

AMOIZE

Media Kit 2019



www.amoize.com

AMOITIZE

Editorial Mix
Print



AMOIZE

{ Our Mission }



Our mission is to shatter misconceptions about African culture by focusing on the rich, dynamic lives of people who live and/or come from the some 53 countries that comprise Africa, and also to provide a powerful and informative media network between our readers and all the African countries.



WHO ARE WE

Amoize Magazine- Another Face of Africa is the world's premiere African culture and lifestyle magazine. Each captivating high-end issue showcases the many facets of the rich, dynamic heritage of the African communities to an affluent audience. Our magazine covers culture extensively, including the innovations of African fashion designers, spirituality, the rich African traditional weddings and also legendary/contemporary artists/musicians. Our focus still remains on African culture, but the target audience extend to the worldwide audiences of all cultures and the Diasporas of this region's people living around the world. We also provide our readers with a bridge to American culture, which is also frequently misunderstood in the African countries.

At Amoize we attract High Spending Customers. Over the past 7 years Amoize Magazine has proved its ability to reach the lucrative high-spending local African markets. The magazine Design/Presentation, Content, Retail Pricing, Marketing and Distribution Strategies combine to reach the following demographic:

Amoize magazine readers are some of the most educated, affluent, and influential Africans.

They are also extremely devoted to Amoize magazine, a rare quality that translates into an intense interest in the magazine's advertisers.

Amoize Magazine readers are savvy consumers now concerned with brands. They want information about products and they want it now. Most of them are not about messages of the mass media, they crave one on one interaction.

That's where Amoize Magazine comes in, this is a marketing turned upside down, but it works. While the rest of the world is utilizing social media to advertise commodities, Amoize is utilizing what we call the "traditional" type of social media- word of mouth.

We go from business to business, home to home introducing members of our community to a range of businesses that advertise in our magazine. Its one-on-one conversations. And these conversations are taking place at every social event—be it after church on a Sunday, a birthday party, a wedding, an anniversary, at social club, at business banquets, or at a unique African social gatherings. This is called below-the-line marketing and the target market is the African consumer. In the African market you will find millions of customers, who might have been overlooked in the past by big multinational businesses. Amoize Magazine informs and educates members of the emerging middle/upper class in Africa communities on what to buy, and why they should buy it. This marketing strategy works in the Africa community because, African consumers will use something a friend has recommended or a sister or a brother or a parent or any relative as recommended. And to make sure the product will fulfill their needs, these consumers ask a trusted member of the community- Amoize Magazine.

HOW WE ACCOMPLISH THIS GOAL

What we do at Amoize Magazine is we hire people that actually go out into the different social events every weekend and sell the magazines, sometimes we hand them out for free. Our marketers walk the streets and communicate, so they go to places where people gather and really spend a lot of time promoting the magazine and your advert. But it's about more than selling advertisement. It's about developing trust that will ultimately lead to sales. There is a wonderful African proverb that says, "one hand washes the other." That is the kind of communal perspective that Africans have. We do right by our advertisers and we jump through hoops to help grow your business. We see our advertisers as partners and many times as friends. We only want the best for you and we work hard to create publications that do just that.

Advertising with Amoize Magazine and any of our specialty publications in print and online is an excellent marketing decision for your company. Contact us today and let us work with your individual business needs to craft a customized plan to grow your business. For more information, email advertise@amoize.com or call **972-513-3555**

Why advertise in Amoize Magazine?

HIGH QUALITY

Amoize Magazine's production standards, presentation, content, retail pricing and marketing strategy ensures that your business, products and services will be perceived as the best of the best. Our product positioning within the marketplace is set at the highest standard and our market research continues to prove that the market perceives it as such.

Commensurate to the aforementioned, Amoize Magazine provides the ability for businesses to make a powerful statement, projecting supreme quality, prestige and "the best in the business" image, such business/product positioning is a result of a presence in upmarket, quality, glossy magazines.

HUGE DEMAND

While stacks of other publications stagnate in news boxes around town, our readers anxiously await the arrival of each new issue of Amoize and grab them up quickly.

