

DEAR DADDY: A DAUGHTER'S LAST LETTER TO BERNIE MAC

EBONY

25 EASY WAYS
TO SAVE
MONEY NOW

BLACK MUSIC MONTH
CAN NEW
HUSTLE SAVE
A DYING
INDUSTRY?

+22 ALBUMS
YOUR KIDS
SHOULD HEAR

JADA

MOTHER.ROCKER.ACTOR.WIFE

THE REAL DEAL ON LOVE, FAMILY AND THE SCIENTOLOGY RUMORS
+ WILL ON HOW HE STAYS FAITHFUL

JUNE 2009

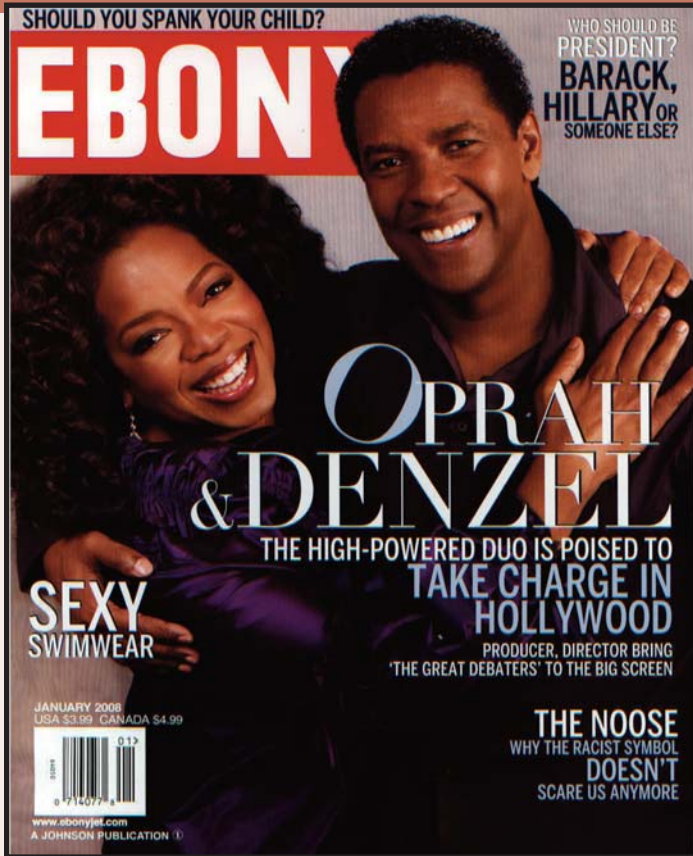
USA \$3.99 CANADA \$4.99



A JOHNSON PUBLICATION • www.ebonyjet.com

TELLING OUR
STORIES:
GETTING PARENTS
TO OPEN UP

PLUS: RAMSEY LEWIS, CHRISSETTE MICHELE, THE ROOTS AND LIONEL RICHIE



Ebony

African-Americans have fully embraced the EBONY lifestyle. They have been living it for 60+ years! Each month, nearly 40% of African-Americans turn to EBONY to connect to their community and culture. This year, about 7 out of 10 African-Americans will have read at least one issue of EBONY - making it the most widely read monthly consumer magazine in Black America.

EBONY attracts a diverse audience. Men and women read EBONY, teens and seniors, college students and college graduates, urbanites and suburbanites.

Ebony

Published 12x year
1,450,000 Circulation

ADVERTISING RATES

Classified Rates:
\$34.95 per word (14 word min.)

