

DELIVERING HIP HOP NEWS & CULTURE FASTER THAN ANY MAGAZINE ON NEWSSTANDS TODAY!

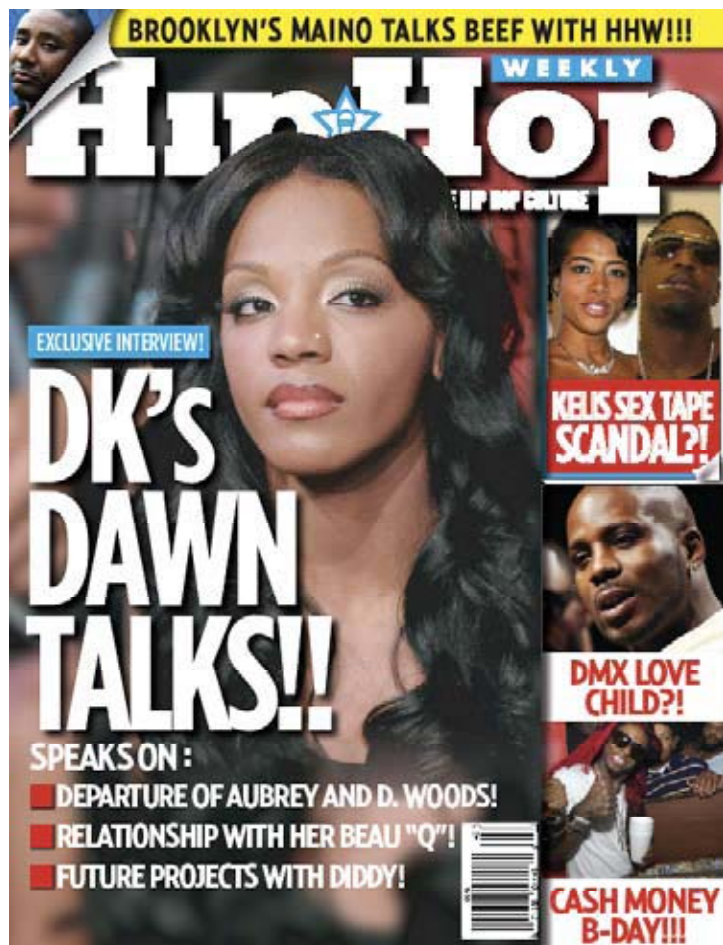
- **HIP HOP WEEKLY** REPORTS ALL THE NEWS, EVENTS AND ISSUES SURROUNDING THE HIP HOP COMMUNITY, RIGHT AS THEY HAPPEN. THE MAGAZINE COVERS FILM, TV, MUSIC, FASHION, SPORTS AND CELEBRITY NEWS WITH AN AUTHORITATIVE VOICE, AND SERVES A BROAD MULTICULTURAL READERSHIP FROM 15 TO 40 YEARS OLD.
- AS THE HIP HOP WORLD'S FIRST ENTERTAINMENT NEWS AND CELEBRITY LIFESTYLE PUBLICATION, **HIP HOP WEEKLY** BREAKS NEW GROUND, TARGETING THE MASS-MARKET OF ALMOST 40 MILLION U.S. CONSUMERS UNDER THE AGE OF 40 WHO IDENTIFY WITH HIP HOP CULTURE.
- **HIP HOP WEEKLY** IS RANKED ONE OF THE TOP TEN BEST-SELLING MAGAZINES IN 7 ELEVEN STORES NATIONALLY OUT OF 60 TITLES. **HIP HOP WEEKLY** REACHES CLOSE TO ONE MILLION READERS PER ISSUE.

Hip Hop Weekly provides a responsible and corporate-friendly advertising environment, and does not print any profanity



Hip Hop Weekly is the **award winning** magazine that has everybody talking!

min magazine's **Hottest** Launches 2007



TOP 15 **LAUNCHES**

American Driver
Antenna
Automotive Traveler
Conde Nast Portfolio
Craft
ELDR magazine
Highlights High Five
Hip Hop Weekly
JPG magazine
National Geographic
Little Kids
NEED
Outside's GO
Statement
The American
The Land Report
Ty Pennington at Home

HIP HOP WEEKLY NOW REACHES CLOSE TO 1 MILLION READERS PER ISSUE!