GREAT DEMOGRAPHICS

Amoize magazine's readers are intelligent, successful, and consumers of the highest order. More than half have household incomes in excess of \$90,000, and more than half have purchased a product or service as a direct result of seeing it in Amoize.

LONG SHELF LIFE

While a newspaper ad is here today, gone tomorrow, Amoize magazine's impact goes on and on. Readers return to it repeatedly during its initial two-month cycle, and an astounding 67 percent save their issues.

SPREAD YOUR MESSAGE TO A VAST AREA

Promote your business, products and service to many thousands of African people that do not read any other magazine.

- Amoize Magazine is distributed every weekend at African social events.
- Over 40 African stores throughout the Dallas/Fort Worth and Houston, Texas.
- Distributed to over 2,248 personal subscribers and growing with every edition.
- Distributed to over 600 African homes in Dallas/Fort Worth area and growing with every edition.

REACH PEOPLE LOOKING FOR YOUR PRODUCTS AND SERVICES.

Amoize Magazine has established itself as a quality publication that African readers turn to for quality home and lifestyle information, activities, products and services. With a diverse range of content on show in full glossy color including: culture, inspiration, home, fashion, the arts, fine dining, motor vehicles, wellbeing, tourism attractions, bridal and social pages, prestige property and much more. Our readers are looking for quality products and services to improve their lifestyles and have the money to acquire such.

DISTRIBUTION:

Subscription
Africa Food stores
Doctors' offices, Lawyers offices
Online: Digital magazine and website
Events: Lifestyle African Events

FREE AD DESIGN SERVICE:

If you need help designing your ad, our professional design artist can assist. To start this process, send us well before the deadline your suggested theme/idea/text, plus all materials—digital format is preferred—including photos, your logo, etc. For your ad to look its best, photos should be high resolution since we print at 300 dpi. A draft of your ad will be sent by e-mail for you to review and approve.

BONUS WEB LISTING!

We'll include a link to your website on our "Business listing " page.

PROFILE

AMOIZE

March/April 2014

20
pages of
Glamorous
Fashion
CUTTING
EDGE
DESIGNERS

**Regina
Manneh**

AFRICA

*The voice
of a new
generation*

ENVIY
-INDUCING
SHOES,
BAGS AND
JEWELRY



- Real Weddings
- Jane Ekwuonye's 40th birthday bash
- Weight Loss Recipes

AMOIZE magazine was created with passionate vision to balance and shatter the misconception and false reputation of Africans. It serves as a forum for understanding the African culture and a great tool for those within to keep true to their heritage.

AMOIZE is the African lifestyle and cultural magazine. Our ultimate goal is to enlighten and foster the reader's passion for the innumerable facets of the rich and beautiful African cultures. We seek to educate a worldwide audience about both the traditional heritage and the contemporary lifestyle in the African countries. The magazine is dedicated to journalistic integrity, thoughtful reporting and excellent design. Our magazine covers culture extensively, including the innovations of African fashion designers, spirituality, the rich African traditional weddings and also legend-contemporary artists/musicians. Our focus still remains on African culture, but the target audience extends to the worldwide audiences of all cultures and the diasporas of this region's people living around the world. We also provide our readers with a bridge to American culture, which is also frequently misunderstood in the African countries.

Our ongoing mission will always be to:

- * Inform and entertain our readers
- * Affect positive change in our community
- * Provide our advertisers with an effective vehicle to reach their customers

AMOIZE is a magazine that's mostly "written by its readers". That makes it your magazine. It's like a "conversation" between you and your neighbors, all sharing the joys of the African continent. Basically, we have photos and stories that help explain why Africa is such a great place to live.

COMPETITIONS

If you have something to give away to a lucky winner get in touch, we often love sharing competitions. If you want to send us a product/gift voucher to give away to one lucky reader, this also generates great interest for your brand/retailer.

Get in touch if you're interested in advertising your brand on one of the leading African Lifestyle magazines - online or in print - advertise@amoize.com



CIRCULATION & DISTRIBUTION

Where do the 5,000 copies of AMOIZE Magazine go every two months?

