

2011 MEDIA KIT



Smile
magazine





The Magazine

THE LOOK & FEEL

36 pages saddle stitched and the size of a standard magazine. The cover is printed in full color and is extra glossy (aqueous coating). Trim size: 8.38 x 10.88

LIVE HAPPIER,

Our Readers

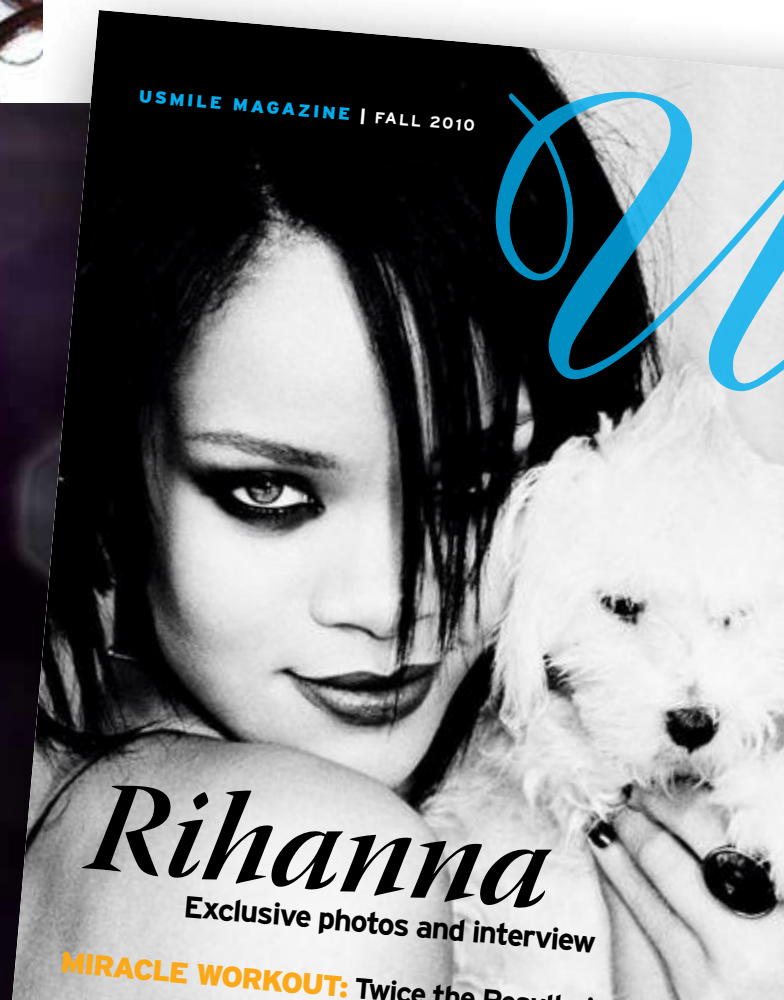
- Caribbean-American Women
- 83% US Born
- 73% of US born Caribbean-Americans women reads magazines and periodicals

More than 35 million people of Caribbean heritage live in the US. (Strategy Research Corp.). 2009 Census:

CT 3.5 M, 327K (9.4%) Blacks; 1,791,789 Females (51.3%) ; Hispanics 406K (1.6%)

NJ 8.7 M; 1,17M (13.6%) Blacks; 4.4M Females (51.1%), Hispanics 1.3M (15.1%)

NY 19.5 M; 3M (15.6 %) Blacks; 10 M Females (51.5%); Hispanics 3M (16.4%)





Our Reach


- Online 5,000 unique visitors (monthly)
- Emag distribution to over 2,500 emails
- Estimated average readership: 20,000 (print and online)
- Published four times annually
- Distributed for free throughout New England and New York
- Available for free at seminars, conferences and events

HEALTHIER, AND LONGER LIVES

Distribution

USmile Magazine distributes the bulk of its 3,000 copies within communities throughout New England and New York. Copies are free of charge and creatively targeted towards male and female subscribers. USmile Magazine is in agreement with local clubs, salons, spas, restaurants, community businesses, and colleges. Copies are also available at standalone/partnership events and shows.





Every day we are faced with the challenge of getting through the day with strength and integrity. We are inspired by many things but also we are exposed to many negative images, stories, and voices that take away our desire to thrive. Our editorial content is packed tight with short 200-400 word articles on features about fashion & beauty, restaurants, relationships, urban issues, careers and entertainment.

2011 EDITORIAL CALENDAR

WINTER

Feature Holiday Food and Entertainment and Winter Vacations.

Space Closing - 12/3/10
Material Closing - 12/10/10
Circulation Date - 1/7/11

SPRING

Feature Healthy Eating, Diet and Exercise and Fashion, Scuba Diving, Yachting and other Caribbean Activities

Space Closing - 3/4/11
Material Closing - 3/18/11
Circulation Date - 4/8/11

SUMMER

Summer Fashion, Vacation and Relationships

Space Closing.....4/1/11
Material Closing....4/5/11
Circulation Date....4/22/11

FALL

Feature Romantic Getaways, how to Make Your Relationship Last From Summer to Winter

Space Closing - 9/9/11
Material Closing - 9/16/11
Circulation Date - 10/7/11

magazine

The Mission

USmile Magazine the premier Caribbean-American community for women. USmile Magazine is informative, exciting and fun with thought provoking features to inspire women of all cultures. USmile Magazine is a multi-cultural campaign with internet and print influences. USmile Magazine features will cover the hottest places and trends in beauty, entertainment, fashion, relationships, food and travel as well as focuses on events and personalities in the community. Our vision is to see women of all cultures and backgrounds connecting, informing, and sharing ideas with each other.



