



MEDIA KIT
2010

Haitienne

www.haitiennemag.com

TO RESERVE AD SPACE CALL 212.208.1404 OR EMAIL advertise@haitiennemag.com



Editorial Profile

Haitienne Magazine is a unique publication that highlights the accomplishments, issues and interests of the Haitian women in North America, Haiti and around the world. She is a woman of two cultures, a Haitian, highly educated and ambitious. *Haitienne the Magazine* is a national bimonthly consumer periodical for Haitian women. *Haitienne* has an independent editorial spirit. We address the distinctive concerns of Haitian women personal and professional spectrum. Our goal is to serve our readership through accessibly written articles presented in an intelligent, non political and courageous manner.

We are not just another ethnic woman magazine. *Haitienne* is a fierce supporter of the needs and rights of Haitian woman first – in fact, a woman with many roles in her life that must comfortably coexist with being a Diaspora woman. Thus, rather than addressing her

narrowly as a Haitian woman, *Haitienne* will speak to her as the multidimensional Caribbean woman that she is. Close-knit, attached to their cultures, and quick to seize the educational and professional opportunities of their host country, Haitian women have established themselves as one of the most dynamic and entrepreneurial groups in the country. Besides their “migration experience,” the most significant

characteristic of the Haitian women immigrants is that they take education very seriously.

We view the *Haitienne* reader as an exceptional woman. She is a Haitian woman who balances the often extraordinary demands on her life with the need to cre-

ate a family experience as close to home as possible in Diasporas circumstances.

The values of the *Haitienne* reader are reflected in her own level of high-quality personal care and the natural products she purchases for herself and her family. She recognizes that in order to succeed in a foreign land and, a prerequisite is having a woman who takes care of herself – body, mind and spirit. She is passionate, educated, smart, resourceful and successful. The *Haitienne* reader is a member of a select group of Haitian women with the desire and motivation to be informed on what is best for herself and ultimately, her family.

Editorial Mission



Founder/ Publisher/ Editorial Director

Our mission is to expose Haitian women to information, products and services that draw from modern practices and ancient philosophies – a broad spectrum of content that will help Haitian women successfully manage their lives, mind, body and spirit. *Haitienne* offers interesting and insightful interviews with experienced Haitian women; beauty and fashions for Haitian women and their children; natural methods of preventing illness and promoting healthful lifestyles; parenting advice, Haitian’s men perspective; immigration legislation and related policy developments affecting Haitian women; useful guidelines for personal relationships; easy time- and health-effective recipes for meal preparation; balancing work and parenting; and helpful stress prevention techniques.



Audience Profile



- **Have a median income of \$40,000 dollars** (Source: Cindy Rodriguez, "Study Shows US Blacks Trailing Immigrants from Africa, Caribbean" *The Boston Globe*, and February 17, 2003.)
- **Age 25-55 years old, currently have children or plan to have children in the United States or Canada.**
- **Minimum of a bachelor's degree.**
- **Are concentrated in management or professional, sales or office occupations.** (Source: *Migrationinformation.org*).
- **Because of high education live in neighborhoods whose residents have high incomes and college education.**
- **Highly urban, 95% of Haitian Immigrants live in metropolitan areas.***
- **After Jamaican, Haiti is the second largest source of black immigrant** (*Haitian immigrants in Black America* By Flore Zéphir)
- **Women who identify themselves as Haitian first and members of a national group second.***
- **Prepare Caribbean Haitian foods on a daily basis and entertain often, serving premium alcohol.**
- **Very family oriented the extended family and not the individual is the basic societal unit.**
- **Very technologically advanced — Use the Internet to stay informed and communicates with family and relatives in Haiti.**
- **Have a strong impact on their countries of origin whether at the national, familiar or local level.***
- **Remit thousands to family back in Haiti on a monthly basis. In some instances, this money is used to care for relatives.**

* Schomburg Center for Research in Black Culture

Haitians in America

Conventional wisdom places most Haitians living in the United States either in Miami or in the metropolitan New York City area. The truth is, however, Haitians now reside in many other places in the United States: from north to south and from east to west.

Those who live in these places — be they second generation Haitian-Americans or more recently arrived immigrants - share much more than their Haitian heritage. They share a desire to succeed in their new homeland, to maintain their heritage as they undertake that quest, and, at the same time, to contribute to the well being of the land they left behind as well as to the communities they now call home.

Haitian immigrants and their families are located in many communities other than those mentioned above. In 1997, Haitians-Americans for Economic Development (HAFED) used 1990 census data to indicate that Haitians and Haitian-Americans reside in all 50 states and the District of Columbia. Beyond a doubt, those numbers have expanded considerably since 1990. Census data from 2000 in Florida alone, for example, indicates a 117 percent increase of the Haitian population in that state. And, the largest percentage growth of the Florida population was not in Miami-Dade County, but rather in Broward County, with Palm Beach a close second!