Published Bi-monthly, AMOIZE Magazine reaches more than 10,000 readers through subscription and sales at African stores, specialty stores, gift shops, libraries, universities, cultural elite events, foreign markets, independent book stores and other bookstores nationwide.

Subscribers: 2,248

Newsstand: 2,647

Cultural Elite Event Sales: 2,200

Promotional Copies: 2,805

Total Average Distribution: 5,000

“AMOIZE Magazine focuses on the heritage, destinations, culture and lifestyles of the collective African communities worldwide”

READERSHIP & CIRCULATION VITALITY

SUBSCRIBERS: 89% of our subscriptions are requested, 61% of which are paid.

NEWSSTAND: Every two months Amoize Magazine is sold at African store newsstands in the United States.

BULK DISTRIBUTION: Amoize Magazine is also distributed to hotels, and medical clinic waiting areas. It is also used by event and wedding showcases as gifts to their guests.

PROMOTIONAL COPIES: Includes requested sample copies, and distribution at local events.

EVENT PLANNING

Amoize magazine comes to life with our signature events. Get in front of our audience with a presence at one of our many events throughout the year. Learn more about Amoize magazine events or let us market, plan, and execute your custom event.

Let Amoize magazine plan your next custom event. Our marketing and events team can help plan, market, and execute a custom event specifically designed to drive traffic to your location and website. We will work with you from the invitation that sets the theme to the end of your event. Our products, whether simple, stylish, romantic or modern, will capture the “uniqueness” of your special event. We'll create everything, including invitation design, mailing, managing the RSVP list, catering, photography, permits, and all marketing and signage.

PROMOTING YOUR BUSINESS ONLINE

We also offer four more platforms to promote your business:

- Our websites, updated daily, with a full-time web editor on staff
- Our weekly or biweekly email newsletters, which are hugely important for driving traffic and for collecting demographic data on our business readers (when they sign up to subscribe)
- Twitter, with links back to our websites
- LinkedIn for professionals

Everything feeds everything else: visitors to our web sites sign up for our newsletters, which promote our magazine subscriptions, which promote our websites, which promote Twitter, which drives traffic back to our web sites, etc.

HOME PAGE ADVERTISING

Available Ad Types

Leaderboard 728 x 90 / 200k max.

Banner 468 x 60 / 150k max.

Splash w/Advertorial 460 x 258 / 350k max.

Rectangle 300 x 250 / 250k max.

Splash Bottom Wrap 460 x 80 / 350k max. (landing pages only)

Gallery Advertorial 150 x 150 / 75k max.

Skyscraper 160 x 600 / 350k max. (landing pages only)

Contest Sponsor 160 x 160 / 100k max.

Page Sponsor 300 x 500 / 350k max.

plus embedded video link

Video Wrap 300 x 150 / 150k max.

(divided top and bottom)

Featured Video 300 x 250

(embedded from client server or YouTube-type host)