Displays Rates:
\$1440.00 per inch

ABOUT THE READERS

Median Age: 39.4
Women: 64.8%
Men: 35.2%
Median HHI: \$42,561
Any Children: 51.8%
Employed: 70.4%

HOW TO PLACE YOUR AD

Simply complete the order form and fax it back to us at (352) 597-6201 or mail it to:
AMERICA'S MediaMarketing
13169 Jacqueline Rd.
Brooksville, FL 34613

<u>ISSUE</u>	<u>CLOSE DATE</u>	<u>ON-SALE</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
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If you have any questions, please call your representative:

Or call (800) 675-7636

EBONY

JET

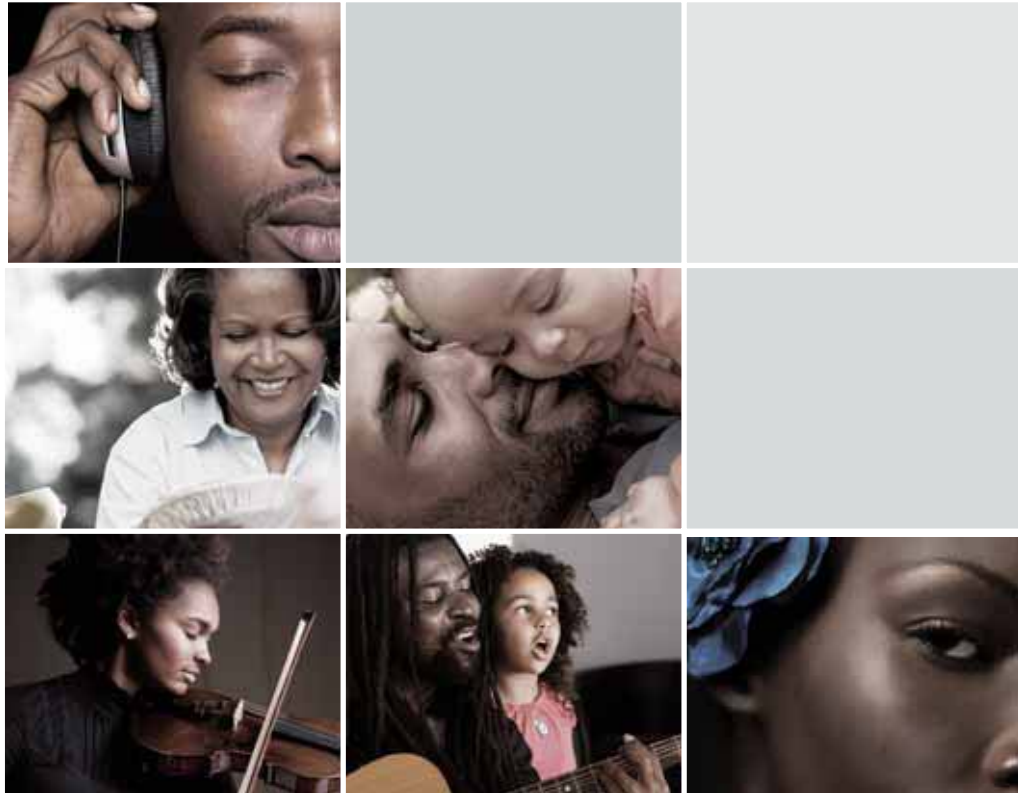
2010 media kit

our mission

core values & purpose ■

Johnson Publishing

is committed to celebrating the tapestry of the Black experience by delivering trusted brands and products that inform, entertain, engage, inspire and enhance people of all ages who are committed to our shared journey.



our core purpose

Ignite cultural conversation and curate the ever evolving legacy of the black experience.

our approach

creating integrated solutions ■

we elevate

our client's brands and engage consumers by using our trusted Iconic Brands and access to a diverse Black audience.

johnsonpublishingco

EBONY

JET

print

events

digital

strategic
alliances

consumer
products

the power of our brands

ebony & jet ■



EBONY

To be the most admired voice for inspirational and thought-provoking Black perspectives that celebrate the realities of our collective community and culture.

