

**sheen**  
MAGAZINE  
The Ultimate Beauty Guide

Media Kit  
2012

[www.sheenmagazine.com](http://www.sheenmagazine.com)

# Introduction

Greetings,

sheen Magazine is a strong, culturally-diversified publication that was created to appeal to the ethnic mosaic of women that fuel the American magazine industry.

sheen strives to make all issues empowering to women by ensuring all things covered in our magazine are comprised of real world views. Our mission is to inform and inspire young, American woman through fashion and beauty in every aspect of their lives. Our readers are trendsetters-professional, young women who look to our magazine for information on beauty, style, fitness, entertainment, and more.

Since last year, sheen's success has been so great that our publication's page count and year distribution has increased by over 50%. When sheen succeeds, so do our advertisers; which causes us to believe without a doubt, advertising within our publication will extremely benefit your company.

We look forward to helping you optimize your company's advertising budget, increasing its marketplace visibility, and ultimately increasing your business' revenue today!

Darren Martin  
Director of Marketing

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mktg@sheenmagazine.com



Raven Symone Fall '11

## Mission Statement

Our mission is to provide information that will captivate and motivate our readers. To obtain new levels of excellence with each issue. To produce a publication that will grow and insure an established long lasting partnership with advertisers and readers.

Goapele Summer '11



Faith Evans Fall '11



Tatyana Ali Summer '10



Sanaa Lathan Winter '11



# Features

## Celebrity Feature

Each issue of sheen magazine features well known and up and coming celebrities in addition to the cover story.

## Stylist Spotlight

Some of the best stylist are featured and share some of words of wisdom on haircare and techniques.

## Healthy Living

Readers are educated, enlightened, and provoked around health issues that impact their community.

## Business

Professional in the industry shed light on ways to increase business and minimize less in the industry.

## Community

Covering information on issues, events, and people working to create change.

## Arts & Entertainment

Covers everything from visual arts to the hottest new celebrities. This section expands our readers's cultural view.

# Demographics

## Who We Reach

We reach an audience of 160, 000 (including stylist, barbers, and their clients per publication).  
When you advertise with us your product is placed directly into the hands of the consumer.



## Circulation

20, 000 per issue

## Our Growth

Within the past year sheen magazine has grown in circulation and page count. Our publication has become a widely distributed beauty publication.

## Our Readers

Age Range: 21- 36 72% | 36-45 21% | Other 7%

Sex: Female 93% | Male 7%

Income: 25- 100k

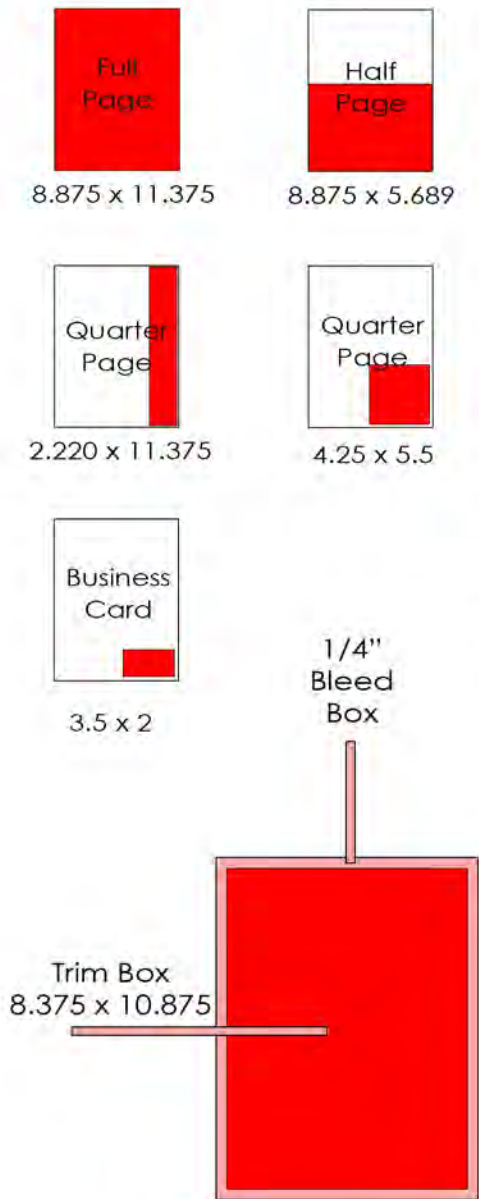
Race: African American 80% | Hispanic 13% | Asian 5% | Caucasian 2%

Our publication goes directly to our consumers as well as in retail stores and newstands

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# Ad Rates

These rates are effective through December 2012. We offer design layout at a very reasonable price for our advertising clients. All advertisements must be paid in full prior to the print of the publication.



	Ad 1X	Ad 3X	Ad 6X
Full	\$10,800	\$10,400	\$10,000
<b>Special*</b>	<b>\$3,900</b>	<b>\$3,600</b>	<b>\$3,000</b>
Half	\$5,400	\$5,210	\$5,020
<b>Special*</b>	<b>\$1,950</b>	<b>\$1,800</b>	<b>\$1,500</b>
Quarter	\$2,150	\$2,020	\$1,890
<b>Special*</b>	<b>\$750</b>	<b>\$690</b>	<b>\$570</b>
Business Card	\$1,500	\$1,200	\$900
<b>Special*</b>	<b>\$320</b>	<b>\$299</b>	<b>\$249</b>
Backcover	\$14,225	\$14,000	\$13,775
<b>Special*</b>	<b>\$5,470</b>	<b>\$5,040</b>	<b>\$4,200</b>
Inside Backcover	\$12,300	\$12,000	\$11,700
<b>Special*</b>	<b>\$4,550</b>	<b>\$4,200</b>	<b>\$3,500</b>
Inside Front	\$11,550	\$11,050	\$10,550
<b>Special*</b>	<b>\$4,160</b>	<b>\$3,850</b>	<b>\$3,200</b>

\*Available until current advertising deadline or first 10 spots are filled.

The following formatted advertising files are acceptable:

Photoshop, InDesign, Illustrator and PDF files. The files sent must be in high resolution (300dpi).

We are able to accept advertisements via compact disc mailed to 22 Howard Creek Drive Fountain Inn, SC 29644 or as a file emailed to [info@sheenmagazine.com](mailto:info@sheenmagazine.com).

Publication Trim Size:  
8.375 X 10.875

Bleed Size Full Page:  
1/4" all 4 sides

# Editorial Calendar

Charleston Fashion Week Larika Page



**January/ February** (February Cover)  
 The Sex Issue  
 Closing December 2011  
 On Sale January 12, 2012

**May/ June** (June Cover)  
 The Business Issue  
 Closing March 5  
 On Sale April 21

**September/ October** (October Cover)  
 The How To Issue  
 Closing July 9  
 On Sale August 28



Ameriie April '12

Naturi Naughton Winter '11

**March/ April** (April Cover)  
 The Beauty Issue  
 Closing January 16  
 On Sale February 28

**July/ August** (August Cover)  
 Go Green!  
 Closing May 14  
 On Sale June 16

**November/ December** (December Cover)  
 Style Then and Now  
 Closing September 10  
 On Sale October 30

Sheen Magazine is a bi-monthly publication and we are dedicated towards meeting our publishing deadlines. By submitting your ad in a timely fashion, it will ensure sheen magazine meets the publishing deadlines and guarantee your ad is placed in the designated issue of your choice. Thank you and we appreciate working with you.