

Urban Ink

THE ONLY TATTOO MAGAZINE FOR THE URBAN CULTURE



URBAN INK MAGAZINE

As ROLLING STONE was to rock, and THE SOURCE was to hip-hop, **URBAN INK MAGAZINE** is the franchise on the cusp of this newest art form of self-expression for young adults and urban culture.

There is no doubt that inking/tattooing has smashed into the urban environment with the same intensity as hip-hop. Urban adults now have an outlet for their enthusiastic interest in inking and body art.

The similarities of "inking" to the afore mentioned trends (rock, hip-hop) of the past take root in the fact that mainstream media, especially as the art movement is in its infancy, either denigrates it, or avoids coverage altogether. Such is the media's current approach to "inking".

URBAN INK is the only magazine offering a cutting edge look and bringing readers the unique coverage that they thirst for.



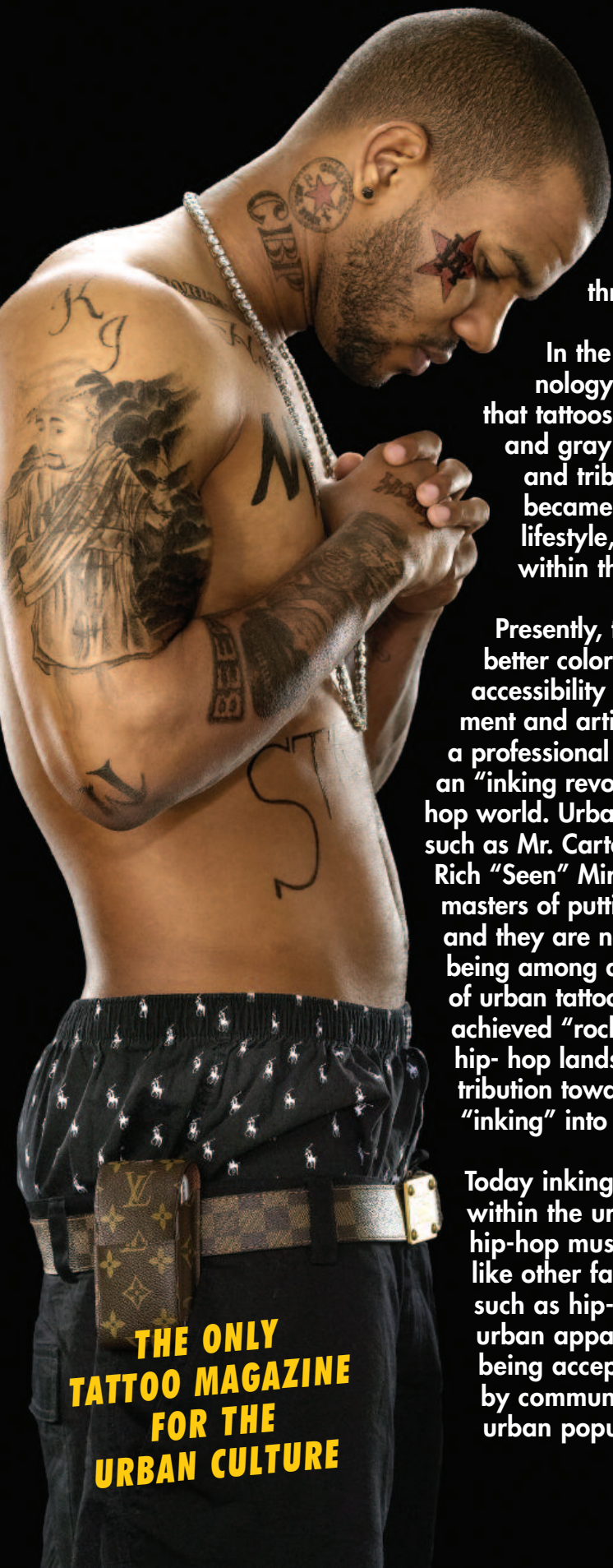
URBAN INK covers the hottest, and biggest celebrities, the new rock star status of the tattoo artists, and of course, beautiful ladies with the special, unique appeal and locations of their tats.

URBAN INK Magazine was launched in July 2007 and has become a newsstand success in an age of magazine failures.

URBAN INK signifies the future of magazine publishing, active enthusiastic niche readers with a unique franchise and identity. The readers own the editorial!

