

# BBM

MEDIA KIT  
2008

BECAUSE IT'S A MANS WORLD

INTRODUCING BBM MAGAZINE  
The New Style Of Men's Magazines

BBM IS POSITIONED TO BE  
The Source Of Direction And Information  
For The Distinguished And Discerning  
African American Man

WWW.BBMMAGAZINE.COM  
We Invite You To Browse Our Web Site

THE PREMIER ISSUE OF BBM MAGAZINE  
Will Be Distributed In February 2007

BBM MAGAZINE IS PUBLISHED QUARTERLY  
Reserve Your Advertising Space Now

# THE ONE THAT CHANGES THINGS

The most comprehensive, BBM applies to what stirs a heightened response of the senses and of the mind, on its highest level



## PUBLICATION DEPARTMENTS

ARTS AND ENTERTAINMENT • DESIGN AND STYLE • FINANCE AND BUSINESS • FASHION

LEISURE/TRAVEL/LIFESTYLE • FREELANCE [COVER STORY, SHORT STORY, SOCIAL INTEREST]

HEALTH AND WELLNESS • POLITICS AND PROCEDURE

EVERYTHING ELSE [LETTERS TO THE EDITOR, CONTRIBUTORS, MASTHEAD, POETRY, TRIBUTE, ETC.]





Social, economic, and professional dynamics call for a new perspective on the part of media publications. In an era when society has little tolerance for waste, there has never been a better time to address what readers and service providers are looking for in a media publication. **BBM** is moving into its inaugural year on the strength and promise of quality, efficiency, and effectiveness. **BBM** demonstrates the ability to uncover social trends, service opportunities, innovations, and political issues that drive our 21<sup>st</sup> century consumer economy. With competition intensifying throughout the consumer-revenue market, there is need for the knowledgeable coverage of topics that matter most to consumers, service providers, and print media. **BBM** will create a network between consumer and service provider, encouraging African American professionals to merge their lucrative and flexible financial holdings with a variety of High-end products and services.

## CONSUMER POTENTIAL

**BBM** is designed for efficiency and effective marketing in today's consumer driven market. **BBM** is able to fully comprehend and blueprint the lifestyle, perspective and interests of its target audience. The creators of **BBM** are, in fact, a part of this unique community. President/CEO Stephen Robinson wants to offer the Professional African American male a magazine that blends a sense of style, accurately, and efficacy. **BBM** will, fundamentally, represent the interests of: its audience, service providers, and society at large. Within the current structure of print media, it is clear that the foundation of the industry may shift from the incumbent publications to the new, energized, service and information based publications. **BBM** understands the future of print media will belong to full service publications that can deliver a highly customized, inclusive package of: voice, information, and services to consumers and businesses.

Consumer-revenue based institutions will have to address and re-examine out-dated marketing principles if they are to thrive in today's economy. Participants in the service provider industry are looking to gain a competitive edge through the incorporation of effective communication beyond existing small, medium, and large consumer markets. Progressive

companies understand — In order to compete successfully, they will need facilitators to interpret the needs of both, service provider and consumer. In today's economy, service expansion, product information, and networking can make the difference between success and failure. Ideally, media publications, consumer service providers, and other specialists in High-end services will contribute to making the consumer-revenue and full-service venue a successful reality.

