

THE POSITIVE VOICE OF MEDIA



ENSPIRE MEDIA KIT 2019



MISSION & POSITIONING

FOUNDER'S STATEMENT

Enspire's motto is "Be the change you want to see in the world." Our goal is to raise awareness about the positive progression in the world. ENSPIRE has the ability to speak and connect with all people the way no other publication has. By shifting the stigma that media is flooded with negative stories, ENSPIRE will convince readers of all ages that there is more good in the world than bad. To create this convergence, ENSPIRE brings positive individuals, ideas and events to the forefront in an effort to enlighten and encourage everyone to be proud to be good.

REDEFINE WITH A PURPOSE

ENSPIRE stands for Enlightening Newsworthy Subjects Providing Inspiration & Real Entertainment. We have a unique opportunity with ENSPIRE to blend entertainment, news, and urban beautification through inspiration. Therefore we aim to keep the imagery that we want to portray bright, high impact, and tactile; something that represents the heartbeat of the communities that we are living in. By going this route, we can ensure that the message we have can be heard loud and clear.

ENSPIRE started with an idea; a conduit to utilize the surroundings of urban lifestyle and culture to uplift and motivate those who live there. By giving an in-depth look into the motivating actions of the communities that they live in, we hope to provide the inspiration needed to continue building the world around it. By anchoring the new brand on the concept of inspiration and urban lifestyle excellence, we constantly came back to the simple imagery of the lightbulb and how it easily conveys that spark of inspiration. This will be the foundation that will carry the brand into the future and beyond.

MISSION STATEMENT

ENSPIRE Magazine shows the world that borders and limited opportunities in developing a better world no longer exist. Our content demonstrates that one can integrate their life no matter what the career choice, by giving back to their community or devoting an offering to contribute to constructive social change. ENSPIRE delivers the best, the new and the most cutting edge known and unknown impactful stories to the front of our platform. You will find features relating to every aspect of life, politics, business, health, fashion, the arts, food, family and much, much more. Our purpose is bringing attention to what enhances the spirit! Influential and hardworking people are undertaking those things that are positive and uplifting their community and the world. Everyone is ENSPIRE!



BE THE
CHANGE
YOU WANT TO
SEE IN THE
WORLD.



enpire

WESLEY TIGHE HERE

VOL. 2, ISSUE 1 WINTER '19



APOLLO
T H E A T R E

**Sports
Illustrated**

HUFFPOST
UNITED KINGDOM

ONE
TV

AFRICAN AMERICAN WOMEN IN CINEMA

NEW YORK
Amsterdam News



MOBI
MOBILIZING OUR BROTHERS INITIATIVE

2018 **ESSENCE
Festival**

UNLABELLED
• AWARDS •

F
FASHION AVENUE NEWS

BET
EXPERIENCE
AT L.A. LIVE

HSA
HARLEM SCHOOL OF THE ARTS

CIRCLE OF SISTERS
moving. changing. growing.

National CARES
Mentoring Movement

CLEO^{TV}

**URBAN
WORLD** 2018

NATIVE SON
BWEM
BLACK WOMEN IN MEDIA

Life Week

EXTENDING OUR REACH

Being invited as media coverage for a plethora of events has meant more exposure for ENSPIRE as a brand and the fusion of like minded people and businesses. We are proud to capture interviews and special moments through these events that captivates our brands essence to our audience.

