



SISTER *sister*

Marketplace 2010



SISTER

sister

MARKETPLACE



Sister 2 Sister is the premiere choice for African-Americans who want entertainment news straight from the source. Jamie Foster Brown's long-standing relationships with top industry insiders, top African-American celebrities, and newly minted reality stars grants access to an influential and fully engaged audience within the pages of the publication.

The Sister 2 Sister brand penetrates to the core for African Americans, and is a paramount media buy for brands that wish to remain top of mind with niche audiences. Published monthly, Sister 2 Sister maintains that influence by keeping a finger on the pulse of what's hot and what is happening right now with the most talked about celebrities in entertainment.

Monthly Editorial Environment:

77% Editorial, 22% Advertising
 74% Entertainment News
 14% Health, Beauty & Fashion
 5% Career
 7% Home Décor and Auto

The Sister 2 Sister Marketplace is a universe with impressive purchasing behavior!

Sister 2 Sister Marketplace is an exceptional, highly cost-effective way for value-minded advertisers to address a highly profitability market segment: African-American women who are aware and involved consumers, who buy for themselves... and their families.

They rely on Sister 2 Sister to learn more about the latest celebrity trends in food, fashion, accessories and more. Highly-motivated, these women are eager to embrace new ideas and new products making them a vital market for quality consumer merchandise and services at every price point!



Demographics

Gender:	95% Female 5% Male
Median Age:	38
Age Range:	
18-to-24	8.3%
25-to-34	27.8%
35-to-44	30.6%
45-to-49	10.1%
50-to-54	7.9%
55-&-Older	14.9%
Marital Status:	
Single	42.7%
Married/Partnered	39.7%
Have Children	60.2%
College Educated	73.3%
College Grad+	40%
Post-grad/Degree	9.5%
Average Income:	\$57,200
HHI \$60,000 or more	32.7%
Plan to Purchase within 6 months:	
Computer/Software	23.0%
Vacation Package	25.3%
Home Décor	36.6%
New Home	18.4%
New Vehicle (12 mo.)	21.1%

Source: An ABC audited reader study
 Study Base: (517)

S2S Special Issues

February – Black History Month: Bonus Circulation – Additional newsstand copies distributed for this special issue every year. The magazine is displayed on high-visibility Black History Month newsstand racks. Sales have historically increased as much as 30%.

Bonus Issue: 20th Anniversary Issue – Best of Sister 2 Sister 20 Years!
(Estimated to hit newsstands March through April 2010)

December: Holiday Gift Guide (All submissions due by August 1st)

S2S Reader's Favorites

Celebrity Interview: Candid interviews with today's most prolific entertainers

Meow Excitement: Snapshots of the latest news in entertainment

Peaches & Firecracker Passion: S2S readers write their letter to the editors

S2S Entertainment Features

Stomps & Shouts

Spiritual: The executives and talent that make up what gospel music is today

Off the Runways

Fashion Enthusiast: Behind the seams of the fashion industry

S2S Favorite Albums

Variety Seeker: New music watch list

S2S Career Features

Who Does She Think She IS?!

Career Curious: Spotlight on a notable industry executive

Office with a View

Upwardly mobile: Promotions and advances of key industry executives



S2S Lifestyle Features

The Beauty Place

Stylish: Beauty solutions in nugget size

S2S Health

Concerned: Tips for healthy living

On the Couch

Searching: Tips for the emotional battlefields of life

Museworthy

Lighthearted: Quirky rants and random commentary

There's Something About Cars

The Mindful Consumer: What really matters about your next car

Home Improvement

Independent: Tips on decorating and maintaining your home

Food, Food, Food

Variety Seeker: New ways to spice up your eating experience



S2S Benefits

With the Sister 2 Sister Marketplace, advertisers benefit from the strong affinity between the magazine and its readers.

- The Sister 2 Sister Marketplace is comprised of full, half, quarter and one-eighth page four color display advertisements.

- 209,925 (2th Quarter 2009) Paid Circulation.

- Sister 2 Sister Marketplace sections are available each month, every month to accommodate any advertising program or strategy.

- S2S loyal readers are enthusiastic about the information they receive from each new issue. They enjoy browsing the Sister 2 Sister Marketplace for exciting products and worthwhile services.

Your message will be showcased in a high-impact, easy-to-read format where engaged readers will view your advertising message. Take advantage of this high-visibility, unique advertising forum to turn these discerning readers into your loyal customers!



Sister 2 Sister



Sister 2 Sister

is an ABC audited publication primarily focusing on Black celebrity entertainment. A multimedia company, Sister 2 Sister is dedicated to disseminating in-depth celebrity news to its predominantly female audience. The writing style is intended to be clear, valid and welcoming. In addition to the entertainment scene, S2S covers healthy lifestyle tips, career profiles, fashion and a very popular response section.

Published monthly, S2S is targeted to Black women ages 18 to 49. S2S is unique in that it bridges the generation gaps, offering timely information and articles that appeal to all ages.

Each lavishly illustrated issue begins with publisher Jamie Brown's foray into celebrity and media happenings. Overflowing with up-close peeks into the lives of African-American movie, music, sports, and other entertainment stars, she shows the public the real behind-the-scenes action in the African American celebrity world.

Sister 2 Sister

Published 12x year
216,949 ABC Audited Circ. (June 07)
835,000 Readership

ADVERTISING RATES

Classified Rates:

\$12.95 per word (14 word min.)

Displays Rates:

\$325.00 per inch (1" h x 1.6" w)

ABOUT THE READERS

Age Range: 25 to 34 = 27.8%

35 to 44 = 30.6%

Women: 95%

Single: 42.7%

Married/Partnered: 39.7%

Have Children: 60.2%

Average Income: \$57,200

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