

emPower magazine media kit
knowledge.vision.power.

YOUR Clients
Are **HERE**



Why emPower magazine?

According to a recent survey distributed online, African-Americans who showed interest in emPower stated:

90% believe a news, issue driven publication is lacking in mainstream media.

45% visit online news/informational sites a few times a week.

72% have bachelor degrees or higher.

51% are homeowners.

Nearly half have at least two children under 18-years-old.

90% are between the ages of 25-59.

59% have an income between \$50,000-\$100,000.

95% have purchased goods such as books, electronics, clothing and music online within the last six months.

64% are women.

Our mission is as simple as

our name: to inspire and educate our readers by providing them with thought-provoking issues that important to the African-American community. After reading emPower, we hope that our visitors are encouraged to participate in civil/social change and want to be involved in taking action in reversing some of the social, cultural and economic ills that plague many of our communities.

Through an unbiased multi-media platform, we create an open dialogue so our readers may generate and share ideas and invest in their respective communities and the world.

Published by Liu Karama Productions LLC, emPower is a strong, upbeat, voice that tackles the day-to-day challenges facing the African American community, praises community organizations and individuals who are giving back, and publishes motivating columns and relevant national and international Black news.

about emPower

Updated regularly, emPowernewsmag.com delivers news and issues that important Blacks nationally and across the globe. Our multimedia platform allows our views to read and discuss topics featured in the magazine.

Rich Content

Real news: top national and international news and feature articles of the week from emPower contributors and our content partners.

Real Issues: whether it's education, health, business, the environment, or politics, emPower covers a wide

spectrum of news to uplift and inform readers.

Interactive Tools

Blogs — bloggers with different views on life, politics and culture, weigh in perspectives on current, popular subject matters.

Forums — each emPower forum threads is unique and promotes reader participation. Some threads are formed by emPower editors others will be started by readers. **Debate Space:** readers weigh in on different topics that were covered in previous issues of emPower. **Storybox:** readers can suggest stories to

editors or comment on how emPower can deliver better news.

Video Library — Life Documented: seasoned or amateur videographers can submit 15-30 minute short documentaries of any topic/cause that would be of interest to the Black community. They are updated weekly. 15 minutes with...:Interviews people who have accomplished something remarkable. On assignment: This videocast will document various events such as marches or rallies, debates, movie premieres, court trial and national conferences that are relevant to the African-American community. How To videos that show readers to do various tasks.

social issues

emPower magazine features topics such as:

STAR POWER — Celebrities' philanthropy, activism, civic participation and volunteerism are featured. While other publications focus on an artist's latest album or an actor's current movie, we also want to know how they are impacting the lives of others.

GRASSROOTS GIVER — In each issue, this section will spotlight a person, group or organization that's making a positive impact in their community. Their cause is highlighted along with contact information on ways to give with money or time.

WHY THIS MATTERS — From politics, outsourced factory jobs, the environment, education reform, to technological advances; this department will show why these topics are important to the African American community and how it affects their families, finances, careers and future.

MISSION ACCOMPLISHED — In a first person narrative, readers will tell how they: completed college at the age of 60; went from welfare to a business owner; faced a fear by going skydiving.

EDUCATE US — section discussing education issues/ trends facing people of color. It will include a Young Gifted & Black sidebar, which will showcase incredible young African Americans under the age of 18.

KINDRED — This Q&A formatted column will answer readers' relationship questions regarding their families, friends, co-workers, etc.

ASSETS — This section will keep African Americans up-to-date on financial news, technology and business. It will also include a Q & A sidebar.

SANTUARY — This column will show readers how to make their place of residence a subdued getaway and private sanctuary through innovative design techniques. Readers' homes will also be highlighted.

WHAT DID YOU DO — Readers who took action on a particular issue after reading emPower have an opportunity to share their story online.

Visit: empowermag.net to view the full list of print and online topics.

OPERATION GREEN — tips on living a green, organic lifestyle.

HARMONY — features on exercise, food/drink, medical research, and spirituality.

SOCIAL ISSUES — are on various topics that goes deeper into the stories that are reported in the news, current events or culture.

emPowernewsmag.com rates



emPower magazine BLOG

Knowledge.Vision.Power.



emPower in your inbox
KNOWLEDGE.VISION.POWER.

Online Advertising -- Effective August 1, 2010

Weekly Newsletter

Issue Sponsorship — \$1,500 per issue

Header/Banner — \$ 700 per month

Mid-sized ad — \$ 550 per month

Text ad (no graphics) — \$ 200 per month

emPower Web site

Top Banner — \$1,000 per month

Large Banner — \$ 800 per month

Mid-sized Banner — \$ 600 per month

Small Ad — \$ 350 per month

Business Listing — \$ 50 per year

BANNER SIZES (Newsletter and Web site)

Large — 600 X 150

Large — 150 X 600 (inside sections)

Medium — 350 X 125

Small— 180 X 100

HTML ads should be a GIF or JPEG file and preferable no more than 17KB. Text files should be no more than 150 words. For both ads, please include logos and links. Issue sponsors have an ad above the emPower banner as well as a mid-sized banner. Materials for the newsletter must be submitted to emPower at least three business days prior to the scheduled run date.

Business listings should include: company name, contact info (including email and Web site), a description of the business in less than 20 words and the business category. All Web site ads must be submitted to emPower at least five days prior to the first of each month.

Visit: < www.liukarama.com/insertion > to submit your company's advertising insertion order online.