

ARKANSAS

BlackVitality

LIFE | HEALTH | COMMUNITY

MEDIA KIT **2023**



[ARKANSASBLACKVITALITY.COM](https://arkansasblackvitality.com) | SALES@ARKANSASVITALITY.COM

ABOUT US

Arkansas Black Vitality (ABV) is a statewide, Black-owned lifestyle magazine that is focused on the life, health, news, events, people, issues and information of importance to the Black community. ABV's goal is to be the place to go- in print, web, digital or social - about what is going on within the Black community in the Natural State.

Published the first week of each month, ABV will be hand-delivered, free of charge, to targeted rural and urban locations across Arkansas' Black footprint, including churches, businesses, organizations and "Black Carpet" events. Our magazine will also be distributed to locations in the broader Little Rock area.

We will also offer a free digital copy of our magazine at ArkansasBlackVitality.com and offer paid subscriptions to our readers who want to receive ABV by mail each month.

**We embrace Life. We promote Healthy lifestyles.
We love Community.**



LIFE HEALTH COMMUNITY





TARGETED READERS

DEMOGRAPHICS

POPULATION: 346,711

RACE

African American: 93%

Caucasian: 5%

Other: 2%

GENDER

Male: 49%

Female: 51%

AGE

60% are between the ages of 25-55

40% are 56 and over

EDUCATION

High School Graduate: 86%

College Graduate: 21%

INCOME

Median Income: \$43,021

DISTRIBUTION

5,000 copies distributed to
150 locations

Distribution Drop-off locations

Churches

Beauty and Barbershops

Community Centers

Educational Institutions

Government Offices

Physician Offices

Restaurants

Retail

Distribution Cities and Towns

Blytheville

Camden

Conway

El Dorado

Fayetteville

Forrest City

Ft. Smith

Helena-West Helena

Hot Springs

Jacksonville

Jonesboro

Little Rock

Marion

North Little Rock


Osceola

Pine Bluff

Sherwood

Texarkana

West Memphis

A portrait of Wesley Brown, a Black man with a shaved head and a goatee, wearing glasses and a blue blazer over a light blue shirt. He is smiling and looking directly at the camera. The background is a blurred indoor setting.

MEET OUR PUBLISHER

Arkansas Black Vitality is a new and unique entry into the Natural State's lifestyle magazine genre. Led by news publishing executive and veteran award-winning Arkansas business and political journalist Wesley Brown, and former STAND! News Editorial Director Debrah Mitchell, Arkansas Black Vitality will officially launch our brand-new, high-level lifestyle magazine on July 16, 2022. Our goal is to provide our readers, clients, advertisers and sponsors a diverse and well-written media offering that complements any advertising portfolio.

Whether small business, Fortune 500 corporate, mom-and-pop retailer, nonprofit, trade association or advertising firm, our publication will strengthen and amplify your reach to diverse, loyal and underrepresented populations.

Send me a note today that you want to be a part of Arkansas Black Vitality. If you have any questions, please contact me directly.

Sincerely yours,

Wesley Brown, Publisher
Arkansas Black Vitality

MEET OUR TEAM

WESLEY BROWN
PUBLISHER

DEBRAH MITCHELL
EXECUTIVE EDITOR

ANGEL BURT
CHIEF MARKETING OFFICER

VICTORIA MAYS
MANAGING EDITOR

LAURIE BECK
GRAPHIC DESIGN

DWAIN HEBDA
STAFF WRITER

DR. LILLIE FEARS
CONTRIBUTOR

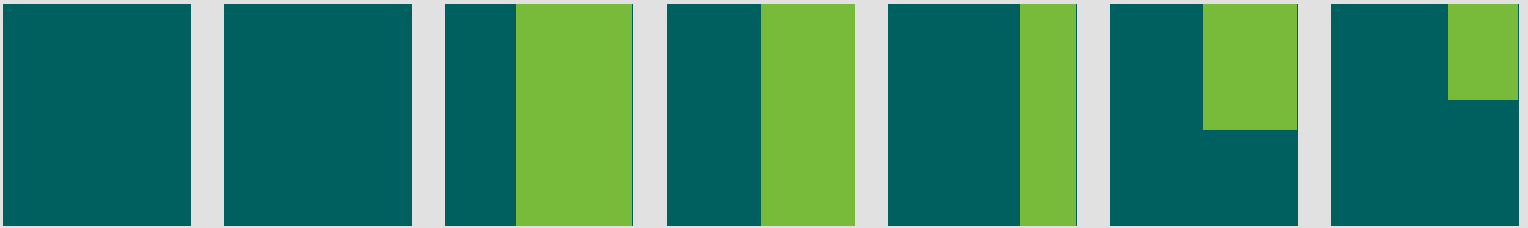
BOBBIE HANCOCK
CONTRIBUTOR



ARKANSAS
BlackVitality
LIFE | HEALTH | COMMUNITY

PRINT

Ad Rates & Specs



Back Page Full Page 2/3 Page 1/2 Page 1/3 Page 1/4 Page 1/8 Page

HORIZONTAL



2/3 Page 1/2 Page 1/3 Page 1/4 Page

NET AD RATES

Size	Premium Rates		Single Rates	
	1x Rates	4x Rates	1x Rates	4x Rates
Back Page	\$1,345	\$1,245	\$1,545	\$1,445
Full Page	\$1,225	\$1,145	\$1,425	\$1,345
2/3 Page	\$845	\$775	\$1,045	\$975
1/2 Page	\$645	\$595	\$845	\$795
1/3 Page	\$445	\$395	\$645	\$595
1/4 Page	\$345	\$295	\$545	\$495
1/8 Page	\$265	\$215	\$465	\$415