Haitian Population in the US
2,023,000

Born in USA
1,225,023

Naturalize USA
391,540

Residents
406,437

Source: Haiti program at Trinity College;
(NOAH) National Organization for the Advancement of Haitians

Magazine Contents

What the readers can expect to find in the magazine.

BEAUTY: Featuring holistic hair and beauty products and

FASHION: Showcasing the latest fashions for Haitian women and their children for all occasions

HEART: Relationship and advice

LEGAL: Guidance on immigration and financial matters

PREVENTION: Dietary and preventive disease advice Perspective. Stress prevention and relaxation techniques, products and services

EXPOSE: New scientific, health and global discoveries

NEWS FROM HAITI: from women perspective.

MONEY TALKS: Tips and advice on how to build wealth in a new land and back home.

HAITIAN HEROINE: Haitian women making a difference Haiti and around the globe.

TRAVEL: The best places in Haiti, Caribbean and the world for vacation.

MUSIC: Interviews with Haitians musicians and reviews of the latest Haitian music and all art forms

HAITIAN COOKING: Haitian Recipes can be cooked in any kitchen.

RELIGION: Faith in "HAITIENNE" women.





Circulation & Distribution

Our target audience will receive the magazine via direct mail, and Haitian businesses. We will do so by utilizing the database of Haitian women addresses and direct marketing. The magazine will continue to seek new distribution channels and partnerships.

Digital Edition

The magazine will also be available in digital edition through our website, thereby integrating media across print and electronic, creating an interactive marketing campaign on our website. In addition, the magazine will organize promotional events with Young Haitian Professionals Group, Haitian Women's Association, Haitians College Clubs, Association of Haitians accountants, tax professionals, Haitians Medical Association, Haitian businesses and many more organizations these events will bring the advertiser in direct contact with the reader.

Advertising Rates & Specs

Editorial Calendar

Bimonthly publication with the Issues for 2009 our debut year, scheduled as follows:

Volume 1 Issue One: September 2009 - Premiere Issue

Volume 1 Issue Two: November, 2009

Volume 1 Issue Three: January, 2010

From 2010 all six issues will be published.

Advertising Rates

	1X	2X	4X
BackCover	\$3,750	\$4,250	\$5,000
Double Page Spread (double trunk)	\$3,000	\$3,400	\$4,000
Inside Front	\$2,325	\$2,635	\$3,100
Inside Back	\$2,525	\$2,835	\$3,330
Full Page	\$1,075	\$1,305	\$1,535
1/2 Page (vertical or horizontal)	\$589	\$682	\$775
1/3 Page (vertical, horizontal, block)	\$391	\$415	\$460

Mechanical Specifications

Publication Trim Size

8.375" x 10.875"

Ad Dimensions

Double Page Spread: (trim) 16.75" x 10.875", Bleed: 17.25" x 11.375"

Full Page: Bleed 8.875" x 11.375"

1/2 Vertical: 3.7125" x 9.925", Bleed 4.4625" x 11.4925"

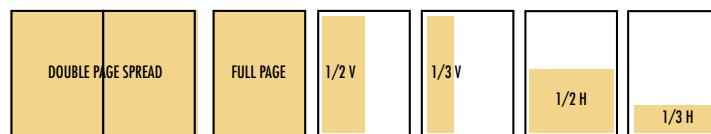
1/3 Vertical: 2.4917" x 9.925"

1/2 Horizontal: 7.375" x 4.875"

1/3 Horizontal: 7.375" x 3.312"

Bleed space: 1/4 inch all around

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.

Artwork & Mechanical Charges

If furnished artwork requires additional processing such as typesetting, screening of halftones, tints, reverses, strip-ins, or color separations, an additional mechanical charge will be billed to the advertiser.

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Rates & Specs

Branding Impressions

Reach all Web site users using the following standard ad units:

Wide skyscraper	160 x 600	\$10 cpm
Small skyscraper	120 x 600	\$10 cpm
Leaderboard	728 x 90	\$10 cpm
Medium rectangle	300 x 250	\$10 cpm
Large rectangle	336 x 280	\$10 cpm
Banner	468 x 60	\$10 cpm

High Visible Placement

Located within home page and category headings

Streaming video sponsorships	300 x 225	\$20 cpm
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Located within article headings

Half page	300 x 600	\$20 cpm
Streaming video	300 x 225	\$20 cpm
Minimum buy on Haitiennemag.com		\$200

Terms & Conditions

Banner Policy

Banners (120x600, 728x90, Skyscrapers, etc) may not at any point during the campaign have additional creative that extends beyond the designated banner area unless approved by Haitienne Magazine and specified in the IO. This includes, but is not limited to rollovers, surveys, nonuser-initiated daughter windows and DHTML elements. Approval will be determined on a case-by-case basis. All beyond-the-banner creative requires 10 days of lead-time to be approved. All ad placements should spawn a new browser window when clicked upon.