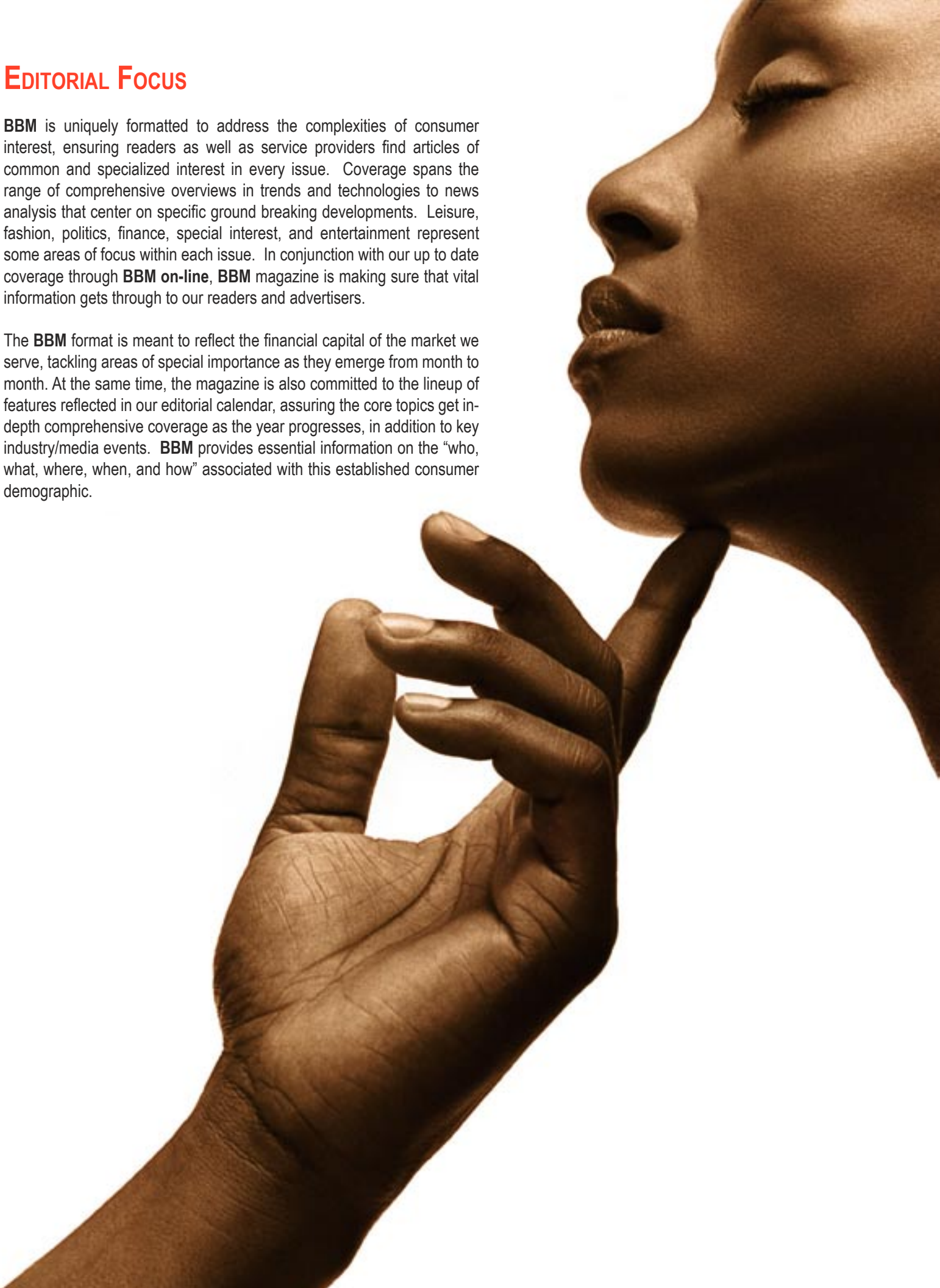
**BBM**, unlike its competitors, has fully grasped the implications of this new competitive alignment and is positioned like no other publication to be the source of direction and information for the stable and established, African American professional. **BBM** will develop a broad readership across the African American professional marketing and consumer sectors. At a time when retail service providers are offering impersonal services to the mass market and specialty providers are forced to add depth to their vision, mainstream publications need to adjust their efforts to confront this marketing challenge. Currently, there is a need for a publication that will look at the African American professional market as the multi player arena it has become. **BBM** recognizes: changes in consumer voice and direction are opening new revenue doors to service providers. Through market research, **BBM** will examine consumer preference and goals, affording service providers maximum efficiency of their advertising dollar.

Many African American Professionals with a significant disposable income have not yet developed a preference toward one particular service provider and/or brand. This group represents a rapidly growing untapped consumer market. The African American professional needs to feel comfortable and willing to incorporate himself (financially) into the upscale consumer society without the pressure to assimilate, conform, or present him as a "gimmick". This demographic is currently expected to relate itself to an existing marketing strategy that does not recognize the African American professional as a legitimate financial entity. **BBM** wants to be the pioneer in the development of an economic atmosphere of progressive consumer spending. **BBM** is the link to economic success for service providers and advertisers in this market, providing a direct line into the 600 billion(+) dollar purchasing network of today's African American consumers.

## EDITORIAL FOCUS

**BBM** is uniquely formatted to address the complexities of consumer interest, ensuring readers as well as service providers find articles of common and specialized interest in every issue. Coverage spans the range of comprehensive overviews in trends and technologies to news analysis that center on specific ground breaking developments. Leisure, fashion, politics, finance, special interest, and entertainment represent some areas of focus within each issue. In conjunction with our up to date coverage through **BBM on-line**, **BBM** magazine is making sure that vital information gets through to our readers and advertisers.