PUBLICATION DATE

First Friday of the month

SPACE RESERVATIONS DEADLINE

1st of the month

AD BUILD MATERIALS DEADLINE

7th of the month

CAMERA READY ADS DEADLINE

10th of the month

SPECS

Size	No Bleed	Bleed
Back Page	7.5 x 8.5	8.75 x 9.125
Full Page	7.5 x 9.875	8.75 x 11.24
2/3 Page	4.875 X 9.625	7-5 X 6.5
1/2 Page	3.625 X 9.625	7.5 X 4.875
1/3 Page	2.25 X 9.625	7.5 X 3.125
1/4 Page	3.625 X 4.875	7.5 X 2.375
1/8 Page	3.625 x 2.375	

REQUIREMENTS

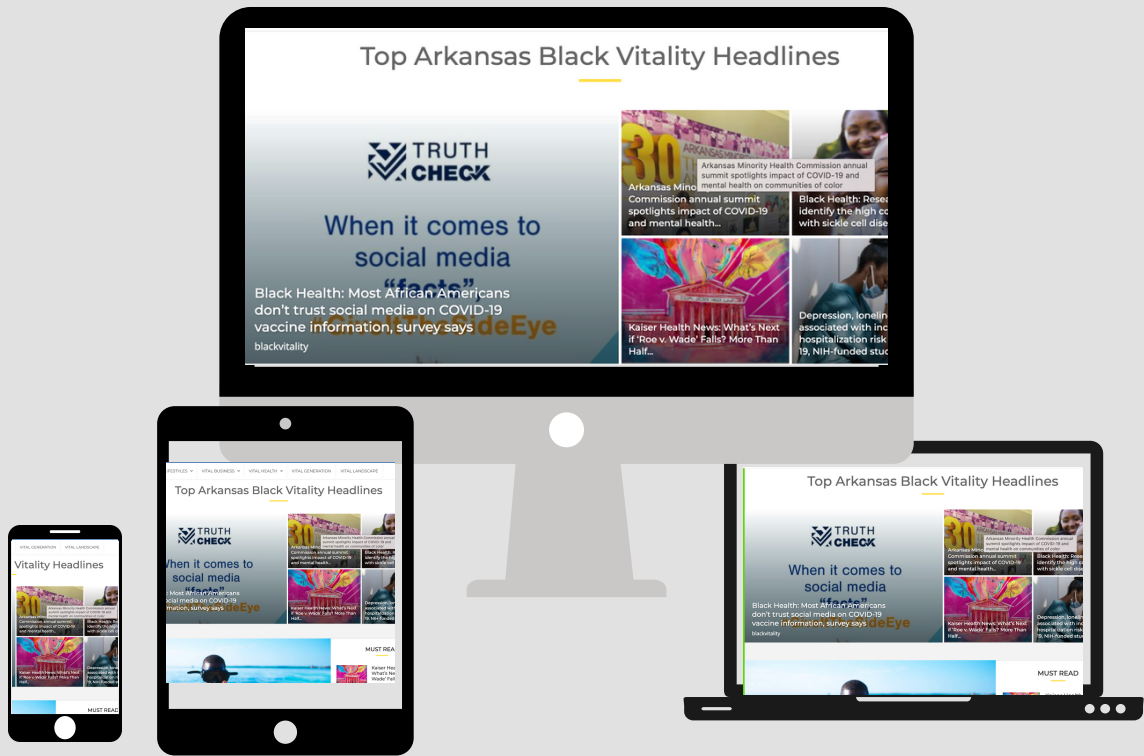
Full page, covers and spreads, keep live matter 1/4" from all trim edges. 1/4" bleed on all sides. Art must have a resolution of 300 dpi. Color must be CMYK. Digital files only. High resolution PDF preferred. We also support eps, pdf, tiff or jpeg. Email your materials to sales@blackvitality.com

LEGAL

Advertising copy, contracts and orders are subject to publisher's acceptance. Publisher reserves the right to reject or cancel any advertisement not conforming to editorial or graphic standards of Arkansas Black Vitality. Changes or cancellation not accepted after deadlines. Publisher reserves right to repeat the last printed ad.

PRINT UPLOAD OCCURS ON THE 15TH OF THE MONTH.
NO CHANGES AFTER THAT DATE.

DIGITAL



WEBSITE BANNER ADVERTISING

- Top box: \$150/month
- Middle box: \$100/month
- Side bar box: \$75/month

eNEWSLETTER ADVERTISING

Our weekly eNewsletter is sent to subscribers each week. We also send out frequent promotional emails for events and offers that you can send out FREE with each print ad.