

AMOIZE

Media Kit 2024

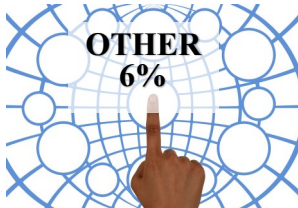


www.amoize.com

AMOIZE

Editorial Mix

Print



AMOIZE

{Our
Mission }



WHO ARE WE

Amoize Magazine connects communities through culture, stories, food, art, and faith. It is created by the people, for the people. By incorporating creative contributions from average people in our community, the magazine is labeled as “Your Own Magazine”.

Our mission is to break down the misconceptions that are engraved in between different cultures by highlighting the diverse, rich, and exciting lives of people from different backgrounds. Originally, Amoize started as a lifestyle and African cultural magazine ten years ago.

Currently, the publication has developed into a wholesome international subscription service which helps to bridge the information chasm between the various cultures and ethnicities misunderstood largely within the African Countries of the world. It has now become a multicultural source because it has widened its scope and diversified its content.

The publication offers unique, powerful, and highly influential writings, sharing the news, views, observations, opinions, and experiences of people who come from various backgrounds, geographic locations, and cultural heritages.

At Amoize we attract High Spending Customers. Over the past 13 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 your business to the people, we hand out our advertising flyers 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 Marketplace?

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 online readers span six continents, with over 200,000 weekly readers worldwide.
- 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 62,248 personal subscribers and growing with every edition.
- Distributed to over 16,000 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.

PROMOTING YOUR BUSINESS

We offer four platforms to promote your business:

- Our websites, updated daily, with a full-time web editor on staff
- Our weekly email newsletters, which are hugely important for driving traffic and for collecting demographic data on our business readers (when they sign up to subscribe)
- WhatsApp Daily Updates
- 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.

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2024 Advertising Marketplace Rates

| | | |
|-------------------|-----------------|--------------------|
| Monthly | \$50.00 | - 12 Months |
| Bi-Monthly | \$100.00 | - 6 Months |
| Quarterly | \$150.00 | - 4 Months |
| Yearly | \$600.00 | - 1 Month |

TO ADVERTISE PLEASE CALL

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



ADVERTISEMENT 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

Billing (MUST SELECT A BOX)

Paid Co-Op Other _____

Frequency: Jan/Feb Mar/Apr May/Jun 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: \$ _____

Signature _____ Date _____

Salesperson _____ Date _____