brand positioning
Celebrating Black culture

JET

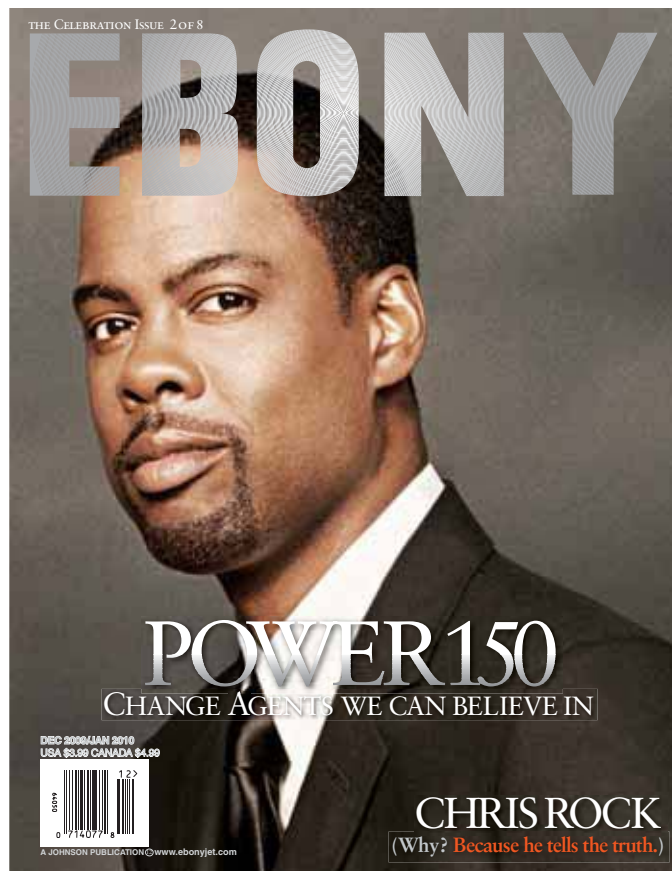
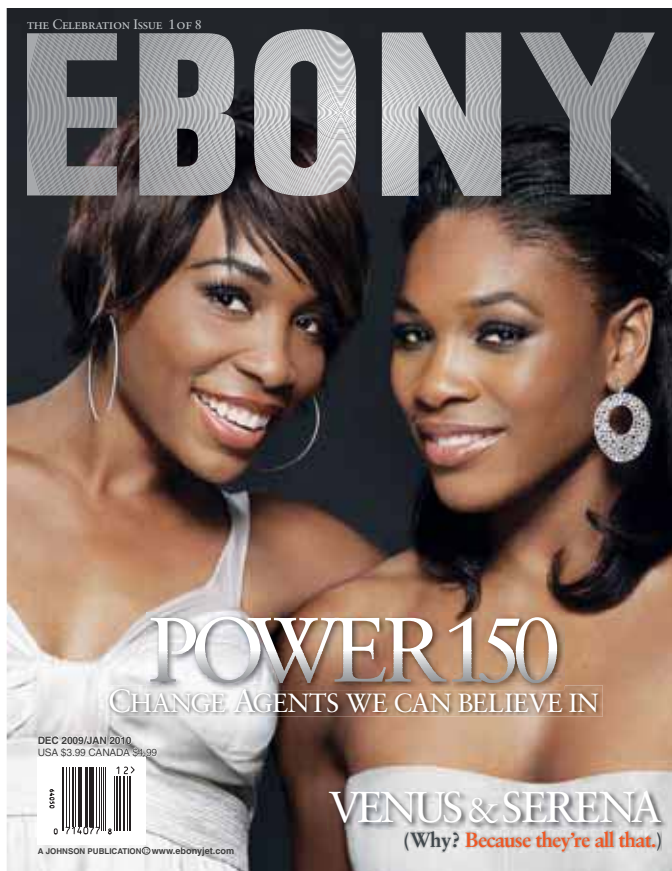
To be the most reliable and credible go-to-source offering a unique Black perspective on the latest news and entertainment.

brand positioning
Informing the Black community



our audience

ebony demographics & circulation ■



audience

female/male: 62.5%/37.5%
 average age: 37.8
 average HHI: \$53,643
 children in HH: 49.8%
 married: 32.8%
 home ownership: 53.3%

rate base

1,250,000

readership

12,000,000

insight

I read EBONY because it is inspirational and encouraging.

I like everything about EBONY!
 Reading this magazine always gives me the insight on what our Black Community is doing--their accomplishments, life trials, tribulations and celebrations.