Changes and Cancellations

All creative materials must be received at least five business days prior to the launch of the campaign. If creative is delayed, Haitienne Publishing Inc reserves the right to either extend the campaign end date by same number of days creative was delayed.

Rejecting Creative

Haitienne Publishing Inc reserves the right to approve all ads creative that will run on Haitiennemag.com.

Haitiennemag.com reserves the right to reject any creative that does not follow Haitiennemag.com specifications.

Video Sponsorship Advertising

All video sponsorships require a minimum three-month commitment.

No tobacco company advertising is permitted with the exception of cessation-endorsed advertising.

.SWF File Policy

Haitiennemag.com will accept up to three creative executions per ad size, with one unique URL per creative, per campaign.

We will provide click through data for each placement.

The following files must be trafficked: .swf, backup .gif, click-through URL.

Haitiennemag.com will create the HTML, which calls the .swf creative.

Haitiennemag.com will not be responsible for counting clicks on .swf creative that is not trafficked to this spec.

3rd Party Tag Policy:

Haitiennemag.com will accept and traffic up to three tags per placement, per campaign.

Late Creative

Haitiennemag.com will not guarantee the start date for late creative.

Expanding Banner User Initiated

General Specs

Creative should clearly state "Roll Over/ Peel Me For More info" (or something similar).

Panel should disappear upon user scroll off.

Size: 35 K max file size.

We accept the following: - Pointroll, Eyeblaster, Unicast, Interpolls, United Virtualies Shoskele, Eyewonder, Dart, and Atlas.

Audio must be user-initiated on mouse click.

Mute button required.

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Horizontal panel

Panel will expand downwards from the 728x90 ad placement within the pages of Haitiennemag.com.

Drop Down/ Peel Back panel should not exceed 728x200 pixels in total, banner inclusive.

Vertical panel

Panel will expand to the left of the 120x600 or 160x600 ad placements within the pages of Haitiennemag.com.

Expanding panel should not exceed 240 or 300 x 600 pixels in total, banner inclusive.

Large Box

Panel will expand downwards and/or to the left from the 300x250 ad placement within the pages of Haitiennemag.com

Expanding panel should not exceed 600x500 pixels in total, banner inclusive. Rich

Media (Non-User Initiated) Five-day lead-time

Ad Formats-Floating ad with reminder

Size; 400x400 pixels for Pointroll Bad Boys, Eyeblasters, Dart, Unicast and Atlas

728x200 pixels for Pointroll Towel Boys

Accepted reminder types:

Floating Banner

Floating reminder size should not exceed 200x200 pixels, or banner size 728x90, 160x600, 120x600

Max Play Duration: 10 sec - Firm

Close Button: Required

Audio: User initiated upon mouse click- Firm

Accepted File Types and Formats

Ad formats: Floating Ad,

Expandable Banner, Polite

Banner, Standard Banner

Unacceptable formats:

Window Ad, Commercial Break, Wallpaper Ad, Video Clip Ad

File Size: 100KB Max

File Types: Flash 4, Flash 5, Flash 6, Flash 7

Video Specifications

Max Play: 10 seconds

Max bits per second: 550 Kbps

Max video movie length: 15 seconds

Close Button Information

Minimal Size of 40x40 pixels

Close Button should have "Close" text

Close button should have "X" symbol

Delayed appearance of the "Close" button is strictly prohibited

Close button must have a non-transparent background

Close button location can be any location

CPM Calculator

The CPM Calculator is basically Max Play: 10 seconds a tool that helps you in calculating how much you will be spending to have your advertisement displayed on other sites through a web banner etc. CPM stands for Cost per Thousand impressions. Basically this means how much it will cost you for every thousand times your banner is displayed.

Now let's get into how the CPM system works in terms of charging you. If a web site owner asks you for \$10.00 CPM, what this means is that you will be charged .10 cents every time your banner is displayed on their web page. This is regardless of the number of times it is clicked. If you are looking for the best way to advertise using your web banner adverts, the most commonly used method is CPM. Many web site owners have found it to be the most cost effective way of advertising online.

Once you have decided that you need to advertise online through banners, you need to carefully consider all options and decide on the best option for your type of business. It is recommended for you to highly consider the CPM option, as it gives you a good amount of exposure, and is more or less not as expensive. The CPM calculator can help you in determining how much you will actually be spending in this regards. So it can help you greatly in finding the right balance for you. The CPM calculator can really help you establish a good budget for yourself and your web site. And with the CPM calculator you have the chance of saving some money and making some money at the same time.