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AFRICAN BRIDE USA Magazine is a unique bridal magazine focusing on wedding planning resources for Brides of African descent living in the United States. The first issue, Summer/Fall 2011, will be officially launched in March, 2011.

African weddings are known for their grandeur, and the goal of this magazine is to provide resources to the fast growing population that is brides of African descent getting married in the United States as well as to bring more attention to the wedding professionals that cater to this population. Our slogan, 'Elegant Weddings with an African Touch' sums it up because we are excited to embrace the fusion between African and American cultures. We would also like to bring more insight into the wedding cultures of brides of African descent by spotlighting unique wedding customs and attires in every issue. Our covers will feature brides from all parts of Africa and beyond including but not limited to Morocco, Egypt, Nigeria, Ghana, Tanzania, South Africa, America, Jamaica, Brazil, and the Caribbean to mention a few.











enjoyed the many benefits of both worlds. African weddings have always been extravagant and colorful but until now, there has been little focus and resources for African brides in the United States. Through our magazine and our sister website, www.africanweddingsus.com, professional African wedding vendors will be able to bring more visibility to their businesses.

AFRICAN BRIDE USA is also dedicated to helping the women and children of Africa. Every issue will spotlight a charity organization in Africa dedicated to helping fight hunger, disease, abuse, and illiteracy. 10% of the profits on every issue will be used to support such a charity in Africa.

Recognizing the uniqueness and achievements of your company in the field of weddings, fashion and/or beauty we would like to offer you an opportunity to advertise in our magazine. The benefits to your company include:

At the present time, we plan to publish semi-annually and expect an initial readership of more than 10,000 in approximately 20 states of the nation. In the next year or two, we expect an increase of more than 50% and distributorship in more than 35 states.

The market you reach wants this

Educated and wealthy audience

Professionally designed and

Available to everyone

edited content

magazine

Our advertising rates are quite low at the moment as would be expected for all new publications. Please find attached more information and advertising forms for your use. We look forward to working with you.

You may contact us at the email address below for more information

Sincerely,

Tola Oluyemi Tola Oluyemi, *Chief Editor* 



To reserve ad space email Advertising@Africanweddingsus.com

## Advertising



#### Ways to Advertise

Print Magazine Display Advertisement

Print Magazine Bride Resource Directory

Print Magazine Vendor Spotlight

Online packages at www.africanweddingsus.com

Online Website home page banner at www.africanweddingsus.com Online Website listing page banner at www.africanweddingsus.com

Online Website Vendor Spotlight at www.africanweddingsus.com

#### PRINT MAGAZINE

Premier Placements	X1
Outside Back	\$2,500
Inside Front	\$2,000
Inside Back	\$2,000
Opposite Inside Front	\$,2000
Page 3	\$1,500
Page 4	\$1,500
Page 5	\$1,200
Page 6	\$1,200

X1	X2
\$1,000	\$850
\$1,850	\$1,700
\$500	\$450
\$250	\$200
	\$1,000 \$1,850 \$500

Vendor Spotlight	X1
4 Page	\$2,500
6 page	\$3,500

#### Bride Resource Directory X1 X2

Company name, address, phone number, URL \$50 \$45

#### **DEADLINES TO SUBMIT ADS**

Summer/Fall Issue January 30 Winter/Spring Issue July 30

#### WEBSITE (WWW.AFRICANWEDDINGSUS.COM)

Basic Packaş	ge	Free

Bronze Package \$10/month or \$100/yr Silver Package \$20/month or \$220/yr Gold Package \$30/month or \$340/yr Platinum Package \$50/month or \$580/yr

Home page side banner \$100/month Listing page side banner \$70/month Vendor spotlight \$200/month



### Mechanical Specifications

#### PUBLICATION TRIM SIZE

8.5" x 11"

#### AD DIMENSIONS

#### **Double Page Spread:**

(trim) 17" x 11", With bleed: 17.5" x 11.5"

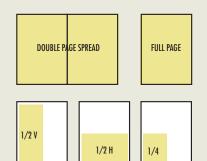
**Full Page:** (trim) 8.5" x 11", With bleed: 9" x 11.5"

1/2 Vertical: TBD

1/2 Horizontal: TBD

1/4 page: TBD

Live matter should be kept at least 3/8" from trim edge.



#### REPRODUCTION REQUIREMENTS

All ads must be submitted as high-resolution (press quality) PDF format only (Material supplied in other forms will incur conversion charges.)
The resolution of all images should be a minimum of 300dpi at final reproduction size and should be in CMYK format, not RGB. All fonts must be embedded in the PDF.

