

UMOJA

Our Story. Our Voice. Our Legacy.

MEDIA KIT



WHY ADVERTISE WITH UMOJA MAGAZINE:

- Longest tenured African American publication in Dane County with 30 years and counting.
- Delivers only positive news on African American, Latino, and Asian communities.
- Physical magazine currently reaches nearly 1,000 households and over 5,000 people per month.
- Produced as both a printed and digital editions.
- Magazine cover art and physical magazine have been proven provide a longer shelf life than digital-only only.

There is no better way to reach the African American community than UMOJA Magazine! Be sure to place your advertisement today!

Secure your placement in both print and digital editions of UMOJA Magazine today! Contact Publisher/Editor Yvette L. Craig by emailing ycraig@umojamagazine.com or by calling (608) 729-1227 now.

ABOUT UMOJA MAGAZINE

UMOJA Magazine is the oldest Black-owned magazine in Wisconsin. For 30-years, UMOJA Magazine has provided positive news about the Black community, with beautifully illustrated covers commissioned by local and national African American artists. In 2018, the Urban League of Greater Madison acquired UMOJA Magazine and is excited to continue the legacy of its founder, Milele Chikasa Anana.

READERSHIP/MARKET

UMOJA has thousands of African American readers ranging from students to professionals. Not only does UMOJA Magazine have loyal readership in the Black community, but readers from a multitude of diverse backgrounds enjoy each monthly edition. Each issue is also distributed in schools, colleges, universities, community based-organizations, as well as non-profit and civic offices throughout the region. UMOJA Magazine will soon be available online, so you will be able to reach national and international markets you seek. There is no better way to reach these audiences than through UMOJA! Secure your placement today!



Reach the African American, Latinx and Asian target markets.



Put your brand in front of core professional readers ages 25-55.

Be noticed by subscribers averaging:



\$40,000 Annual Income



Dines Out 3.5 Times Per Week



Travels 2.5 Times Per Month

Reader Demographics



52% – Women
48% – Men



80% – African American
20% – Latinx, Asian, Caucasian



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EDITORIAL CALENDAR

JANUARY

MLK Holiday

FEBRUARY

Black History Month

MARCH

Women's History Month

APRIL

Financial Literacy & Annual Business issue

MAY

College Graduation

JUNE

High School Graduation

JULY

Special Edition

SEPTEMBER

Back to School

OCTOBER

All About Health

NOVEMBER

Giving Thanks

DECEMBER

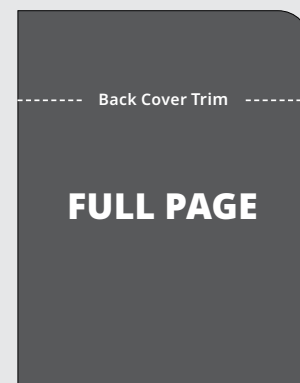
Kwanzaa & Scholarship Issue

PRINT EDITION ADVERTISING RATES

	1 Issue (1 month)	3 Issues (3 months)	6 Issues (6 months)	11 Issues (1 Year)
Two-Page Spread Trim: 17" x 11" • Bleed: 17.25" X 11.25"	\$2,000	\$1,800	\$1,600	\$1,400
Full Page (Front Inside Cover) Trim: 8.5" x 11" • Bleed: 8.75" X 11.25"	\$1,045	\$940	\$835	\$730
Full Page (Back Inside Cover) Trim: 8.5" x 11" • Bleed: 8.75" X 11.25"	\$1,045	\$940	\$835	\$730
Full Page Trim: 8.5" x 11" • Bleed: 8.75" X 11.25"	\$995	\$895	\$795	\$695
Full Page (Back Cover) Trim: 8.5" x 8.5" • Bleed: 8.75" x 8.75"	\$1,195	\$1,075	\$955	\$835
2/3 Page Trim: 5.375" x 11" • Bleed*: 5.5" X 11.25" • *Width bleed right	\$700	\$630	\$560	\$490
1/2-Page Vertical Trim: 4.125" x 11" • Bleed*: 4.25" X 11.25" • *Width bleed right	\$550	\$495	\$440	\$385
1/2-Page Horizontal Trim: 8.5" x 5.375" • Bleed*: 8.75" x 5.5" • *Length bleed bottom	\$575	\$515	\$460	\$400
1/4 Page 3.625" x 4.75"	\$400	\$360	\$320	\$280
1/8 Page (Business Card) 3.625" x 2.25"	\$250	\$225	\$200	\$175



TWO-PAGE SPREAD



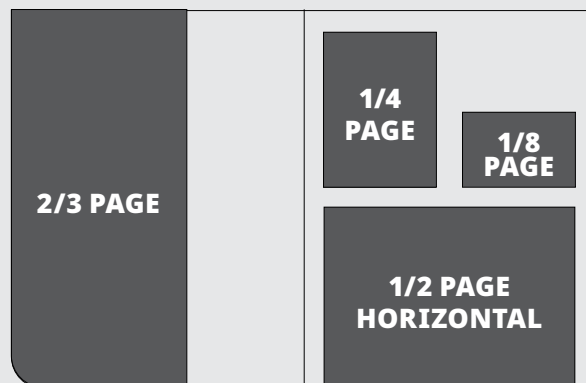
FULL PAGE

FOR IMMEDIATE ASSISTANCE PLEASE CONTACT:

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2/3 PAGE

**1/4
PAGE**

**1/8
PAGE**

**1/2 PAGE
HORIZONTAL**

NEED YOUR AD
DESIGNED?

We will create
a beautiful ad
for you at a
reasonable cost.
Call us at
(608) 729-1229
to order!

**1/2 PAGE
VERTICAL**