

**upscale**

2022 MEDIA KIT



The **UPSCALE** BRAND



ENTERTAINMENT

**BEAUTY**

FASHION

**LIFESTYLE**

TRAVEL

**CULTURE**

# OUR AUDIENCE PROFILE



## AGE

25-34	42%
35-49	32%
Median age 33	

## AVG HHI

Affluent. \$68,500+

## GENDER

Female	70%
Male	30%

## EMPLOYMENT

Employed or (Full/Part time)	68%
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## READERS

Readers Per Copy	5.1
Total Readers	930,627
Rate Base	175,000
Circulation	182,476

## READERS WITH CHILDREN

4 & Under	21%
4-18 yrs.	39%

## EDUCATION

College Grad/	
Post Grad	52%
Any College	67%

UPSCALE IS GROWING IN THE DIGITAL SPACE



UPSCALE MAGAZINE.COM  
UPSCALE DIGITAL

SOCIAL @UPSCALEMAGAZINE

CONNECT TO OUR DIGITAL FOOTPRINT

# PARTNERSHIPS / INTEGRATED MARKETING OPPORTUNITIES



## EVENTS

**The Bronner Bros. International Hair Show (2 Shows)**  
Atlanta (February/August)  
Each show reaching an average of 30,000 attendees

**The Bronner Bros. Beauty Shop/  
Barber Shop Network**  
Contact your ad rep for affiliated  
Hair Salons and Barber Shops

### Special Events

Sunset Jazz Festival - Atlanta (10,000 Attendees)  
One Music Fest - Atlanta (15,000 Attendees)  
Jazz In The Gardens - Miami, Fl. (50,000 Attendees)

### Tradeshows

60 National (Annually)

## DIGITAL / SOCIAL

Editorial Alignment  
Video  
Digital  
Social Executions

### SOCIAL TAKEOVERS

IGTV  
Instagram Stories  
Social Installations  
Youtube videos

Facebook: Upscale Magazine  
Twitter: @Upscalemagazine  
Instagram: @Upscalemagazine  
Website: UpscaleMagazine.com  
Snapchat: Upscalemagazine

## AMBASSADORS

Influencers are the name of the game.  
With Upscale your brand will get access to  
our new Lifestyle Ambassadors.

Our Ambassadors are  
influencers in many areas

Beauty  
Culinary Arts  
Education  
Empowerment  
Entertainment  
Fashion  
Finances / Business  
Fitness  
Lifestyle  
Parenting  
Relationships  
Wellness  
and more..

# 2022 EDITORIAL CALENDAR

ISSUE	CLOSING	MATERIAL	ON SALE
FEBRUARY: BLACK EXCELLENCE ISSUE	11/21/21	12/01/21	1/25/22
APRIL: WOMEN AND INFLUENCE	1/24/22	2/09/22	3/22/22
JUNE: WEDDING ISSUE	3/27/22	3/01/22	5/24/22
AUGUST: BEAUTY AND STYLE	5/22/22	5/30/22	7/26/22
OCTOBER: MEN'S ISSUE	7/24/22	7/30/22	9/20/22
DECEMBER: HOLIDAY ISSUE	9/25/22	10/05/22	11/22/22





## 2022 ADVERTISING RATES

FOUR COLOR	1x	3x	6x
Page	\$12,842	\$12,457	\$11,688
2/3 Page	\$8,587	\$8,209	\$7,813
1/2 Page	\$6,421	\$6,227	\$5,843
1/3 Page	\$4,578	\$4,126	\$3,873
1/6 Page	\$2,156	\$2,029	\$1,904

TWO COLOR	1x	3x	6x
Page	\$10,651	\$10,227	\$9,691
2/3 Page	\$6,421	\$6,906	\$6,476
1/2 Page	\$5,325	\$5,167	\$4,847
1/3 Page	\$3,595	\$3,488	\$3,270
1/6 Page	\$1,718	\$1,685	\$1,581

BLACK & WHITE	1x	3x	6x
Page	\$8,460.	\$8,205	\$7,699
2/3 Page	\$5,652	\$5,483	\$5,144
1/2 Page	\$4,229	\$4,101	\$3,450
1/3 Page	\$2,930	\$2,843	\$2,667
1/6 Page	\$1,339	\$1,330.	\$1,257

### COVER POSITIONS

Second Cover	\$15,504
Third Cover	\$13,725
Fourth Cover	\$18,604



10% Bleed Charge 2% Discount for full cash payment on or before the due date.

