

28-DAY DATING PLAN: Where to Meet Him, What to Say, How to Make Him Yours

# ESSENCE<sup>®</sup>

## Believe in Yourself

Get the **Confidence** to Make All Your Dreams Come True

“We Lost 500 lbs”  
A Total Health Makeover

The Million Dollar  
**BLACK WOMAN**  
3 Real Women Give You  
Secrets for Building Wealth

**EXCLUSIVE!**

**NIA LONG**  
Tells All About Painful  
Relationship Drama  
and Finding Happiness

**SPRING  
FASHION  
PREVIEW**  
Plus, Looks Under \$50



Will You  
*Marry Me*

6 Black Men Pop the Question, p.169

# ESSENCE®

Your gateway for reaching African American women.



**ESSENCE** is the premier lifestyle, fashion and beauty brand for African-American women. With its motivating message, intimate girlfriend-to-girlfriend tone, compelling and engaging editorial lineup and vibrant, modern design, ESSENCE is the definitive voice of today's dynamic African-American woman. After more than 38-years, ESSENCE continues to connect with each reader.

**ESSENCE** occupies a special place in the hearts of Black women – it's not just a magazine but her most trusted confidante, a brand that has revolutionized the magazine industry and has become a cultural institution in the African-American community.

**ESSENCE** speaks directly to a Black woman's spirit, her heart and her unique concerns. Every month African-American women rely on ESSENCE for editorial content designed to help them move their lives forward personally, professionally, intellectually and spiritually. Sections such as Work & Health, Healthy Living and Looks We Love cover topics that focus on career and finance, health and lifestyle, and fashion and beauty to build a close relationship with readers.



## Demographics

<b>Median Age Adults</b>	<b>37-Years</b>
18-to-24	17%
18-to-34	43%
25-to-34	26%
35-to-54	41%
<b>Single</b>	<b>46%</b>
<b>Married</b>	<b>31%</b>
<b>Median HHI</b>	<b>\$47,604</b>
\$50,000+	47%
\$60,000+	40%
\$75,000+	31%
<b>Median Individual Income</b>	<b>\$33,057</b>
\$30,000+	38%
\$40,000+	29%
<b>College Educated</b>	<b>61%</b>
<b>Employed</b>	<b>70%</b>
<b>Professional/Managerial</b>	<b>24%</b>
<b>Home Owners</b>	<b>51%</b>
<b>Any Children</b>	<b>53%</b>
<b>Working Mother</b>	<b>24%</b>

Sources: Selig Center for Economic Growth, 2007; MRI Spring 2009

(Base: Total Adults); Audit Bureau of Circulations, June 2009

2010

# editorial highlights

# ESSENCE

Topics subject to change



## JANUARY

### A New Year, A New You

- 2010 Ageless Beauties
- 2010 Money & Investing Guide
- GRAMMY Insider's Guide: Salute to Black Women Who Rock



## JULY

### Summer Beauty

- Best of Summer Beauty Products
- Super Sexy Summer Nail Guide
- Healthy Summer Snacks



## FEBRUARY

### Celebrating Black Love and Black History

- Will You Marry Me?
- Top 25 Couples Share Secrets to Success
- Black History Month Hot List



## AUGUST

### Bachelors Issue

- 2010 Hottest Bachelors
- 2010 Denim Guide
- Fall Fashion Preview



## MARCH

### Black Hollywood Issue

- Black Hollywood Special
- Spring Fashion Guide
- Celebrity Beauty Awards



## SEPTEMBER

### 40th Anniversary Issue

- The State of Black Women Special Report
- 2010 Fall Fashion Guide
- 40 Best-Dressed Black Women
- Editors-in-Chief Roundtable



## APRIL

### Money and Careers Issue

- 2010 Best Money Moves to Make Now
- The ESSENCE of Beauty Portfolio: Celebrating Our Hair, Skin and Bodies
- Career Fashion



## OCTOBER

### The Power Issue

- 40 Leaders Under 40
- Salute to Black Female Athletes
- Power Suits & Accessories



## MAY

### Bold and Beautiful

- Celeb Mother/Daughter Portfolio
- Summer Swimsuit Guide
- 2010 Skin Care Report



## NOVEMBER

### Health and Wellness

- 2010 Black Women's Health Report
- Fitness Special
- Thanksgiving Meal Guide



## JUNE

### Black Music Month

- Summer Entertainment Hot List
- The Girlfriends' Summer Getaway Guide
- Summer Shape-Up Plan



## DECEMBER

### Faith and Family

- Holiday Gift Guide
- Most Influential Women of the Year
- Holiday Hair Special

# 8 Million Readers



## Essence

Published 12x year  
 8 Million Readers  
 1,050,000 Circulation

### ADVERTISING RATES

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

**Display Rates:**  
 \$995.00 per inch (1" h x 1.6" w)

### ABOUT THE READERS

Subscription Base: 75%  
 Median Age: 37-years  
 College Educated: 61%  
 Single: 46%  
 Married: 31%  
 Median HHI: \$47,604  
 Employed: 70%

## Essence

With a rate base 1,050,000, ESSENCE is the premier lifestyle, fashion and beauty magazine for African-American women. Each month our motivating message, intimate tone and culturally relevant editorial lineup celebrates, inspires, entertains and empowers our audience of 8 million readers. Essence occupies a special place in the heart of each reader - it's not just a magazine, Essence is her trusted confidante. It's that girlfriend who always has her best interests at heart, makes her laugh, understands the complexities of her personal relationships, tips her to the best fashion and beauty trends, supports her political and social agenda, and shares her spirit.

Essence speaks to a woman with myriad responsibilities - she's overscheduled, overworked and underappreciated. But within the pages of Essence she comes first! Cover to cover, Essence inspires this woman to strive for a better life, celebrate her unique beauty achieve financial and career success, develop healthy relationships and nurture her inner spirit. Essence is the definitive voice of dynamic African-American women.

## 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**

**Essence**