Source: Starcom 2006 Microsite Study. (c) Starcom Worldwide, 2007. All Rights Reserved and JPC Online Advisory Panel (11/2008) Experian

what's new

- new brand positioning
- integrated extensions & web site redesign (Ebony.com, formerly EbonyJet.com)
- expanded editorial content & synergy

strategic alliances

entertainment partnerships ■

EBONY and JET strategic alliances provide an opportunity to further engage consumers across media extensions to create multi-platform offerings. We have used our entertainment partnerships to develop “bigger and better” integrated solutions for our clients.

We have established partnerships with BET, Code Black Entertainment, TV One and YouTube. In 2009, we announced a new partnership with the Gospel Music Channel television network to develop a series of television, magazine and online cross-promotional initiatives.



gospel music channel™



the power of integration

connecting the dots ■

more than just magazines

Let the full range of Johnson Publishing Company (JPC) brand assets work for you. The 360-degree approach targets our clients objectives and consumer goals by “connecting the dots” via insights (research), in-book, online, branded entertainment, consumer products, events and sampling. The JPC brand trust is available to maximize your return on investment.

more than 20 million Blacks

Whether reading a magazine, viewing the latest DVD installment, or catching up on the day's news online, the JPC consumer stays connected.

She is poised

to advise her family and friends on how her community is fairing in this economy.

He is passionate

to learn about subjects that speak to him... technology, politics, auto and sports.

She is empowered

to respond to today's blog postings on how to look her best and how beauty comes from within.

your brand can reach

Blacks that are informed, involved and invested in improving their lives and the lives of people around them. Johnson Publishing Company can connect you to the true power broker—the Black consumer.

integrated solutions

ebony branded opportunities ■

EBONY fashion fair

Spring 2010 (January - May) and Fall 2010 (September - December)

EBONY FASHION FAIR, the world's largest traveling fashion show celebrates 52 years with its 2010/11 tour. The show is presented by EBONY magazine, the No. 1 Black magazine in the world, and hosted by reputable charitable organizations across the country. It is characterized by its glamour, elegance and beauty and has all of the energy of a Broadway production. The show will reveal exciting new designs from the best of the best in fashion and it will reach more than 55,000 Black women in various cities during the tour.



the taste of EBONY

October 2010

THE TASTE OF EBONY was created to celebrate the contributions that people of color have made to the world of culinary arts. The first culinary extravaganza featured the leading Black chefs from across the globe, the finest Black restaurants and other Black food industry experts from around the country. This multi-medium platform further serves as a catalyst for people of color, particularly a younger generation, to view the many facets of the food industry as a viable path toward pursuing culinary careers. More than 600 Black tastemakers sample delectable dishes prepared by the featured chefs and restaurants amid a festive atmosphere.



POWER 150 awards

December 2010

Each year Ebony features 150 power brokers whose accomplishments help to define the breadth and depth of the Black experience. EBONY Power 150 (formerly the 100+ Most Influential Black Americans) features some of the most influential Blacks who transcend in their positions and command a widespread national influence. The EBONY Power 150 Awards Event recognizes "power-players" and showcases these individuals in their respective fields. Sponsors can partner with this event and honor these individuals in connection with the in-book special section, which celebrates the "Who's Who in Black America."



integrated solutions

ebony or jet ■



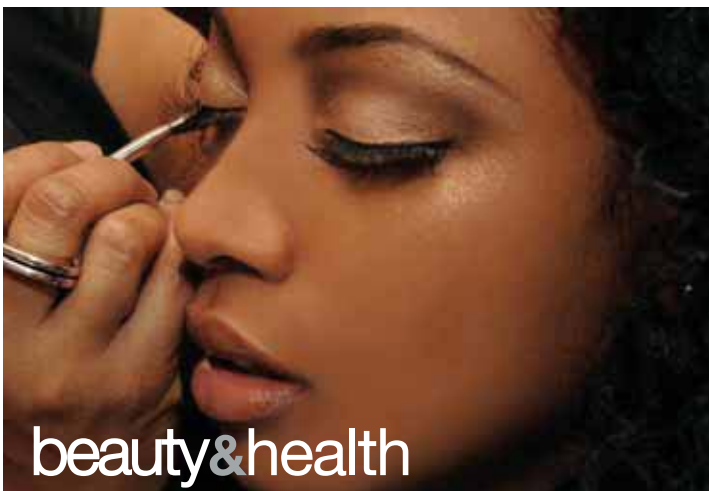
financialmakeover

A celebrity financial expert will speak to readers via content about managing their daily budgets, bank accounts, portfolios, etc. The culmination of the in-book series includes the expert hosting an exclusive financial seminar for readers.