URBAN INK is the new voice of the urban movement, speaking to all ethnic groups because "urban" now defines the market, not ethnicity.

THE ART OF **URBAN INK**



Just as hip-hop music, fashion and graffiti helped establish the identity of the urban culture in the 1980's, "inking" has emerged as the leading source for members of the hip-hop community to voice their identity through artistic expression.

In the past, limitations in tattooing technology and access to quality inks meant that tattoos on dark skin were limited to black and gray pieces; mostly lettering, scripting and tribal tattoos. And while tattooing became a staple of the "Rock n' Roll lifestyle," ink on skin was yet to catch on within the urban sect.

Presently, the development of better color inks, and a wider accessibility to refined equipment and artists that operate on a professional level has sparked an "inking revolution" in the hip-hop world. Urban graffiti artists such as Mr. Cartoon, Toomer and Rich "Seen" Miranda have become masters of putting ink on skin, and they are now recognized as being among a growing number of urban tattooists that have achieved "rockstar" status on the hip-hop landscape for their contribution toward the explosion of "inking" into the mainstream.

Today inking is as identifiable within the urban community as hip-hop music itself, and much like other facets of the culture such as hip-hop music and urban apparel, inking is now being accepted and embraced by communities outside of the urban population.



**THE ONLY
TATTOO MAGAZINE
FOR THE
URBAN CULTURE**

READERSHIP / DEMOGRAPHIC INFO



Male: 71%

Median Age: 27

Median HHI: \$41,044

College Educated: 52%

Employed: 73%

Single: 64%

African American: 52%

Hispanic: 26%

Asian: 14%

White: 8%



ENOBLE MEDIA & MAG INC.

ENOBLE MEDIA has been producing niche, ethnic magazines for over two decades. Our business plan and approach to **URBAN INK** will be similar to the successes of **WORD UP**, **HYPE HAIR**, **TODAYS BLACK WOMAN**, and **BRAIDS & BEAUTY**. **WORD UP** has passed its 20th year of publication and **HYPE HAIR**, its 16th year.

MAG INC., with over 25 years of ad sales credibility, is the exclusive publisher's rep for all **ENOBLE** titles. Together we have built an organization that is long on continuity, and modest success. We have always delivered to our advertising clients, niche audiences, and real readers, at rates that have real value!

In our 25 year history, **MAG INC.** has consulted and represented many of the magazines that are currently in the mindset of advertisers (**COMPLEX**, **BLENDER**, **TOWER PULSE**, **STEREOPHILE**, **ELLE**, **REQUEST**, **VIBE**). Our advertising clients count on us to bring them new media that we have already researched, for their best possible long term media decisions. **MAG INC.**'s relationships in the ad community are the reason for our success and we have always held firm to our promises and delivered franchised premium positions year after year to charter advertisers. **MAG INC.** also has great access to editorial resources in every magazine we rep.

If you are already a **MAG INC.** client, we make a recommendation to utilize our new resources through **URBAN INK!** If you have yet to do business with us, give **MAG INC.** a chance to earn your business. You will get the magazine information in "real speak", and the opportunity to make sharp ad buys that meet your marketing goals.





Urban Ink

There is no doubt that inking/tattooing has smashed into the urban environment with the same intensity as hip-hop. Urban adults now have an outlet for their enthusiastic interest in inking and body art.

The similarities of "inking" to the afore mentioned trends (rock, hip-hop) of the past take root in the fact that mainstream media, especially as the art movement is in its infancy, either denigrates it, or avoids coverage altogether. Such is the media's current approach to "inking".

Urban ink is the only magazine offering a cutting edge look an bringing readers the unique coverage they thirst for.

Urban Ink covers the hottest, and biggest celebrities, the new rock star status of the tattoo artists, and of course, beautiful ladies with special unique appeal and locations of their tats.

Urban ink is the new voice of the urban movement, speaking to all ethnic groups because "urban" now defines the market, not ethnicity.

Urban Ink

Published 6x year
200,000 Circulation

ADVERTISING RATES

Display Rates:
\$100.00 per inch

Classified Rates:
\$6.95 per word / 14 word minimum

**Ads will be placed in the Ink Spot section of the magazine.*

ABOUT THE READERS

Male: 71%
Median Age: 27
Median HHI: \$41,044
College Educated: 52%
Employed: 73%
Single: 64%
Hispanic: 26%
Asian: 14%
White: 8%

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