

SISTER

Sister

WHERE CELEBRITIES SPEAK FOR THEMSELVES

2 0 1 1

M e d i a K i t



Sister 2 Sister is an ABC Audited publication.

2011 Media Kit

MONTHLY EDITORIAL ENVIRONMENT

74% Entertainment News

14% Health, Beauty and Fashion

7% Home Decor and Auto

5% Career

(22% Advertising)

MISSION STATEMENT

Sister 2 Sister magazine is the premiere choice for African-Americans who want entertainment news straight from the source. Jamie Foster Brown's longstanding 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 at the core for African Americans, and is a paramount media buy for brands that wish to remain top of mind with this audience. 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 the African American community.



PUBLISHER

Sister 2 Sister is 100% owned by one of the most influential Black women in the entertainment industry, Editor/Publisher, Jamie Foster Brown. If you wish to learn more about Jamie Brown, please feel free to request a full bio from the S2S main office.

EXTENDED MEDIA

S2S is continuously adding new programs to reach its growing internet audience. If you wish to make www.s2smagazine.com a part of your media goal with Sister 2 Sister, please confer with your sales representative.

Sister 2 Sister 2011 MEDIA KIT: Please call 301.390.1111 for more information.



FAQs

Frequency

2011 Rate Base:
ABC Audited Circ. (Jun 10):
Paper Stock:
Cover:
Owner /Publisher:
Managing Editor:
Distributor:
Cover Price:

Monthly

165,000
167,829
38 lb.
80 lb.
Jamie Foster Brown
Lorenzo Brown
Curtis Circulation
\$3.99







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Demographics



Readers per copy:	3.9
Sex:	
Female:	95%
Male:	5.0%
African American:	97.0%
Age Range:	
18-24:	8.3%
25-34:	27.8%
35-44:	30.6%
45-49:	10.1%
50-54:	7.9%
55 or Older:	14.9%
Median Age:	38
Marital Status:	
Single:	42.7%
Married/Partnered Relationship:	39.7%
Have Children:	60.2%
College Educated:	73.3%
College Grad +:	40%
Post-grad Study/Degree +:	9.5%
Average Income:	\$57,200
HHI \$60,000 or more:	32.7%
Plan to Purchase within the next 6 months:	
Computer/Software:	23.0%
Vacation Package:	25.3%
Home Decor/Renovations:	36.6%
New Home:	18.4%
New Vehicle (next 12 mos.):	21.1%

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

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Production Schedule 2011



Cover Date	On Sale	Closing	Copy Due
January	Dec 14	Oct 20	Nov 1
February	Jan 11	Nov 22	Dec 1
March	Feb 15	Dec 20	Jan 7
April	Mar 15	Jan 20	Feb 1
May	Apr 12	Feb 21	Mar 1
June	May 10	Mar 21	Apr 1
July	June 7	April 20	May 2
August	July 12	May 20	June 1
September	Aug 9	June 20	July 1
October	Sept 6	July 20	Aug 1
November	Oct 11	Aug 22	Sept 1
December	Nov 8	Sept 20	Oct 3

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Advertising Placement Strategy



Special Issues

February Black History Month

Bonus Circulation: Over 20,000 additional newsstand copies are distributed in February every year. The magazine is displayed on high-visibility Black History Month newsstand racks. Sales have historically increased as much as 30%.

December

Holiday Gift Guide

Reader's Favorites

Meow

Snapshots of the latest news in entertainment

Celebrity Interviews

Candid interviews with today's most prolific entertainers

Peaches & Firecrackers

S2S readers write their letters to the editor

Lifestyle

Beauty

Tips to being more beautiful and healthy

Redesigning Women

Medical remedies and suggestions

On the Couch

Psychological issues women battle today

About Cars

Tips on picking your next vehicle

Home Improvement

Tips on decorating and maintaining your home

Entertainment

Stomps & Shouts

The latest news in gospel

Career

Who Does She Think She IS?!

A spotlight on notable industry executives

Office with a View

Promotions and advances of key industry executives



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Specifications (in inches)

Full Page

Bleed*: 8 ¼ x 10 ¾
Trim*: 8 x 10 ½
Image Area*: 7½ x 10

Half Page

Bleed: 8 ¼ x 5 ½
Trim: 8 x 5 ¼
Image Area: 7 ½ x 4 ¾

Horizontal

Vertical

4 ¼ x 10 ¾
4 x 10 ½
3 ½ x 10

Third Page

Bleed: 8 ¼ x 3 ¾
Trim: 8 x 3 ½
Image Area: 7 ½ x 3

Horizontal

Vertical

3 x 10 ¾
2⅔ x 10 ½
2 ⅕ x 10

Quarter Page

Bleed: 4 ⅓ x 5 ½
Trim: 4 x 5 ¼
Image Area: 3 ½ x 4 ¾

2-Page Spread

Bleed: 16 ¼ x 10 ¾
Trim: 16 x 10 ½
Image Area: 15 ½ x 10

Digital Specs:

DPI: 300 minimum
Please provide a digital file along with your proof to insure best graphic output.

FTP Site:

Please call production department at 301-390-1111 x27.

*Key:

Bleed: Size your ad needs to be, without crop marks visible, to reach the edges of the page

Trim: Size at which the edges of the page will be cut

Image Area: Any content in your image that you do not wish to get cut off should be within this area.

Digital files

Please include a proof with your file.

Please send ads in PDF format! This format is highly preferred!

Otherwise, Macintosh files only. Please include QuarkXpress layout files, all pictures, fonts and logos. Only PhotoShop or Illustrator logos and pictures, please. CD accepted.

Please send materials to:

Sister 2 Sister Magazine
Attn: Advertising Department
2008 Enterprise Rd
Bowie, MD 20721
(301) 390-1111

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T.I., Tiny and Jamie



Mary J. Blige and Jamie



Jamie and Bobby Brown



Chris Brown and Jamie



Kevin Liles and Jamie



Toya Carter and Jamie

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Site Stats

Average traffic on s2smagazine.com

110,000 unique visitors

500,000 page views

Ad Unit Specs

Ad Server - Doubleclick

Accept all rich media formats

User initiated audio and expandables only

Ad units 728x90, 300x250 and 160x600

Max file size 40k • JPG or SWF

Rate Card Standard Units Net

Run of site CPM \$12

Second Tier: CPM \$8 (Does not include home
or entertainment pages)

Large impact rich media CPM \$35
(does not include rich media fees)



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CONDITIONS OF SALE

- Sister 2 Sister reserves the right to reject or cancel any advertising at any time. S2S will not be subject to liability for its rejection or cancellation of any advertisement.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
- Cancellation or change in orders may not be made by the advertiser or its agency after ad copy deadline.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.
- To receive frequency discount rates, a contract for the respective amount of ads must be agreed to in advance of ad placement.



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Jamie and Michael Jackson



L.A. Reid and Jamie



*Yolanda Adams, Jamie
and Dawnn Lewis*



Jamie and Kindred



Whoopi Goldberg, Jamie and Sherri



*Jamie, Carmelo Anthony
and LaLa Vazquez*

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