

# READER PROFILE

Today's print & digital magazine readers:  
Young, educated and upscale.

<b>Adults</b>		<b>Annual Household Income</b>	
men	55%	-\$30,000/yr	47%
women	45%	\$30,000-\$49,999	53%
		\$50,000-\$74,999	61%
		\$75,000+	81%
<b>Age</b>		<b>Education Level</b>	
18-24	35%	any college	55%
18-34	67%	currently in college	20%
21+	82%		
35+	29%		
Median Age 30yo			

### Audience Profile:

- 89% Marijuana Friendly
- 45% Purchases High End Items
- 55% Own Premium Cars
- 40% Eat out at least 3x a wk.
- 70% Listen to streaming music
- 60% Attend live events.
- 89% Watch online videos
- 99% Own smartphones
- Tech Savvy
- Influencers on culture

### Magazine media ads drive response regardless of platform.

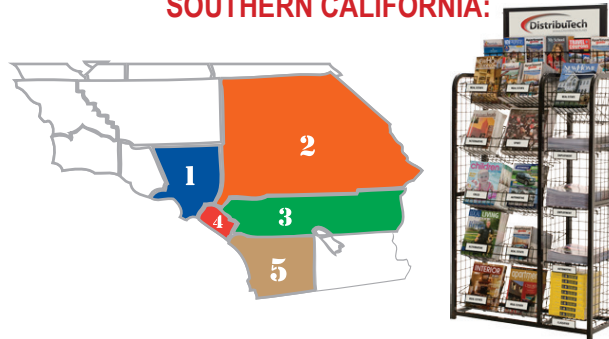
digital ads 52%  
print ads 52%

*Brands that advertise in print magazines achieve higher brand favorability, purchase intent, and ad awareness than they do online or on TV (SOURCE: PEW RESEARCH)*

Source: PIB® and Kantar Media, data as of January 2015. Pew Research 2012-2014

# DISTRIBUTION

FREE PUBLICATION DISTRIBUTION IN SOUTHERN CALIFORNIA:



LOS ANGELES • INLAND EMPIRE  
RIVERSIDE • ORANGE COUNTY  
SAN DIEGO • LAS VEGAS, NV

### 50,000 MAGAZINES DISTRIBUTED MONTHLY

- |                    |                  |                |
|--------------------|------------------|----------------|
| Liquor Stores      | Swapmeets        | Skate Shops    |
| Gas Stations       | Coffee Houses    | Restaurants    |
| Community Colleges | Bars and Lounges | Hookah Bars    |
| Universities       | Barbershops      | Record Stores  |
| Comic book shops   | Beauty Supplies  | Book Stores    |
| MMJ Dispensaries   | Salons           | Clothing Shops |
| Smoke shops        | Car Washes       | Boutiques      |

### U.S. AND INTERNATIONAL DISTRIBUTION POINTS IN

ATLANTA, GA • PHOENIX, AZ  
LAS VEGAS, NV • NEW YORK, NY  
DETROIT, MI • UKRAINE  
FRANCE • JAPAN

### MOBILE APP & WEB E-PUBLICATION DISTRIBUTION



# ADVERTISING MEDIA KIT



Underground Masters magazine is a futuristic interactive printed publication. It is packaged with 3d content and an augmented reality mobile app that brings still images to life right in the magazine. Our magazine is for real hip hop heads. Every month we talk about artists, news albums, live shows and technology. We aim to fill the void in real hip hop culture only spotlighting artists, DJs, producers and emcees from the global underground hip hop scene. This is a prime opportunity to community with an otherwise untapped market of multi-ethnic, educated and upscale audience.

## UNDERGROUND MASTERS INC.

219 S. RIVERSIDE AVENUE #126  
RIALTO, CA 92376  
(858) 480-1839

advertise@undergroundmasters.org

**UNDERGROUNDMASTERS.ORG**

# ADVERTISING RATES



## DISPLAY AD PRICES:

	1x	3x	6x
DOUBLE TRUCK	\$1,950	\$1,800	\$1,775
FULL PAGE	\$990	\$960	\$940
1/2 PAGE	\$550	\$525	\$500
1/4 PAGE	\$300	\$275	\$250

## PREMIUM PLACEMENT PRICES:

	1x	3x	6x
BACK COVER	\$3,500	\$3,250	\$3,000
COVER 1	\$2,900	\$2,750	\$2,500
COVER 2	\$2,900	\$2,750	\$2,500

## DIGITAL PUBLICATION INCLUDED



Digital Magazine is the full digital printed publication in digital form that's readable in epub readers, .pdf. We embed the magazine on our website as well as directly posted in our social media channels.