The **BBM** format is meant to reflect the financial capital of the market we serve, tackling areas of special importance as they emerge from month to month. At the same time, the magazine is also committed to the lineup of features reflected in our editorial calendar, assuring the core topics get in-depth comprehensive coverage as the year progresses, in addition to key industry/media events. **BBM** provides essential information on the “who, what, where, when, and how” associated with this established consumer demographic.



**STRATEGIC FEATURES** — Coverage of developments in procedure, policy, views, and perspectives. As well as the strategic trends within and across various social, political, economic, professional, geographical, educational, and ethnic segments.

**SERVICES** — The small and medium business consumer markets are now an economic focal point in the service industry. Corporate push to build a new consumer revenue base, requires that **BBM** remain at the forefront of cutting edge journalism and managed data, and business and consumer services. **BBM** understands the intricacies tied to creating, packaging, and marketing to the African American professional.

**SOCIAL INTEREST** — Detailed and researched analysis of social growth, social concerns, and habits.

**CONTENT STRUCTURE** — Maximum coverage in vital areas of readership demand have become key to our ability to inspire a need for attention toward High-end services and expanded markets. **BBM** demonstrates exclusive coverage of new

developments in: Fashion and Design, Arts and Entertainment, Health and Fitness, and Fiction. The quality of image and content will remain a priority. **BBM** Magazine is the only publication where the quality and attention given to the foundation of the Journalistic component [layout, photography, topics and writing] is equal to the quality and attention given those pages which contain advertising and manufacturer product information.

**BBM** promotes an environment where privileged information and services can be shared and utilized by this newly recognized consumer base. This, previously neglected, market wants to know how and where to spend its money. Recent growth in competition across the traditional lines of the upscale consumer market has raised the significance of the African American professional once largely taken for granted. Providers of various types of services, materials, and ideas are demanding comprehensive media coverage that will showcase new developments in advertising, services and strategies. The incorporation of leisure, travel, fashion, design and style represent a large portion of the African-American lifestyle and foundation. **BBM** is at the forefront of coverage in this area.

**BBM** is a Men's magazine. The publication will be a mixture of today's most respected magazines: Robb Report, Esquire, Gentleman's Quarterly (G.Q.), Architectural Digest, Men's Health, and Essence. The magazine will be geared toward affluent, educated, professional African American men. Our secondary market consists of the women who associate with those men and young people who aspire to be like those men.

The content of **BBM** will be consistent with the publications mentioned above (mainstream: subject matter, and concept). However, the title and pictures/images throughout the publication will represent the realistic, multidimensional, modern day African American professional. **BBM** has identified this market as the segment of the African American population that is consistently overlooked by upscale media publications and service providers. New-World Writers Publishing, LLC. guarantees that our publications and your advertising will be placed directly in the hands of educated, affluent, upscale consumers who can appreciate and afford your products and/or services.



## DEMOGRAPHICS AND DISTRIBUTION

New subscriptions are both sample and media based. Sampling will be done to both known Professional organization members and to consumer mailing lists. Several of these databases are already available to NWWP Media. **BBM** has access to 718,000 African American professionals. All will be sampled with the magazine.

Our strategy is based on serving a clearly defined niche market well. By having an identifiable market with available lists and related memberships, the management of NWWP Media believes we can exceed publishing industry standards for conversion of potential subscribers. The African American professional is a passionate and loyal consumer. A thirst exists for the published periodical product that **BBM** will provide. The task is to reach and inform the target market. The strategy is to combine sampling, direct mail, and group membership solicitation to build circulation through both subscriptions and newsstand distribution. Multi-channel distribution principles will be employed. Each has a differing margin structure but the combination will maximize the potential reach of the magazine.

During our secondary 12-24 month promotion period, New-World Writers Publishing will offer a complementary introductory, 1/3-year (2 issue), subscription to our initial target group of 300,000 potential subscribers on a rotating basis. Mailing groups will be determined alphabetically, not by region, unless there is an obvious overload in one particular region. Additional copies may be circulated per mailing, in order to maintain a balance of national exposure. **BBM** has a bi-monthly circulation of 100,000 through direct mailing (90,000) and newsstand sales (10,000). **BBM** readership is conservatively projected to reach 400,000 per issue (during our secondary 12-24 month promotional period).

Any increase in circulation will focus on the **BBM** newsstand and subscription base. Our second year goal is to increase **BBM** paid circulation to a minimum of 110,000 units per issue. Non-paid circulation may reduce to 40,000 units per issue for the duration of the secondary 12-24 month promotional period (unless the 110,000 units allotted for paid circulation is exhausted). All cost associated with the sampling programs are included in the advertising and promotion budgets for those months.