HipHop
WEEKLY
COVERING THE ENTIRE HIP HOP CULTURE

publication overview

CELEBRITY WEEKLY MAGAZINES ARE THE SUCCESS STORY OF THE LAST FEW YEARS, YET THEY RARELY FEATURE STARS OF THE HIP HOP CULTURE



“As some of the biggest magazine genres struggle with declining readership and ad pages, one plucky category--celebrity mags--is having a blockbuster year.”

– *MediaPost October 20, 2006



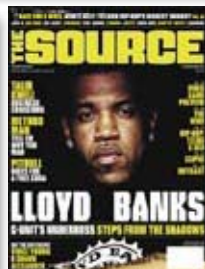
Hip Hop Weekly delivers the first unique viewpoint on some of the most widely known celebrities from the hip hop culture, not covered by other celebrity titles!

HipHop
WEEKLY
COVERING THE EXTREME HIP HOP CULTURE

publication overview

HIP HOP WEEKLY IS MORE RELEVANT & MORE COST EFFECTIVE THAN OTHER LIKE TITLES!

With lead-times that are on average **3 months prior** to on-sale dates, monthly magazines deliver old news at much higher CPM's than **Hip Hop Weekly!**



Hip Hop WEEKLY
COVERING THE ENTIRE HIP HOP CULTURE

2009 READER OVERVIEW

Gender:

Female 51%
Male 49%

Age Range

18 - 24 40%
25 - 34 42%
35 + 18%

21+ 82%

Median Age: 27

Marital Status:

Single - 83%
Married - 16%

Have Kids: 53%

Median HHI: \$47,580

Race:

Black - 60%
White - 24%
Asian - 4%
Hispanic - 12%

Education:

Some College, Graduate, Technical,
or Advanced Degree – 67%

Employment:

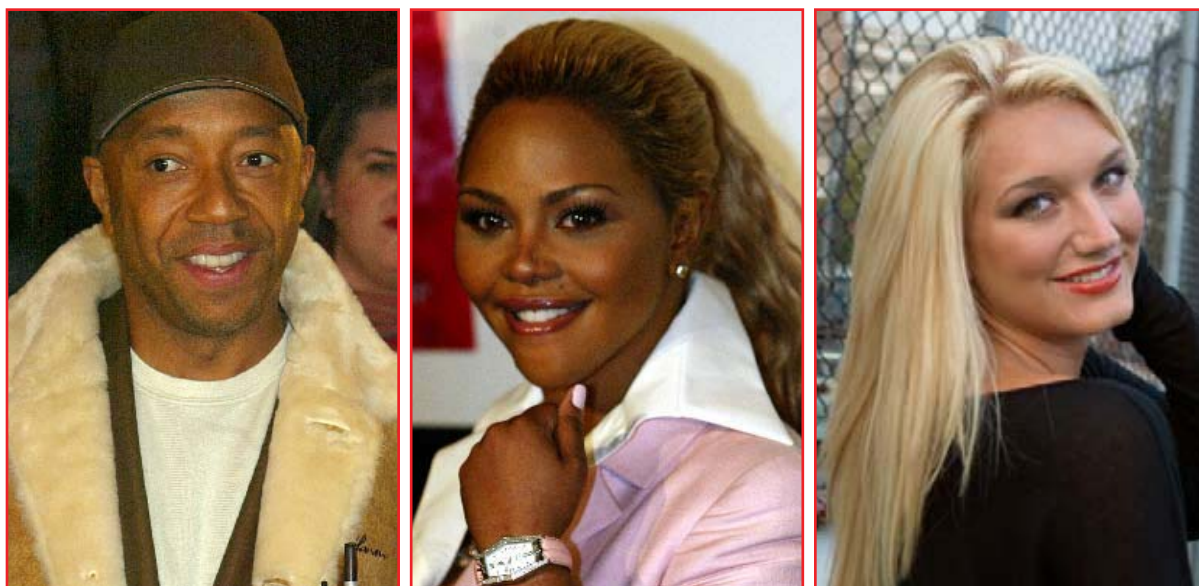
Full Time Employment - 77%

*Source:

2008 Readership Study /
Barry United LLC



CHECK OUT WHAT SOME OF THE ENTERTAINMENT INDUSTRY LEADERS HAVE TO SAY ABOUT HIP HOP WEEKLY!