Our Content

- Beauty
- Entertainment
- Fashion
- Food
- Health and Fitness
- Lifestyle
- Relationships
- Travel



Advertising Rates

SIZES AND RATES

- | | |
|------------------------|----------------------|
| • Full page (w/bleed) | Size: 8.63 x 11.13 |
| • Full page (no/bleed) | Size: 7.625 x 10.125 |
| • Half page vertical | Size: 4.875 x 10.125 |
| • Half Page horizontal | Size: 7.625 x 5 |
| • 1/3 page vertical | Size: 2.325 x 10.125 |
| • 1/3 page Square | Size: 4.875 x 5 |
| • Showcase | Size: 3.5 x 1.875 |

Contact us for rates on premium pages, TOC, 2/3, Inside back cover and outside back cover. Small Business & Non Profit rates are available, please call (646) 339-

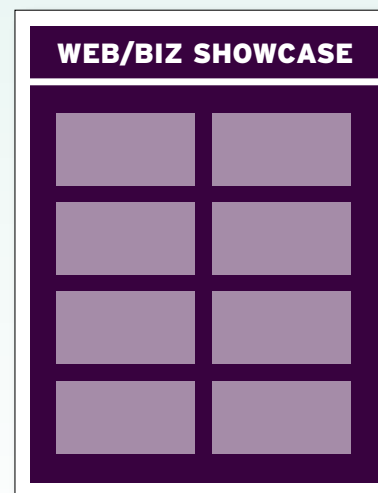
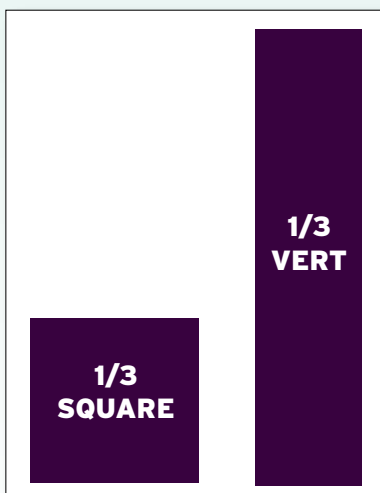
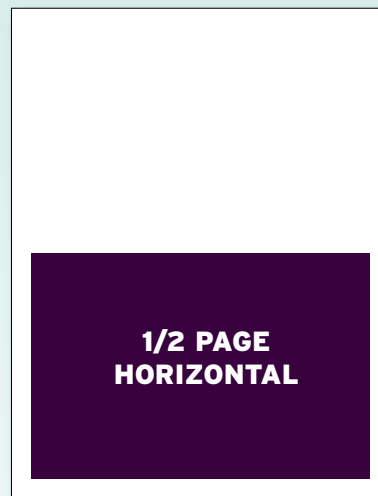
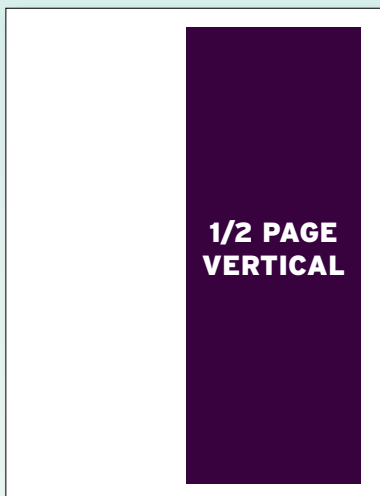
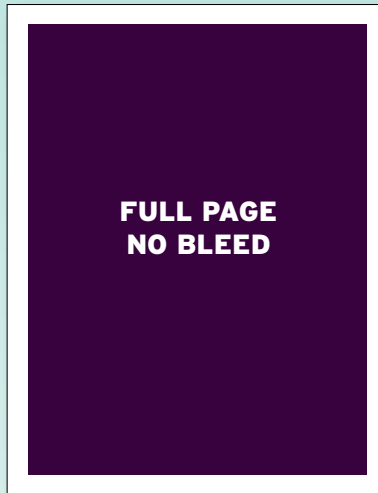
MECHANICAL SPECIFICATIONS

All ads supplied must be CMYK. No live matter (important text or elements) within 1/4" of final trim size. All marks should be offset at least .125" from trim. On spreads allow 1/8" safety on each side of the gutter.

COLOR/POSITION

For special position add 10%. Bleed: Add 10% Pre-Printed Inserts and All rates subject to change.

Advertising Specs



DIGITAL REQUIREMENTS

AD SIZES: All ads must be created to exact size specifications listed on the rate card. On ads with bleed, use trim size as your document size. No live matter within 1/4" of gutter or trim on full page or spread ads.

REQUIRED FORMAT: The PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see Adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions. Files should conform to SWOP guidelines – total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: For full page and spread ads, advertisers MUST submit a digital proof at full size that conforms to SWOP standards. The publisher and printer will not accept responsibility for poor reproduction when proofs are not submitted.

MEDIA TRANSFER: All ad files can must be sent via e-mail to urbannewenglandmagazine@gmail.com /same address for sales rep. We store ads for one year only, unless otherwise requested in writing.



*V*Smile
magazine

**FOR ADVERTISING SALES CONTACT:
(646) 339-9408**