ENSPIRE

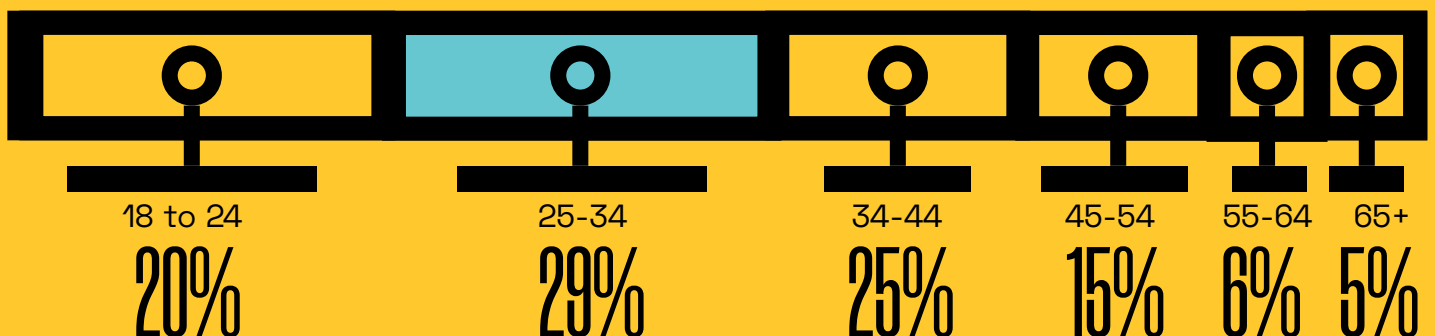
TAKING OVER THE WORLD



Positive media has evolved from a simple approach into a powerful mainstream movement. ENSPIRE is the only brand serving a cohesive audience the content that encourages and strengthens the desire to be the change they wish to see in the world.

Learners	Established	Retiring
18-24 20% Member	34-44 25% Member	55-64 6% Member
25-34 29% Member	45-54 15% Member	65+ 5% Member

A DESIREABLE AUDIENCE – AGE DEMOGRAPHICS



Employed: 64%

Median Age: 31

Median Household Income: \$43,125



24%

more likely to purchase a product if its ad is contrasted with a positive news story than a negative one.



Of Children Are Influenced By Family, Friends, Teachers, And Community Leaders.

Our digital community is

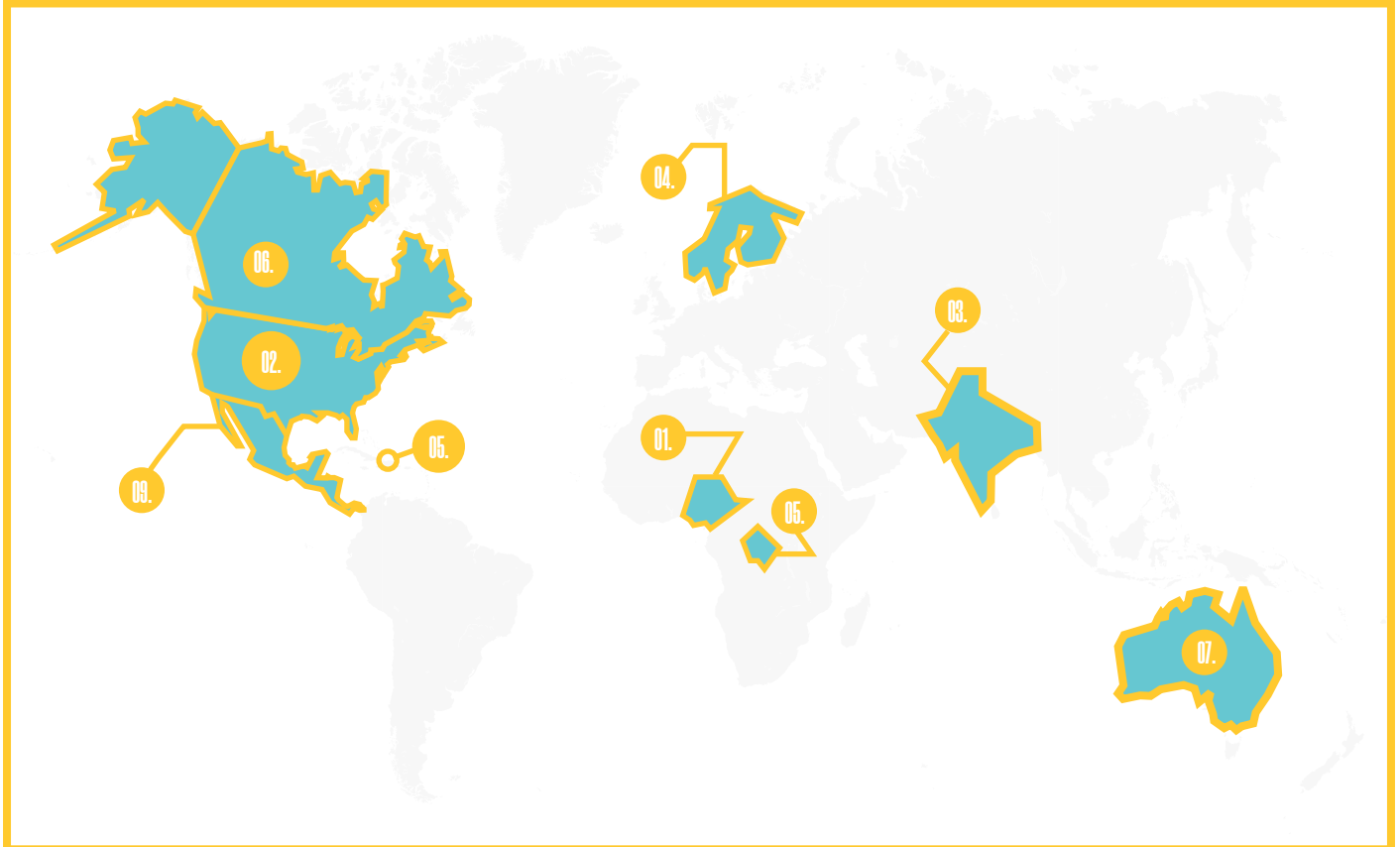
10,000 STRONG!