Accepted File Types:JPG / GIF-No Sound, No Animation

Online Ad Pricing

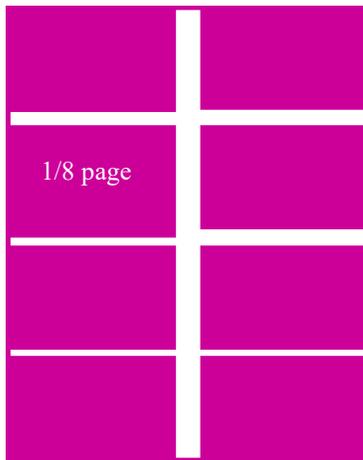
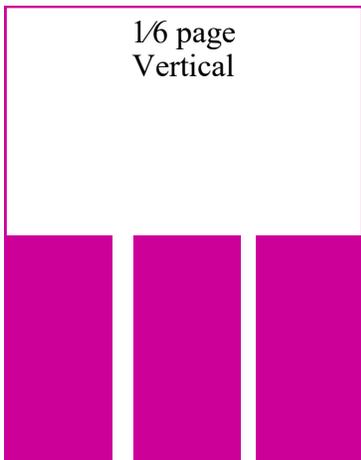
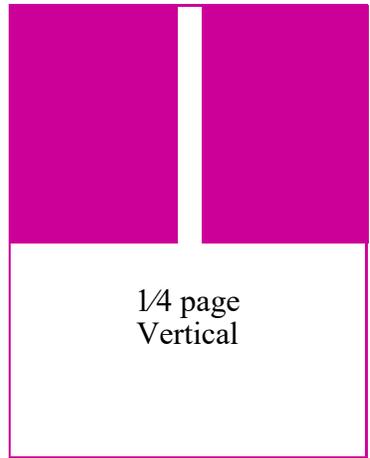
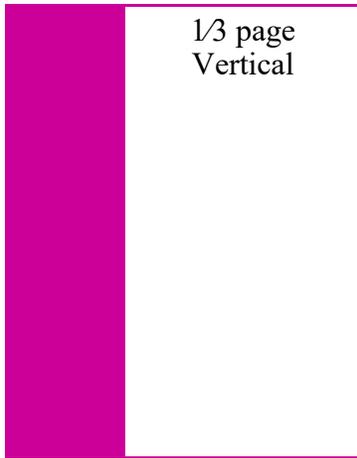
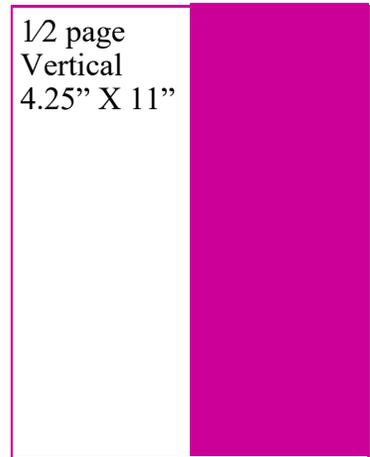
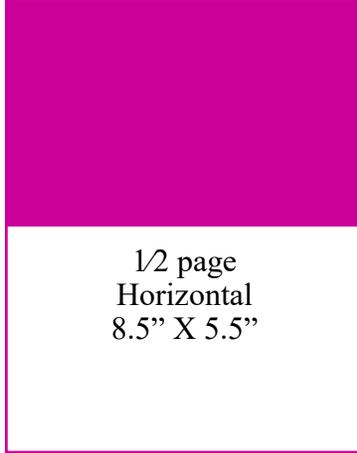
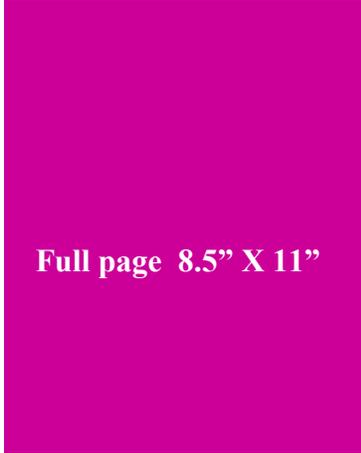
| 1 Month | 6 Months* | 12 Months* |
|--|--------------------------|--------------------------|
| Special events | 15% discount | 25% discount |
| Print / Non-Print | Print / Non-Print | Print / Non-Print |
| Advertisers | Advertisers | Advertisers |
| Leaderboard | | |
| \$190/287 | \$154/239 | \$130/207 |
| Banner | | |
| 160 / 247 | 124 / 199 | 100 / 167 |
| Splash with Advertorial | | |
| 220 / 327 | 142 / 163 | 100 / 120 |
| Rectangle | | |
| 140/ 220 | 204 / 272 | 100 / 140 |
| Splash Bottom Wrap (landing pages only) | | |
| 160 / 213 | 140 / 187 | 100 / 140 |
| Gallery Advertorial | | |
| 128 / 171 | 110 / 147 | 82 / 100 |
| Skyscraper (landing pages only) | | |
| 140 / 220 | 104 / 172 | 110 / 140 |