Russell Simmons - "Hip Hop Weekly fills a tremendous void in the marketplace! It's fast like the youth market and it gives the kind of special honest insight that the audience desperately needs."

Brook Hogan - "Oh my gosh, this is a great magazine, it's going to be like my new addiction!"

Lil Kim - "This is one of the best things that could have ever happened to Hip Hop!"

Darryl Cobbin - VP Mktg - Boost Mobile - "We expect that Hip Hop Weekly and its founders will change the face of media for the hip hop generation."

Byron Kirkland - VP Mktg - Akademiks & Stash House - "I love the fact that it comes out every 2 weeks. By the time other magazines catch up, they're late in the game."

Recent Advertisers

These companies are already on board with Hip Hop Weekly.

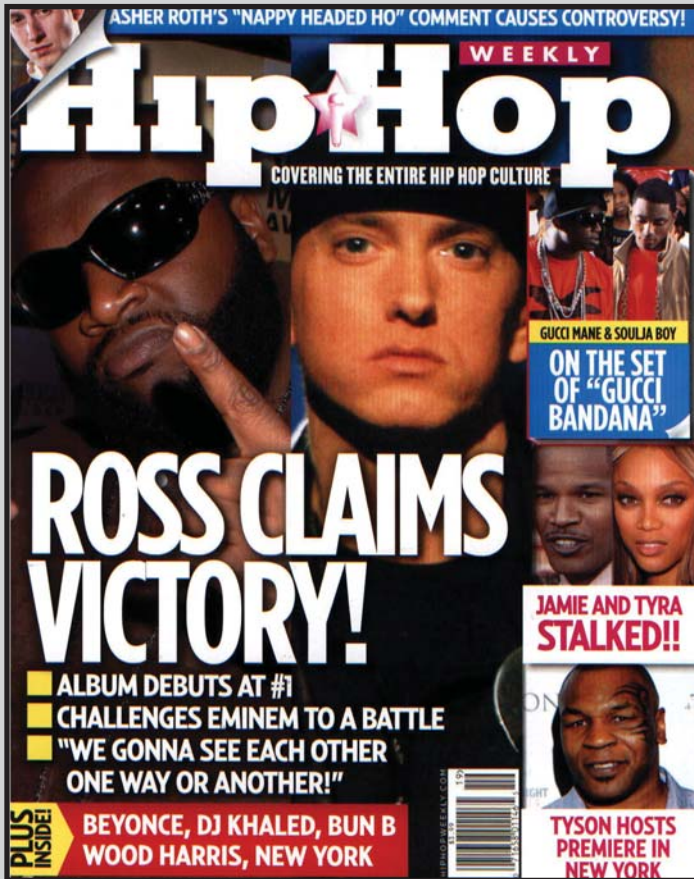
Sean John CÎROC. pellepelle®



COVERGIRL



Hip Hop Weekly Wins "Best Magazine" at Urban Music Awards



Hip Hop Weekly

Published 26x year
 100,000 Circulation
 1,000,000 Readership

ADVERTISING RATES

Display Rates:
 \$495.00 per inch

Classified Rates:
 \$11.95 per word / 14 word minimum

ABOUT THE READERS

Female: 51% Male: 49%
 Median Age: 27
 Single: 83% Married: 16%
 Have Kids: 53%
 Median HHI: \$47,580
 Race: Black: 60% White: 24%
 Employed FT: 77%
 College Educated: 67%

Hip Hop Weekly

Hip Hop Weekly

Reports all the news, events and issues surrounding the hip hop community, right as they happen. The magazine covers film, TV, music, fashion, sports and celebrity news with an authoritative voice, and serves a broad multicultural readership from 15 to 40 years old.

As the hip hop world's first entertainment news and celebrity lifestyle publication, Hip Hop Weekly breaks new ground, targeting the mass-market of almost 40 million U.S. consumers under the age of 40 who identify with hip hop culture.

Hip Hop Weekly is ranked one of the top ten Best-selling magazines in 7-Eleven stores nationally out of 60 titles. Hip Hop Weekly reaches close to one million readers per issue.

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

ISSUE	CLOSE DATE	ON-SALE

If you have any questions, please call your representative:

Or call (800) 675-7636