and counting.....

TAKING OVER THE WORLD

TOP COUNTRIES OF INFLUENCE (FACEBOOK)



01. Nigeria 02. USA 03. India 04. United Kingdom 05. Jamaica 06. Canada 07. Australia 08. Ghana 09. Mexico.

FACEBOOK

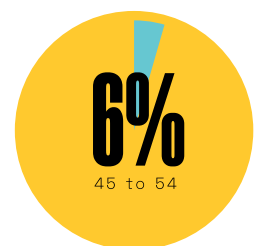
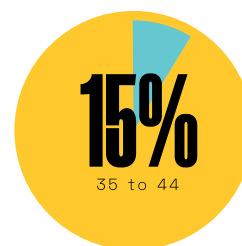
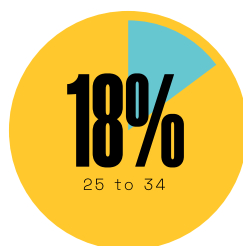
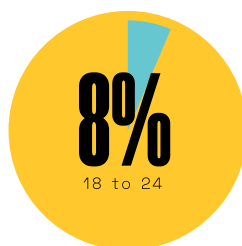
6400

FOLLOWERS

MALE - 60%

FEMALE - 40%

AUDIENCE



AGE RANGE

TOTAL AUDIENCE

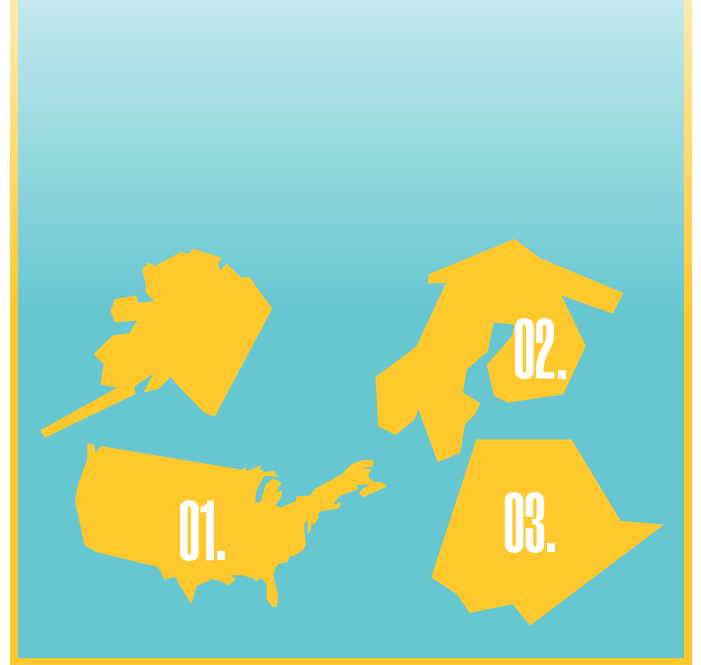
308,000

FEMALE

51.4%

MALE

48.6%



TOP COUNTRIES OF INFLUENCE (INSTAGRAM)