All rates are commissioned at 15% for recognized agency. A finance charge of 1.5% per month will be charged on all sums not paid within 30 days,

Production premiums are non commissionable. Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. Speak with sales rep for upgrade options.

ISSUE	SPACE CLOSING	ON SALE
February	11/21/21	1/25/22
April	1/24/22	3/22/22
June	3/27/22	5/24/22
August	5/22/22	7/26/22
October	7/24/22	9/20/22
December	9/25/22	11/22/22

# MECHANICAL SPECIFICATIONS



in. wide X in. deep (live area)	in. wide X in. deep (live area)	in. wide X in. deep (bleed area)
Full Page	7.5" x 10.0"	8.25" x 10.75"
1/2 Page Horizontal	6.5" x 4.6 25"	8.25" x 5.375"
1/2 Page Vertical	3.375" x 10.0"	4.125" x 10.75"
1/3 Page Vertical	2.125" x 10.0"	2.875" x 10.75"

## PAGE SIZE SPREADS

2-Page Spread	15.5" x 10.0"	16.625" 10.75"
1/2 Page Horizontal	15.5" x 4.6"	15.5" x 4.625"

### Spreads

Printing: Web offset (SWOP)  
 Publication Trim size: 8.0" x 10.5"  
 (Allow 0.5" safety within final trim for live matter)  
 Bleed Size: 8.25" x 10.75"

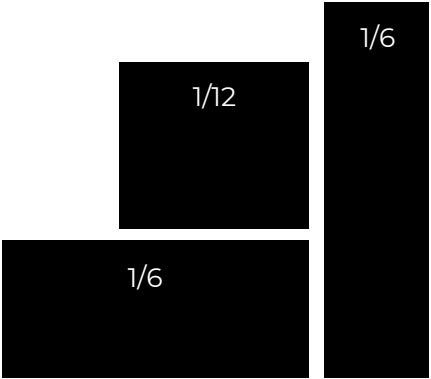
## WEBSITE SPECIFICATIONS

Top ( Sponsorship)	728 x 90 pixels
Side Bar (Standard)	300 x 250 pixels
Side Bar (Standard)	300 x 600 pixels
Side Bar (Standard)	160 x 600 pixels

Bottom 970 x 110 pixels  
**Resolution: 150 dpi (RGB)**

## MARKETPLACE SIZES

1/6 Page Vertical	2.25" x 4.65"
1/6 Page Horizontal	4.65" x 2.25"
1/12 Page Square	2.25" x 2.25"





## PRODUCTION REQUIREMENTS

Upscale magazine and Lancaster LSC Communication's Hudson Yards are working together to allow advertisers to submit ad materials in many different digital formats including native applications, PDFs and postscript.

For a complete listing of digital advertising material specifications, please visit <http://portal.lscocom.com/upscale>. Or you can contact Hudson Yards at 717-293-2300 (Monday–Friday, 9 a.m. – 5 p.m. EST) with any questions regarding the preparation or submission of digital material.

### SUBMISSION GUIDELINES:

All documents must be built to the bleed dimensions for the ad space reserved. 1/8" bleed must be included on all four sides of the document. Documents must be built with no live type within 1/8" of trim size (1/4" from bleed edge). All files must be in CMYK color and ICC Profiles should not be embedded for color matching. Files should conform to SWOP guidelines. Total area density should not exceed 300%.

## PUBLISHER BERNARD BRONNER



Bernard Bronner is currently the second-generation President and CEO of Bronner Bros. which produces the BB brand of hair care products including Tropical Roots, African Royale and Bronner Bros. Professional. The 75-year-old company also produces the world's largest multicultural beauty show.

In 1989, he undertook his greatest entrepreneurial business challenge and started Upscale Media. Upscale is the ultimate lifestyle magazine bringing readers and the community the very best of Black culture from arts and entertainment to beauty, fashion, news and views. With worldwide circulation, it has remained loyal to its reader's ever-changing lifestyles.

Despite all that he has achieved, Mr. Bronner gives credit for everything Bronner Bros. and affiliated businesses and ministries are today to his late father, Nathaniel Bronner, Sr. Mr. Bronner says his father's basic philosophy dictated that family members place "God first, family second and business and everything else third". He says his father also emphasized the importance of hard work, honesty, moderation, thriftiness and selective association.



CALL / EMAIL / MAIL

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