



sheen<sup>®</sup>  
2018 MEDIA KIT



sheen  
MAGAZINE

# INTRODUCTION

**SHEEN  
MAGAZINE IS  
THE  
ULTIMATE  
BEAUTY  
GUIDE FOR  
THE MODERN  
DAY  
WOMAN...**

Distributed nationally and internationally in major retailers across the globe. Celebrating over 10 years of existence, the national lifestyle and beauty publication is the preeminent voice for the American beauty on new trends, techniques and products.

Published bi-monthly, *SHEEN MAGAZINE* maintains its influence by always remaining current on what is happening and what is to come with beauty, fashion, hair and the world of entertainment. We seek to cultivate, educate and motivate our readers to their personal level of success and excellence.

## MISSION STATEMENT

Our mission is to be **THE PREEMINENT BEAUTY AND LIFESTYLE** information source of the **MODERN DAY WOMAN**. We strive to obtain new levels of excellence with each issue, bring back established long lasting partnerships and be the voice for this generation and beyond.



## *GIVING YOU THE LATEST IN...*

### BEAUTY + HAIR

The Beauty section dishes out priceless information from top Hair and Beauty influencers; readers can explore the latest cosmetic and hair products on the market. Our step-by-step tutorials allow our audience to try an array of the hottest trends.

**Section features:** Hair Stylist Spotlight, Beauty Spotlight, Q&A's, The Foundation and Tress Relief

### FASHION

*SHEEN* offers a glimpse into seasonal fashion trends and a first look at what's hot on the catwalk. We translate fashion into culture.

**Section features:** Create the Look, Fashion Trends, Stylist Spotlight, How-Tos, Advice Columns and Q&A's Fashionably Correct.

### LIFE + CULTURE

The Life and Culture section lets our readers navigate through the current health and fitness regimes, interior designs, sumptuous cuisine ideas, and out of the box travel destinations.

**Section features:** Health and Fitness, Food Recipes, Interior Design and Travel

### ARTS + CELEBRITY

The Arts & Celebrity section highlights visual art, creative expression and entertainment news. This is the place to discover the latest book, movie and music reviews.

*SHEEN MAGAZINE* delivers compelling celebrity cover stories in addition to interest grabbing interior articles on the Who, What, When and Where for 2018!



**TYE WHITE**  
ACTOR

PHOTO: NATHAN PEARCY | STYLED BY TROY CLINTON





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MAGAZINE

# OUR AUDIENCE

DISTRIBUTION **95k**

AUDIENCE **500k**

## GENDER

FEMALE 89%  
MALE 11%

## AGE

18-24 14%  
25-34 29.3%  
35-44 24.7%  
45-49 12.2%  
50-54 9.5%  
55+ 10.3%

## MARITAL STATUS

SINGLE 43.4%  
MARRIED 36.3%  
DIVORCED/  
WIDOWED 20.3%

## CHILDREN

ANY CHILDREN  
0-4 58.5%  
4-12 41.5%

## HOUSEHOLD INCOME

AVG. INCOME EST. 50K +

## EDUCATION

COLLEGE EDUCATED 57.6%  
COLLEGE GRADUATE+ 34.5%  
POST GRADUATE STUDY 7.9%

## SOCIAL MEDIA

600K UNIQUE VISITS PER WEEK  
2.5 MILLION AVERAGE MONTHLY PAGE VIEWS  
70K PER UNIQUE VISITS PER DAY

## SHEEN TALK LIVE

7K VIEWS PER MONTH OF "SHEEN TALK LIVE"





**JAN/ FEB**  
A BRAND NEW YOU

Restore your mind, body and spirit as you step into the New Year anticipating a fabulous and fruitful year

**\*New Year's Day,  
Black History Month**

**AD CLOSE:** November 6, 2017  
**ON SALE:** January 2



**MARCH/APRIL**  
SUPERWOMAN

With the world on her shoulders, women intelligently handles the pressure of life with her unconditional love and enormous spirit

**\*SHEEN Magazine Legendary  
Weekend Experience  
(Atlanta, GA)**

**AD CLOSE:** January 9  
**ON SALE:** February 27



**MAY/JUNE**  
A GLOBAL LOVE AFFAIR

It's time to pack up your bags, put your fears aside and fall in love with the world on a global excursion.

**\*African American Music  
Appreciation Month**

**AD CLOSE:** March 13  
**ON SALE:** April 24



**JULY/AUGUST**  
QUEENS OF HIP HOP

We hail the women in hip hop who have superseded the struggles placed on them in the male dominated industry and we reflect on the one's who paved the way.

**\*CFI's Historically Black  
College/University Tour  
(Nationwide)**

**AD CLOSE:** May 8  
**ON SALE:** June 26



**SEPT/OCT**  
HELLO FALL: THE STYLE GUIDE

Bundle up in fall's hottest trends that have invaded the runways and our closets.

