



7672 Montgomery Road
 Cincinnati, OH 45237
 1-888-513-9727
 www.streetfame.us

MEDIA KIT

Our Mission:

Street Fame Magazine is an upscale, yet grounded magazine that is circulated through out the Greater Baltimore, MD - Chicago, IL - Cincinnati, Oh - Columbus, OH - Cleveland, OH - Dallas, TX - Gainesville, FL - Hollywood, CA - Houston, TX Huntsville, AL - Tampa, FL - Jacksonville, FL - Indianapolis, IN - Kansas City, MO Louisville, KY - Memphis, TN - Nashville, TN - Richmond, VA - St. Louis, MO Washington, DC - Newark, NJ - New York, NY - Atlanta, GA areas and 50,000 digital copies sent to online music taste makers. Street Fame Magazine delivers an exceptional variety of urban advertisements and entertainment news. Here at Street Fame Magazine our target markets are R&B, Hip-Hop, Fashion, Music, Movies, Sports and urban nightlife. Street Fame Magazine differs from our competition in many ways. The most prevalent is the large circulation within the targeted areas and our 3 dimensional approaches. We distribute our magazine at the hottest venues, lounges (clubs) and via our online community.

Our Readership:

Street Fame Magazine falls in the hands of collegiate and young professionals that believe in supporting their community. Our readers have strong trendsetting personalities and understand our commitment to bring forth the true message of what is going on in the independent arenas.

We are growing monthly, grow with us.

Demographics Profile

Gender	Age	Readers w/ Children
Females 45%	15 to 17 (35%)	under 4yrs (25%)
Males 55%	18 to 24 (25%)	4 to 8yrs (35%)
	25 to 34 (24.50%)	
	35 to 49 (10%)	
	50 & up (5.5%)	

	Median Age 17	
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Household Income	Residence	Education
Under 25K (12%)	House 60%	High School 38%
25K to 50K (30%)	Apartment 30%	Jr. College/Trade 7%
50K & up (53%)	Condo/ Townhouse 10%	College 50%
No Response 10%		Graduate School 5%

Computer User	Occupation
Home 20%	Student 45%
Office 10%	Business Owner 20%
School 7.5%	Professional 15%
Home & School 50%	Blue Collar 5%
Home & Office 12.5%	No Response 15%

FILE FORMAT:

We accept the following file formats TIF, TIFF, JPG, EPS, PNG, PSD, and PDF.

RESOLUTION:

All file formats must have a minimum of 350 dpi (dot per inch) resolution. The images designed for the web are done at a low screen resolution of 72 dpi. Print images need to be created at 350 dpi or there will be a substantial drop in the image quality.



COLOR MODE:

All color artwork and/or images must be provided in CMYK (cyan, magenta, yellow, black) color mode.

All black & white artworks and/or images must be provided in grayscale color mode.

Heavy black ink might cause smearing.

BLEED:

Please build your press-ready digital files by adding 0.1" dimension for artwork.

We require ALL files to be built to the full bleed dimension specified for each trim size.

We automatically trim 0.05" or 0.0625" off each edge, which will result in the desired trim size.

Simply add 0.1" or 0.125" to the overall dimension of your digital layout.

Example: a 8.5"x11" full page Ad would have a bleed size of 8.625"x11.125".

What's a bleed?

It is the portion of the page that will be trimmed off when cut to the final size.

Why bleed?

The purpose of a bleed is to continue a color, image or design to the edge of the page.

CROP MARKS:

Please build your press-ready digital files by adding crop marks.

Lines indicating where the paper should be cut to produce the correct size.

FONTS:

- Fonts must be embedded in PDF files.
- Fonts must be outlined or converted to paths or curves in EPS files.
- Some fonts have copyright restrictions and will not embed in PDF Files.

SAFE ZONE:

All critical elements (text, images, logos, etc.) must be kept at least 0.125" inside the edge. Anything left close to edge may be cut off during trimming.

BORDERS:

Please allow 1/16" cutting space around your card. No borders are recommended, as shifting in the cutting process may make borders appear uneven.

Mechanical Specs:

Non-bleed sizes:

Full Page 8.5w X 11h
Centerfold Page Spread 11w X 17h
1/2 Page 8.5w X 5.5h
1/4 Page 4.25w X 5.5h
1/8 Page 4.25w x 4.25h

Pricing:

Print:

Front Cover: \$1700.00 (Front cover, 11 x 17 Pull-Out Poster and Full page Interview)

Inside Front Cover: \$850.00

Back Cover: \$1000.00

Inside Back Cover: \$850.00

Full Page: \$600.00

1/2 Page: \$350.00

1/4 Page: \$200.00

1/8 Page: \$125.00

Online:

Spot Light on all pages \$200/Monthly

Web Banners Only \$100/Monthly

A professional page design can be created for you at a low rate of \$75.00 per design.

Send all artwork to graphics@streetfame.us

2009/2010 Editorial Calendar:

December/January

Closing Date: November 15, 2009

Artwork Due: November 20, 2009

Sale Date: December 15, 2009

February/March

Closing Date: January 15, 2010

Artwork Due: January 20, 2010

Sale Date: February 15, 2010

April/May

Closing Date: March 15, 2010

Artwork Due: March 20, 2010

Sale Date: April 15, 2010

June/July

Closing Date: May 15, 2010

Artwork Due: May 20, 2010

Sale Date: June 15, 2010

August/September

Closing Date: July 15, 2010

Artwork Due: July 20, 2010

Sale Date: August 15, 2010

October/November

Closing Date: September 15, 2010

Artwork Due: September 20, 2010

Sale Date: October 15, 2010