

www.unratedmagazine.com

UNR magazine

Unrated Magazine – The Voice Of Independence

Angela

MISSION STATEMENT

Our Mission here at **UNR Magazine** is to become if not one, "THE" leading magazine as a source for independent talent across the globe.

The urban demographic has so much raw hidden talent amongst it's hoods and yet it remains lying dormant just waiting for the right opportunity to come along. That's the power we would like for this magazine venture to have.

For the driven, the independent and especially for the talented.



FACTS

According to Charles Aaron of *Spin Magazine*, **71%** of rap listeners are in fact white: "Demographically, there's no mystery; the terms majority and minority are busily playing musical chairs. Between 1970 and 1990, the white population in the United States dropped almost 10 percent, while the black population rose slightly, the Hispanic population doubled, and the population of Asians and other nonwhites tripled. The nonwhite middle class is now a substantial suburban presence. Despite pressure to choose "black" or "white," Americans identify themselves more and more as mixed-race or biracial. Hip-hop, during this period, has mirrored the country's multicultural shift, becoming a pitched battle of race and identity. Emerging as the radical (re)vision of pop-rock that punk never managed, hip-hop is the crucial cultural influence for Generation X and beyond. The music-industry numbers are undeniable. According to a SoundScan study, **71 %** of rap music is purchased by white consumers..."¹

UNR
magazine



THE INFLUENCE OF MUSIC IS ENORMOUS, AND IT REACHES FAR BEYOND MUSIC.

– Neil Portnow, Head of Recording Academy, Producer of the Grammy Awards.

Age:

12 - 34 **97%**, 35 + **3%**

Sex:

Female **42%**, Male **58%**

Average Income:

100K + **1%**, 60K - 100K **5%**,
40K - 60K **32%**, below 40K **62%**

62% Residence:

Owens **22%**, Rents **63%**

Average Family:

1 or 2 **40%**, 3 or 4 **30%**,
5 or more **20%**

Marital Status:

Married **30%**, Single **70%**

Education: ²

Graduate School **25%**,
College Graduate **64%**

¹Source: <http://eas.scdsb.on.ca/courses/oac/essays/blacklikethem.htm>

²Source: http://216.239.33.100/search?q=cache:7WGy5YLzNAC:www.voiceamerica.com/mediakit/snmg_mk.pdf+rap+OR+%22hip+hop%22+listener+demographics%22&hl=en&ie=UTF-8

Google Search Strategy: radio hip-hop OR rap demographics gangsta OR gangster ://www.google.com/search?hl=en&lr=&ie=UTF-8&q=radio+hip-hop+OR+rap+demographics+gangsta+OR+gangster&btnG=Google+Search

CONTENT

Sections of UNR Magazine will include but will not be limited to the following:

Industry News: will keep our readers in the know as to what is going on in the industry and with it's moguls.

On the Rise: will highlight up and coming musicians, bands, fashion designers, producers and more.

Producer's Cut: this section will dedicate itself to showcasing the hottest Indie music producer's from around the globe.

Rapper's Delight: will give independent rappers the opportunity to be known. One independent artist will be chosen every month.

Tour Calendar's will keep the fans following their favorite musicians so you don't miss out on appearances in local cities.

DRAMA!: gives everyone in between some insight on relationship problems, advice on any given subject and also allows the readers to interact with the columnists via email. Readers can submit questions for the columnist to answer. All communications will be published in that month's issue. (Questions to be selected at editor's discretion)

Fashionista: this section highlights up and coming designers, ads for clothing, outerwear and the latest style craze. (See Advertisement).

Interviews: interviews of different individuals will be displayed in this section.

MIC's UP!!!!!!: this section will give reviews on Indie artists albums based on a microphone count. 🎤🎤🎤🎤🎤

Battle of the Rappers: a monthly contest consisting of qualified artists battling it out for prizes.

ADVERTISING

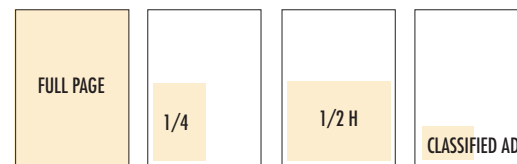
Rates

	1x	4x	8x	12x
Full Page	\$3,480	\$3,140	\$2,990	\$2,840
Half Page	\$3,150	\$2,830	\$2,660	\$2,520
Quarter Page	\$2,840	\$2,550	\$2,400	\$2,270
Classified Ad (business card size)	\$750	\$700	\$650	\$600
Cover 2	\$3,930	\$3,570	\$3,340	\$3,240
Cover 3	\$3,700	\$3,360	\$3,190	\$3,020
Cover 4	\$4,110	\$3,730	\$3,550	\$3,390
Cover Package	\$7,500	N/A	N/A	N/A

(Buy 3 get one free incentives . Limited time only)

Specs

AD	BLEED SIZE	TRIM SIZE
Full Page	8.625" x 11.125"	8.375" x 10.875"
Half Page	5.625" x 8.625"	5.5" x 8.375"
Quarter Page	4.25" x 5.625"	4.25" x 5.5"
Classified Ad (business card size)	2" x 3.5"	2" x 3.5"
Cover 2	8.625" x 11.125"	8.375" x 10.875"
Cover 3	8.625" x 11.125"	8.375" x 10.875"
Cover 4	8.625" x 11.125"	8.375" x 10.875"
Cover Package	8.625" x 11.125"	8.375" x 10.875"



Reproduction Requirements

All ads must be submitted as high-resolution (press quality) PDF format only.

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.

Please keep cropmark outside of bleed area.

Please email ads@unratedmagazine.com to get login information for uploading ads.

Artwork & Mechanical Charges

If furnished artwork requires additional processing such as resizing, an additional mechanical charge will be billed to the advertiser. Native files will be needed to be sent for those ads needing alterations.

For ad design from scratch, please email ads@unratedmagazine.com for design rates.



UNR Magazine

4809 Broadway
Suite 10
Union City, NJ
07087

(201) 430-3872