**\*Pynkalicious -National Breast  
Cancer Awareness Month**

**\*Fashion Innovators NYC  
(Harlem, NY) during NYFW**

**AD CLOSE:** July 10  
**ON SALE:** August 28



**NOV/DEC**  
THE GAME CHANGERS

Who says you can't be successful at a young age? We countdown the top people who are making a difference in world with their words and actions under the age of 40

**\*Holiday Season**

**AD CLOSE:** September 11  
**ON SALE:** October 30





## ANNUAL EVENTS

### **SHEEN MAGAZINE'S KIMMIE AWARDS WEEKEND**

A weekend to remember for SHEEN readers, partners and investors to experience the Ultimate Beauty Celebration of the Year to include: breakout sessions, concerts, panel discussions, vendor booths, inspirational brunch, blogger lounge, VIP private reception, Black Tie Gala, city influencers and celebrities to culminate another year of existence.



### **CHAPMAN FOUNDATION INC. AND SHEEN MAGAZINE "HBCU TOUR"**

CFI's HBCU Tour initiative is to provide onsite engagement and direct contact with faculty, staff, alumni and students of our beloved Historically Black Colleges and Universities across the nation. Our goal is to ignite mentorship, aspiration, financial scholarship, community and educational enrichment.



### **FASHION INNOVATORS NYC**

An intimate evening to salute the spectacular innovation of men and women of color in the Beauty and Fashion industry hosted in Harlem during annual September New York Fashion Week.



### **PYNKALYCIOUS**

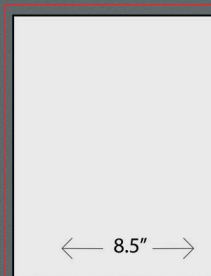
October is Breast Cancer Awareness Month. Annually *SHEEN Magazine* host an event entitled "Pynkalyicious" to raise awareness, funds and illuminate the importance of celebrating life, survival and purpose



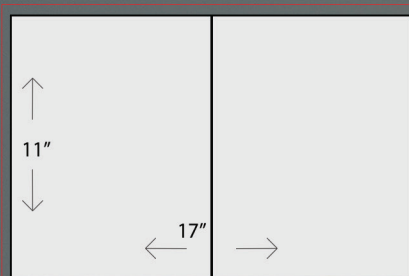
# PRINT

## ADVERTISING SPECS & RATES

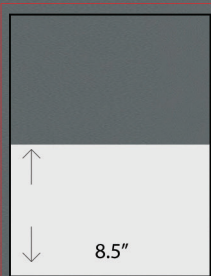
### MEASURE REQUIREMENTS



full page



double page spread



1/2 page horizontal



1/4 page vertical

page size  
8.375" x 10.875"  
bleed  
1/8" / .125  
trim  
.025"

printer marks  
Please include the trim and bleed marks on the pdf.

### RATE OPPORTUNITIES

AD SIZE	1X	3X	6X
FULL	\$5,600	\$5,125	\$4,800
1/2	\$3,200	\$3,000	\$2,890
1/4	\$2,300	\$2,000	\$1,775

BACK COVER	\$7,150
INSIDE FRONT COVER	\$6,650
INSIDE BACK COVER	\$6,150

### ARTICLE & EDITORIAL SPREADS

1 PAGE ARTICLE	\$2,500
2 PAGE EDITORIAL SPREAD	\$7,500

\*AVAILABLE UNTIL CURRENT ADVERTISING DEADLINE OR FIRST 10 SPOTS ARE FILLED.

These rates are effective through December 2018. We offer design layout at very reasonable prices for our advertising clients. All advertisement must be paid in full prior to the print of the publication.



MAKE A SPLASH WITH THESE SUMMER BEAUTY TRENDS



#### Acceptable formats

High resolution PDF and JPG  
AT 100% 300dpi | CMYK

#### In your email please note:

The title of the file,  
the intended issue of  
your file your contact info  
info@sheenmagazine.com  
(Unless directed otherwise)

#### SEND CD's via mail

SHEEN MAGAZINE  
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# DIGITAL

## ADVERTISING SPECS & RATES

*SHEENMAGAZINE.com* is an extension of our beauty print publication. Our online content offers an additional platform for our readers to connect with us for more information on the latest tips and products on beauty, fashion, health and entertainment needs. *SHEENMAGAZINE.com* is packed with continual updates on celebrity news, the best travel spots, business ventures and much more; we offer live chat interaction through our social media outlets.

LOCATION	DIMENSION	RATE
TOP BANNER	1700 X 500 PXL	\$5000
SIDE	300 X 249 PXL	\$1500
GALLERY	380 X 559 PXL	\$1000
VIDEO AD	300 X 249 PXL	\$3500
FOOTER	980 X 129 PXL	\$2500
NEWSFEED	728 X 90 PXL	\$800

### ADDT'L DIGITAL OPPORTUNITIES

\*Rates are per month. Unless noted otherwise.

	1X	2X	3X	4X
EBLAST	\$500	\$375	\$300	\$250

### MILLENNIAL DIGITAL EXCHANGE

- **Social Media Activation** (\$100 per post)
- **Custom Online Campaigns** (\$150 per customization)
- **Event Social Take Over** (\$500 onsite coverage)

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*LET'S TALK!*



*SHEEN MAGAZINE.com* is available on your  
iphone, ipad and tablet.

FOR ADVERTISEMENT CONTACT [SALES@SHEENMAGAZINE.COM](mailto:SALES@SHEENMAGAZINE.COM)

### UNIQUE VISITORS

*SHEEN MAGAZINE* reaches over  
**2.5 million** amazing individuals  
per month including...

SOCIAL MEDIA  
OVER

**600k**

A WEEK

WEBSITE  
OVER

**25k**

A MONTH





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