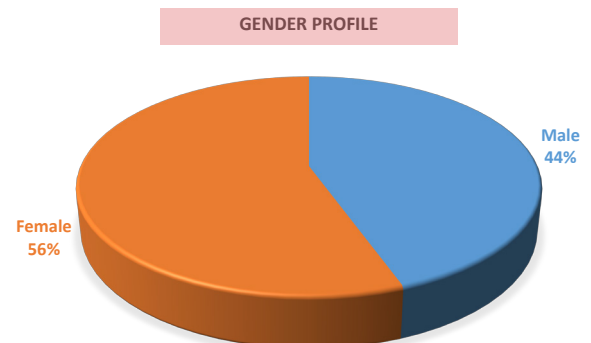
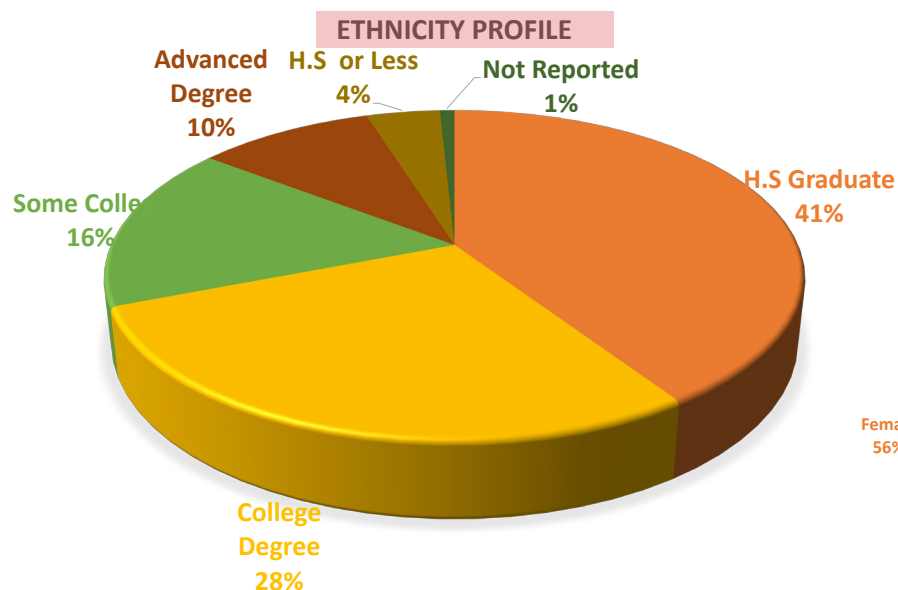
Reader Profile:

African Americans: Age 21-54

Hispanics: Age 21-54

Annual Income: 25K-80K

Purchasing Power of Target Demographics: \$6.6 Billion

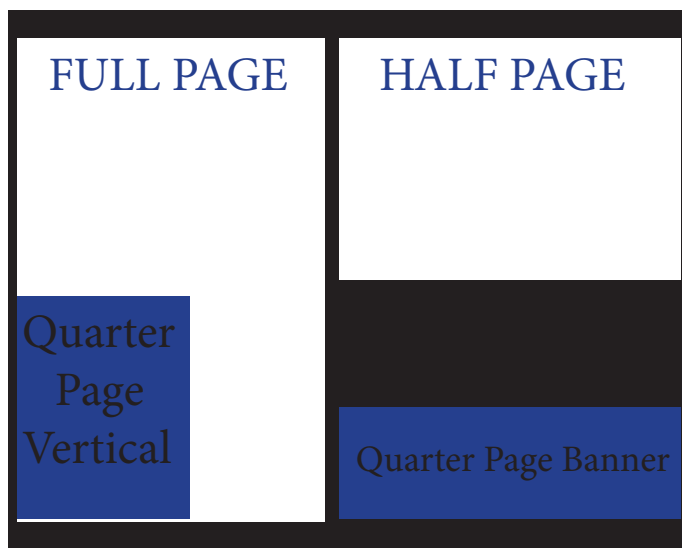


Advertising Rates Sheet:

PRINT

Ad Type	Size	Rate
Double Page	11 x 8 in w/ 1/8 BLEED	\$350
Full Page	5.5 x 8.5 in w/ 1/8 BLEED	\$200
Half Page	5.5 x 4.25 in w/ 1/8 BLEED	\$150
Quarter Page	2.5 x 4 in w/ 1/8 BLEED	\$75

WEB



LEADERBOARD 728X90	\$75/MONTH
SIDE BANNER 260X2230	\$50/MONTH
FOOTER 310X120	\$25/MONTH
MEDIA FLIPPER 600X350	\$100/MONTH

OTHER

E-BLAST	\$50
AD DESIGN	\$60
PHOTOSHOOT	\$100 and up
EVENT HOSTING	\$150 and up
AD CAMPAIGNS	\$500 and up

DISCOUNTS

3 Month	10%
6 Month	15%