makeyourplan

Readers will receive helpful content that outlines ways that they can organize their homes and their lives and practice time management. This program will highlight common scenarios that Black families experience. For example, the time management scenario might highlight ways to organize a hectic schedule that is full of parenting duties, exercise classes, sorority and church meetings, etc.



beauty&health

Designed to be a tool of motivation to celebrate personal wellness, readers will receive quick interesting tips and information on beauty, health and style. This program will also offer quick solutions for scenarios such as how to transform a day to night look. From a health perspective, it will speak directly to women of color with key reminders such as the top ten questions to ask your doctor, the types of doctors you should be visiting in your 20s, 30s, 40s, etc.



familyentertainment

Readers will receive exciting ideas on entertaining guests or family such as entertainment at home, traveling or hosting family and friends. This program will highlight opportunities that celebrate the Black experience at key times of the year (family reunions, Kwanzaa, Black music month). Another example is "Girl's Night Out" with a cultural twist. We will highlight two to three cities and showcase Black-owned businesses (restaurants, art galleries) that would constitute a great evening of fun.

integrated solutions

ebony or jet ■



mydrive

Readers will be invited to participate in an exclusive ride and drive event at a select barbershop in one of the top A-A markets (Chicago, Atlanta, DC). Automobile advertisers can sponsor a ride and drive event to showcase their 2010/2011 models. This is an opportunity to discuss the future of the product lines and allow readers to get up close and personal with a few vehicles. Readers will become drivers in a matter of minutes as they experience new vehicles first hand.



home

As readers research and explore options to make their homes more comfortable and cost effective—as it relates to maintenance—they will be invited to send in photos of their homes. Five winners will receive \$100 gift cards to purchase eco-friendly décor, furnishings and necessities.



travel

Readers will be exposed to a travel series highlighting the best affordable destinations for couples and families. Each content offering will highlight tips and destinations. It will have a partnering digital component with more in-depth travel assistance.



e.s.c.a.p.e

Historically Black College and University campuses are transformed into a “day spa,” allowing students to relax and rejuvenate during exam time. This EBONY tour offers mini-seminars, interactive games, free massages, manicures, gift bags with advertiser samples and EBONY magazines to 10,000 students during the annual tour.

magazine advertising

ebony editorial calendar ■

Issue	On Sale	Space	Materials	Editorial Theme
dec '09/ jan '10	12/1/2009	9/30/2009	10/5/2009	Power 150
feb	1/12/2010	11/16/2009	11/20/2009	Black History/ Black Love/ Power to the Future
march	2/9/2010	12/15/2009	12/21/2009	Power of the Image
april	3/9/2010	1/15/2010	1/20/2010	Collective Power— Community, Family, Young Leaders
may	4/13/2010	2/15/2010	2/22/2010	Mommy Power
june	5/11/2010	3/15/2010	3/22/2010	Daddy Power/ Power in our Music
july	6/15/2010	4/15/2010	4/20/2010	Power of Family
aug	7/13/2010	5/17/2010	5/21/2010	Power of Play (Chill Power)
sept	8/17/2010	6/15/2010	6/21/2010	Power of Knowledge/ Education
oct	9/14/2010	7/15/2010	7/20/2010	Power of Faith
nov	10/12/2010	8/16/2010	8/20/2010	Power in Money & Finance
dec '10/ jan '11	11/16/2010	9/15/2010	9/20/2010	Power 150

* Materials for in-book promotions are due five weeks prior to close date.

* Regional materials are due one week prior to national close dates.