

# ON THE SCENE

M A G A Z I N E



**MEDIA KIT**

**On The Scene Magazine** is THEE premiere positivity focused online lifestyle magazine. Founded in 2010, On The Scene is dedicated to providing a glimpse into the amazing happenings in the urban community by sharing information through an accurate and constructive lens. On The Scene Magazine is an extremely viable advertising, promotions, and public relations vehicle. We invite you to take advantage of the many services On The Scene has to offer.

On The Scene Magazine is a leading source for positive, enlightening and inspirational information. Through our innovative and timely coverage, On The Scene educates and encourages our readers with every article and image. On The Scene has over 5,000 subscribers and our readership is steadily growing monthly. In addition to our website and newsletter, On The Scene utilizes various social platforms to promote the magazine and its content.



**The Reader Profile**

On The Scene Magazine is a publication for all ages, geared to a target audience of 21-45 years old. Our readers are 56% male and 44% female. Most have some college education, and work in a wide array of occupational fields from entrepreneurs to corporate. Our readers are a driving force in the growing vitality of urban United States.

<b>READERSHIP</b>	<b>COMPOSITION (%)</b>
Men	56%
Women	44%

<b>AGE</b>	<b>COMPOSITION (%)</b>
Age 24 and Under	9%
Age 25 - 45	62%
Age 46 - 65	21%
Age 66 and over	8%

<b>EDUCATION</b>	<b>COMPOSITION (%)</b>
High School Graduate	92%
Some College	76%
Bachelor's Degree	55%
Master's Degree or Higher	19%

**ANNUAL INCOME****COMPOSITION (%)**

\$0 - \$29,999	8%
\$30,000 - \$69,999	42%
\$70,000 - \$99,999	34%
\$100,000 and up	16%

**MARITAL STATUS**

Single	63%
Married	37%
Any Children in Household	54%

**ETHNIC BACKGROUND**

African-American	73%
Caucasian	8%
Hispanic	16%
Other	3%

**Editorial Calendar****JANUARY**

Financial Awareness

**FEBRUARY**

Sports Madness

**MARCH**

Women's History

**APRIL**

Spring Fashion

**MAY**

Health Awareness

**JUNE**

Music Appreciation

**JULY**

Travel &amp; Leisure

**AUGUST**

Education

**SEPTEMBER**

Fall Fashion

**OCTOBER**

Political Power

**NOVEMBER**

Clever Consumerism

**DECEMBER**

Entrepreneurship

**Online Rates, Sizes & Specifications**

On The Scene Magazine offers multiple advertisement packages, and all advertisements periods are customizable period. For more information and ad placement, contact [ads@onthescenemagazine.com](mailto:ads@onthescenemagazine.com).



Digital Ad	Size (pixels)	Monthly Rate	Displayed
Premium Banner #1	1028 x 400	Contact for Prices	Homepage
Premium Banner #2	1028 x 90	Contact for Prices	Homepage
Premium Sidebar	250 x 400	Contact for Prices	Homepage
Premium Section Sidebar	250 x 400	Contact for Prices	Entertainment
Premium Section Sidebar	250 x 400	Contact for Prices	Sports
Section Sidebar	250 x 400	Contact for Prices	on all other sections

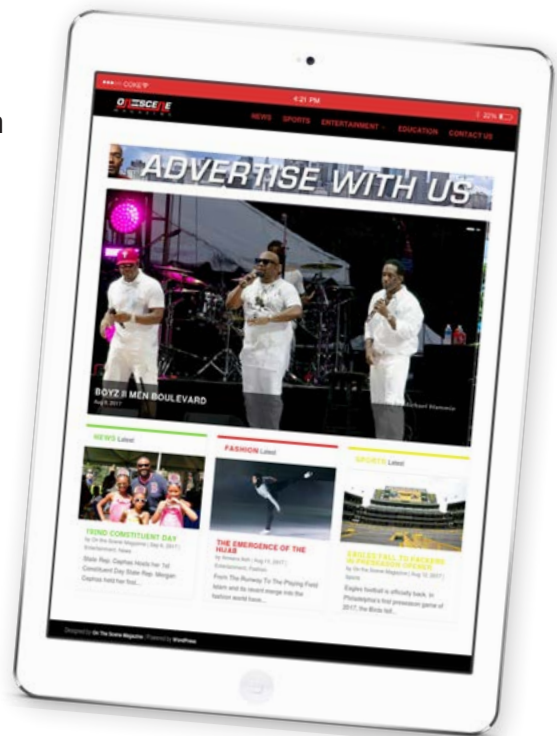
All advertisements will be displayed for a one month time period. Prepayment is required for first time ad placement. Discounts are available for cash payment or full payment on or before due date.

### File Requirements

RGB color • 72 dpi | Accepted File Types:  
.jpg • .png • .gif

Graphic design services are free.

All the methods On The Scene Magazine employs ensure that your company's message will receive maximum penetration. We sincerely appreciate your interest and support. For additional information, or to discuss additional marketing opportunities, contact [ads@onthescenemagazine.com](mailto:ads@onthescenemagazine.com).



We invite you to take advantage of the many services we offer, so you can be On The Scene.....

## A Message From The Publisher

It is with honor and pleasure that I present to you On The Scene Magazine. As a fourth generation Publisher of publications for the people, I believe it is imperative that I continue the legacy of helping through information. Growing up under the tutelage of my father J. Hugo Warren III, I witnessed firsthand the responsibility and reward of conveying truthful and powerful messages.

Often, we are inundated with negative information in the media. I founded On The Scene Magazine to counter the negativity with enlightenment, motivation and resources.

On The Scene is committed to tell our stories, from our own eyes, in our own voices, from our own perspectives. We continuously publish timely, trustworthy and thought-provoking content. The goal is to help through information by way of our encouraging urban influence.

I invite you On The Scene....



**On**<sup>THE</sup>**SCENE**

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[www.onthescenemagazine.com](http://www.onthescenemagazine.com)