## 2008 ADVERTISING RATES AND SPECIFICATIONS

### 4/C

	1x	3x	6x
<b>Full page</b>	\$10,775	\$10,350	\$9,875
<b>2/3</b>	\$9,805	\$9,570	\$9,280
<b>1/2</b>	\$8,860	\$8,460	\$8,305
<b>1/3</b>	\$7,810	\$7,580	\$7,455

### B/W

	1x	3x	6x
<b>Full page</b>	\$9,375	\$8,950	\$8,475
<b>2/3</b>	\$8,405	\$8,170	\$7,880
<b>1/2</b>	\$7,460	\$7,060	\$6,905
<b>1/3</b>	\$6,410	\$6,180	\$6,055

### COVERS

	1x	3x	6x
<b>2nd</b>	12,875	12,450	11,975
<b>3rd</b>	11,600	11,175	10,700
<b>4th</b>	13,375	12,950	12,475

### MECHANICAL REQUIREMENTS

SIZE	Full BLEED	TRIM	NON-BLEED
Spread	17 1/2" x 11 1/2"	17" x 11"	NA
Full Page/Cover	9" x 11 1/2"	8 1/2" x 11"	NA
2/3 Vertical	5 1/2" x 11 1/2"	5" x 11"	NA
1/2 Vertical	4 1/4" x 11 1/2"	4" x 11"	NA
1/2 Horizontal	9" x 5 1/2"	8 1/2" x 5 3/8"	NA
1/2 Spread	17 1/2" x 5 1/2"	16" x 5 3/8"	NA
1/3 Vertical	3" x 11 1/2"	2 3/4" x 11"	NA
1/3 Square	5 1/4" x 5 1/2"	5" x 5 3/8"	NA

Keep live matter 1/2" from all sides that bleed. Allow 1/4" safety at gutter of each page for type running across gutter. Indicate trim on proof or mechanical.

## DIGITAL FILE AD SPECIFICATIONS

Must be designed in Photoshop or Illustrator. Must be CMYK for color. No Pantones unless specifically requested. Include all fonts, images and any other attachments needed for output. Please contact your traffic coordinator if other programs being used are not compatible with programs mentioned here. Instructions, additional specifications and support files are available on our web site or by fax. Please call for more information. **Color proof required.**

**Printing:** Web Offset

**Binding:** Perfect Bound

**Trim Size:** 8.5" x 11"

**Full Bleed:** 9" x 11.5"

**Live Area:** 7.5" x 10"

**Columns:** 3 per page max. Bleed: No additional charge.

**Materials:** Digital files only.

**Black-and-White and Two-Color:** 150-line screen preferred.

**Four-Color:** 150-line screen preferred.

**Send no film, BBM Magazine is completely digital.**

- FTP Site Available, call for instructions.
- Must send all linked graphics, printer and screen fonts.
- All graphics must be in TIFF or EPS format.
- All 4-color separations must be in CMYK format.
- Include a report of all fonts and graphics for each file.
- Include a laser proof for all ads, digital color proof must accompany all color ads.
- Ad material **MUST** be In-house by the 1<sup>st</sup> of the month, two months prior to publishing date, without exception.
- Submitted electronic files are subject to conversion charges if not compatible with our format.

**Insertion Orders not accepted at this time.**



# CIRCULATION AND DEMOGRAPHICS

**Demographic Audience..... 718,000**  
 Target Audience..... 300,000  
 Rate Base..... 100,000

**Distribution:**

% Male/Female..... 70%/30%  
 Target Audience..... Men 25-45  
 IEI: \$75,000–\$87,499..... 25%  
 IEI: \$87,500–\$100,000..... 31%  
 IEI: over \$100,000..... 44%

**Circulation Strategy:**

BBM is projecting a 60/40 split of subscription to single-copy sales in the second year.

Single-copy sales will be generated through mass merchants; specialty stores, bookstores, airports and other retailers heavily trafficked by our target audience.

Subscriptions will be derived largely by telecom, direct mail, and e-mail aimed at our (male 25-45) target audience through traditional magazine lists and nontraditional sources. BBMMAGAZINE.com will also be a significant channel.

New subscriptions are both sample and media based. Sampling will be done to both known Professional organization members and to consumer mailing lists. All will be sampled with the magazine.

Our strategy is based on serving a clearly defined niche market well. By having an identifiable market with available lists and related memberships, the management of NWWP Media believes we can exceed publishing industry standards for conversion of potential subscribers. The African American professional is a passionate and loyal consumer. A thirst exists for the published periodical product that **BBM** will provide. The task is to reach and inform the target market. The strategy is to combine sampling, direct mail, and group membership solicitation to build circulation through both subscriptions and newsstand distribution. Multi-channel distribution principles will be employed. Each has a differing margin structure but the combination will maximize the potential reach of the magazine.

