

**AFRICAN**

# Bride

USA

Elegant Weddings  
with an African Touch

## OUR *Big* PLANNING ISSUE

COLOR INSPIRATION,  
YOUR BUDGET,  
WEDDING FLOWERS,  
AND REAL WEDDINGS  
TO INSPIRE YOU

## Traditional AFRICAN WEDDINGS

## What's In?

A look at the most  
popular wedding  
dress styles for 2011

## 10 TIPS for a successful marriage

INSIDE  
Bride Resource  
Directory of  
Vendor  
Listings





**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.



**ELEGANT WEDDINGS WITH AN AFRICAN TOUCH'**







100+ page glossy magazine  
Full color, perfect bound  
High quality professional magazine  
Expected distribution: 10,000  
(paid subscriptions, sold through local retail outlets, sold online at [www.africanweddingsus.com](http://www.africanweddingsus.com))  
Unique magazine that appeals to a wide audience

Be seen in a culture rich publication  
Support a charity organization in Africa  
Market to audience with buying power  
The market you reach wants this magazine  
Educated and wealthy audience  
Available to everyone  
Professionally designed and edited content



**A**s African born Americans, my sisters and I have 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](http://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.

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](mailto: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](http://www.africanweddingsus.com)
- Online Website home page banner at [www.africanweddingsus.com](http://www.africanweddingsus.com)
- Online Website listing page banner at [www.africanweddingsus.com](http://www.africanweddingsus.com)
- Online Website Vendor Spotlight at [www.africanweddingsus.com](http://www.africanweddingsus.com)

## PRINT MAGAZINE

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

## REGULAR PLACEMENTS

	X1	X2
Full Page	\$1,000	\$850
Full Page spread	\$1,850	\$1,700
Half Page	\$500	\$450
Quarter Page	\$250	\$200

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](http://www.africanweddingsus.com))

Basic Package	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.