INSTAGRAM

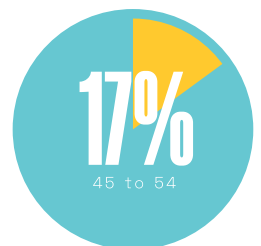
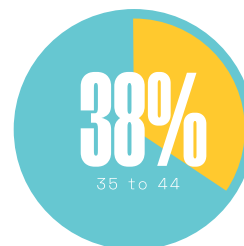
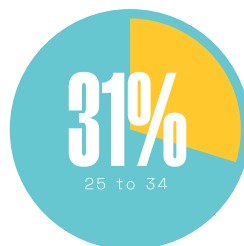
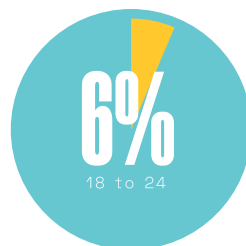
1960

FOLLOWERS

MALE - 36%

FEMALE - 64%

AUDIENCE



AGE RANGE

TOP CITIES OF INFLUENCE



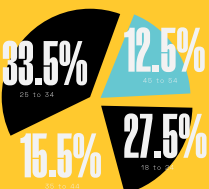
TWITTER

850

FOLLOWERS

WEBSITE ANALYTICS

WOMEN 48% MEN 52%



FOLLOW US ON SOCIAL MEDIA



GENERAL AD RATES

MAGAZINE Black & White	1 Quarter	2 Quarters	All Quarters
Full Page	\$2315	\$2074	\$1953
2/3 Page	\$1812	\$1632	\$1542
1/2 Page	\$1257	\$1119	\$1056
1/3 Page	\$908	\$806	\$758
1/4 Page	\$656	\$578	\$542
1/6 Page	\$428	\$374	\$350
1/12 Page	\$188	\$160	\$145
MAGAZINE Four Color	1 Quarter	2 Quarters	All Quarters
Full Page	\$3528	\$3166	\$2982
2/3 Page	\$2505	\$2246	\$2114
1/2 Page	\$1930	\$1729	\$1625
1/3 Page	\$1355	\$1211	\$1136
Second Cover	\$4247	\$3816	\$3603
Third Cover	\$3908	\$3505	\$3304
Fourth Cover	\$4247	\$3816	\$3603

Contact ENSPIRE Magazine's Advertising Department to find out how you can combine your print and online advertising campaigns and save!

MARKETPLACE

This formatted section includes all production work at no additional charge. A single Marketplace ad measures 2 1/4" wide X 3" tall.

Double Marketplace ads measure 4 5/8" wide X 3" tall. All Marketplace ads include four-color at no additional charge.

	1 Quarter	2 Quarters	All Quarters
Full Page	\$275	\$230	\$190

GENERAL AD RATES

GENERAL ADVERTISING INFORMATION

DISCOUNTS:

Agency Discounts: 15% commission to recognized agencies if final art (electronic file) is supplied.

Nonprofit Discounts: 25%, including agency discount.

PAYMENT TERMS:

Marketplace, Online and all first-time advertisers must pre-pay with Insertion Order. Advertising agencies are responsible for payment for all advertising ordered for their clients.

MATERIAL REQUIREMENTS & PRINTING SPECIFICATIONS:

Please contact the ENSPIRE Magazine's Advertising Department.

CONTRACTS/MATERIAL DUE DATES:

Email advertising@enspiremag.com for complete space reservation and material due dates. It is the sole responsibility of the advertiser to supply new creative ads prior to an issue's deadline. ENSPIRE Magazine is not responsible for incorrect or outdated material published as part of an advertiser's contracted schedule.

For ad specs, material extensions and all other production related questions please contact:

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LIMITED TIME OFFER

3 5 % O F F A L L A D S



FIN.