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TOUR MAGAZINE

REAL PEOPLE, PLACES & THINGS

REAL
PEOPLE
DO REAL
THINGS

2015

media kit

MISSION STATEMENT

It is our mission, at ***Tour Magazine***, to provide thought provoking and entertaining reading for young professionals and entrepreneurs with an edge. We aim to capture the essence of Hip-Hop culture, which permeates from the underground, and present it onto a national stage. Thus, filling a huge void in the coverage of Hip-Hop culture.

“How you act, walk, look and talk is all part of Hip-Hop culture. And the music is colorless. Hip-Hop music is made from Black, brown, yellow, red and white.”

— *Afrika Bambaataa*

FACTS

According to Jennifer Gould Keil, of *The New York Post*:

More than 24 million Americans aged 15 to 29—**39%** of the entire age group—identify with hip-hop culture. And as hip-hop moguls develop empires that move from music to fashion, jewelry and beyond, their fans continue to back them with their pocketbooks.

Their numbers are expected to grow to **25 million by 2010**, with an increased disposable income of **\$644 billion**—a 29.9 percent growth rate.¹

¹ Gould Keil, Jennifer. "Hip-Hop Generation Has \$500B Spending Power." *New York Post*. NYP Holdings, Inc. 2 March 2006. Web. 14 December 2013.

²Figures are based upon the feedback gathered by Facebook from the 15K fans of our page.

READERSHIP POOL²

Gender

Men: 69%
Women: 31%

Age

13-34 81%

35-44 11%

45+ 8%



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ADVERTISING

➔ Rates

Full Page	\$400
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Quarter Page	\$150
Classified Ad	\$75
Cover 2	\$700
Cover 3	\$500
Cover 4	\$1000



Full Page
8.375" x 10.875"
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**Custom packages are optional and will be quoted upon request.*

➔ Quarterly Release Schedule

January
April
July
October

Contact

TOUR: REAL PEOPLE, PLACES &
THINGS MAGAZINE, LLC

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➔ Mechanical Specifications

- **Digital Ready Ads:** Must be submitted as Adobe Acrobat PDF (Press Quality). All graphics and fonts MUST be embedded.
- **Resolution:** 300 DPI, minimum.
- **Colors:** CMYK format ONLY. NO RGB, Indexed Color, Duotone, etc.
- **Full Page bleed ads:** MUST have an extra .125" of bleed all around. Keep all live matter at least .25" from trim.

Tour Magazine assumes no liability for improperly sized advertisements. Each advertisement must contain a signed insertion order. Cancellations are not permitted after the closing date.



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