All cost associated with the sampling programs are included in the advertising and promotion budgets for those months.

**Rate & Circulation Increases:**

Rate card is projected to increase (**minimum, 15%**) for the second year. Substantial second year discounts will be available to those advertising in 2007 promotional issues (issues 1-4).

Circulation will increase (**minimum, 50%**) to 100,000 units, for the second year, beginning with the 2008 first quarter issue.

Annual Newsstand distribution will increase (**minimum, 100%**) per issue beginning with the JANUARY/FEBRUARY/MARCH 2008 issue.

Newsstand outlets may include: major market airports, HBC&U bookstores, major market financial districts (with large concentration of African American employees)

Projections for 2008 subscriptions and newsstand sales will not be available until the 4<sup>th</sup> promotional issue, OCT/NOV/DEC 2007.

## 2007 EDITORIAL CALENDAR (PROMO ISSUES)

Issue	Closing Date	On-sale Date
Jan/Feb/March	12/15/07	2/8/07
April/May/June	3/3/07	5/5/07
July/Aug/Sep	6/7/07	8/7/07
Oct/Nov/Dec	9/2/07	11/9/07



# ADVERTISING AGREEMENT

## 1. Closing:

- a. Digital files must be received by deadline date (1<sup>st</sup> of the month two months prior to cover date). Copy to be typeset or designed by New-World Writers Publishing must also be received 60 days prior to cover date. In the event copies and/or proofs have not been received prior to press time, New-World Writers Publishing may elect to substitute available materials and previously run advertisements in its place. Cancellations not accepted unless received at least 60 days prior to cover date in writing. Cover date is the first of the month stated on the issue and in the advertising agreement unless otherwise specified.

## 2. Payment / Term:

- a. All payment terms must be in writing and are subject to management approval. All payments are due upon receipt of invoice, unless otherwise indicated. All invoices are net ten (10) business days, unless otherwise indicated. After ten (10) business days, the gross rate stated in the advertising agreement will be due. Account balances with invoices "past term" thirty (30) days, are subject to a 1.5 % monthly finance charge, and all invoices "past term" may be subject to a 20% late fee.

## 3. Commissions:

- a. A 15% percent agency commission will be given to recognized agencies, provided invoices are paid within terms.

## 4. Collections:

- a. Should advertiser and/or agency default on any of its payments of advertising bills, advertiser and/or agency become responsible for all costs of collection, including, but not limited to, collection fees, attorney fees, travel expenses, and court costs.

## 5. Selected Positions:

- a. New-World Writers Publishing reserves the right to select the location of the ad. Guaranteed positions are available at a premium rate and non-cancelable basis.

## 6. Miscellaneous:

- a. New-World Writers Publishing, reserves the right, using its sole discretion, to accept, reject or edit any advertisement not within New-World Writers publishing standards.
- b. Advertiser and/or agency assumes sole responsibility for the content of all advertising printed by New-World Writers Publishing and will indemnify and hold New-World Writers Publishing harmless from any claims arising against New-World Writers Publishing, including but not limited to, claims for defamation, invasion of privacy, and trademark and copyright infringement.
- c. New-World Writers Publishing will charge the advertiser the prevailing market rates for the typesetting, layout, or designing of advertisements.
- d. Advertiser and/or agency will be billed or have deducted from prepaid amount(s), any frequency discounts given by New-World Writers publishing, which become inapplicable due to schedule cancellation over the term of the agreement

- . Advertiser and/or agency will be billed at the current one-time rate when multiple insertion contracts and/or insertion orders are not on file with New-World Writers Publishing. Advertisers and/or agencies have the option to revise a contract to increase or decrease the frequency rate. Decreases in frequency must meet New-World Writers Publishing written cancellation policy. In the event of a contract revision, advertiser and/or agency will either be short-rated or credited, depending on the actual earned space used or to be used.
- e. Notice will be given before rate changes. Any contract made before rate changes will be billed at the previous rate.
- f. Current advertising rates are based on an average paid and non-paid distribution of 100,000 units. Exact circulation of publication may vary from issue to issue.
- g. Any advertiser and/or agency based in a foreign country must prepay for each advertising insertion prior to advertisement being published.

## 7. Subscriptions:

- a. \$25 per year U.S. — \$45 per year Canada — \$65 per year foreign, payable in U.S. funds only, nonrefundable.



NEW-WORLD WRITERS PUBLISHING, LLC.  
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