To Advertise with Us please

Call Us At: 1-972-513-3555

ADVERTISING REQUIREMENTS



ADVERTISING RATES



Cover premiums

| | 1X | 4X | 6X |
|--------------------|------------|------------|------------|
| Back Cover | \$2,500.00 | \$2,000.00 | \$1,300.00 |
| Inside Back Cover | \$1,200.00 | \$900.00 | \$750.00 |
| Inside Front Cover | \$1,200.00 | \$900.00 | \$750.00 |
| 2ND Page | \$1,000.00 | \$850.00 | \$650.00 |

FOUR COLOR ADVERTISEMENT

| | 1X | 4X | 6X |
|---------------------|------------|------------|------------|
| Spread | \$1,500.00 | \$1,200.00 | \$1,000.00 |
| full page | \$950.00 | \$795.00 | \$680.00 |
| 2/3 page vertical | \$850.00 | \$700.00 | \$620.00 |
| 1/2 page horizontal | \$795.00 | \$650.00 | \$550.00 |
| 1/2 page vertical | \$795.00 | \$650.00 | \$550.00 |
| 1/3 page | \$500.00 | \$450.00 | \$380.00 |
| 1/4 page | \$300.00 | \$270.00 | \$220.00 |
| 1/6 page | \$200.00 | \$175.00 | \$150.00 |

Reserve your
customized
marketing program
today!



INSERTION ORDER

Advertiser (FILL IN COMPLETELY IF APPLICABLE)

Contact name

Company name

Address

City/state/zip

Phone fax Email

Bill to agency (FILL IN COMPLETELY IF APPLICABLE)

Contact name

Company name

Address

City/state/zip

Phone fax Email

Production (SELECT ONE FROM EACH CATEGORY SIZE, SHAPE, COLOR, AND BLEED IF APPLICABLE)

Inside front cover Back cover Inside back cover Cover wrap Spread Full page
 1/2 page horizontal 1/2 page vertical 1/3 page vertical 2/3 page vertical Quarter page
 1/6 page Insert Other _____
 Color 4c std. Other

Billing (MUST SELECT A BOX)

Paid Co-Op Other _____

Frequency: Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec

Method of payment: Check Visa AMEX Mastercard Discover

Acct. # _____ Exp. date _____

Cardholder's Name _____

Authorization signature _____

Rate: \$ _____ Campaign Total: \$ _____

Advertising Terms & Conditions

1. Written insertion orders must be submitted for all advertising and advertising changes.
2. All changes in advertising copy must be made in writing by closing deadline.
3. In event of late arrival of copy or ad changes, the publisher cannot guarantee insertion. If insertion order is received by closing deadline, but copy or change is delayed beyond the deadline, the advertiser shall pay for the advertisement regardless of insertion.
4. No advertisement may be cancelled after the closing deadline.
5. Written insertions for covers may not be cancelled regardless of contract.
6. If contract advertising is cancelled before contract completion, the advertiser will be billed the difference between the contracted rate and the single insertion rate.
7. No advertising agency commission will be paid on improperly-supplied ads or on additional preparation charges.
8. All invoices are due and payable within 30 days with approved credit.
9. Only legitimate, independent advertising agencies will be paid commissions.
10. The publisher is not responsible for typesetting or printer makeup errors. The advertiser shall indemnify and hold the publisher harmless from liability resulting from publication, including attorney fees and all other associated litigation cost of any kind.
11. All disputes arising between publisher and advertiser or advertising agency not covered by these terms and conditions shall be resolved in accordance with the customs of the printing trade.

2019 Closing & On-Sale Dates

| Issue Date | Ad Closing/ Materials Due | Supplied In- serts Due |
|---------------|------------------------------|---------------------------|
| Jan/Feb 2019 | Nov 12, 2018 | Dec 1, 2018 |
| Mar/Apr 2019 | Jan 19, 2019 | Feb 13, 2019 |
| May/June 2019 | Mar 15, 2019 | Apr 11, 2019 |
| Jul/Aug 2019 | May 19, 2019 | Jun 9, 2019 |
| Sep/Oct 2019 | Jul 12, 2019 | Aug 5, 2019 |
| Nov/Dec 2019 | Sept 11, 2019 | Oct 1, 2019 |

TO ADVERTISE PLEASE CALL

Phone: 972-513-3555
 Or Email:
advertise@amoize.com
www.amoize.com