### Digital Magazine App features

- Independent from mobile app or website
- Magazine format on-screen
- Interactive pictures, videos and ads
- Device based sharing across all formats
- Built in web-browser
- Google Maps

# DISPLAY AD GUIDELINES

**FULL PAGE**

**1/2 PAGE (H)**

**1/2 PAGE (V)**

**1/4 PAGE**

WIDTH X HEIGHT

**DOUBLE TRUCK** 17" 10.5"

Bleed info: Trim Size (Live Area) 16.5x10 | Safe Zone (critical elements) 15.8x9.3

**FULL PAGE** 8.5" 10.5"

Bleed info: Trim Size (Live Area) 8x10 | Safe Zone (critical elements) 7.3x9.3

**1/2 VERTICAL** 3.54" 9.05"

**1/2 HORIZONTAL** 7.25" 4.44"

**1/4 PAGE** 3.54" 4.44"

For best results, the preferred file format for the material is PDF with photos and fonts embedded. In addition, all fonts should be converted to outline before running to Acrobat Distiller on operable files and converting to PDF formats.

All camera ready ads may be submitted as PDF, JPEG, TIF, or PSD files. Where applicable, generate with embedded fonts and halftone resolution set at 300dpi.

Color ads must be CMYK (NO RGB FILES). All ads smaller than the full-page must be bordered to their exact dimensions. When the border submitted is an incorrect size, we will resize to fit the correct dimension.

### POSITIONING:

Positioning in Underground Masters Magazine is not guaranteed and is subject to availability. Limited premium positioning is available for a 25% premium.

### LIABILITY

The order or request for all advertisements shall be deemed to be a representation to the Publisher by the agency and advertiser that they are properly authorized to publish the entire contents and subject matter thereof. It is also understood that when advertisements containing the names, pictures, and/or testimonials of persons, whether living or dead are submitted for publication, the order or request for such publication shall be deemed to be a representation by the agency and advertiser that they have obtained all necessary written consent for such use. In consideration of publication of an advertisement, the agency and advertiser, jointly and severally, agrees that they shall indemnify and save the Publisher, its officers, agents, and employees harmless from and against all damages, losses, liabilities, and expenses whatsoever, including, but not limited to, (i) reasonable fees of counsel selected by the Publisher and (ii) losses a) resulting from the acceptance of any advertisement, b) resulting from any delays in publication, c) resulting from all claims, demands, suits, actions, or proceedings arising directly or indirectly from the publication of any advertisement (including, but not limited to, claims or suits for libel, infringement of copyright or trademark, unfair competition, plagiarism, or violation of right of privacy), or d) based upon or arising out of any matter contained in any advertisement. The provisions of this paragraph will survive the termination of this Agreement.

# PRODUCTION SCHEDULE

## UNDERGROUND MASTERS

A HIP HOP LIFESTYLE MAGAZINE FOR MEN AND WOMEN



SEPTEMBER	DEADLINE: AUGUST 26, 2017 ISSUE DATE: Sept 1, 2017
OCTOBER	DEADLINE: SEPTEMBER 23, 2017 ISSUE DATE: September 30, 2017
NOVEMBER	DEADLINE: OCTOBER 23, 2017 ISSUE DATE: NOVEMBER 3, 2017
DECEMBER	DEADLINE: NOVEMBER 20, 2017 ISSUE DATE: DECEMBER 1, 2017
JANUARY	DEADLINE: DECEMBER 29, 2017 ISSUE -DATE: JANUARY 5, 2018
FEBRUARY	DEADLINE: JANUARY 22, 2018 ISSUE DATE: FEBRUARY 2, 2018
MARCH	DEADLINE: FEBRUARY 23, 2018 ISSUE DATE: MARCH 2, 2018
APRIL	DEADLINE: MARCH 26, 2018 ISSUE DATE: APRIL 6, 2018
MAY	DEADLINE: APRIL 23, 2018 ISSUE DATE: MAY 4, 2018
JUNE	DEADLINE: MAY 21, 2018 ISSUE DATE: JUNE 1, 2018
JULY	DEADLINE: JUNE 25, 2018 ISSUE DATE: JULY 6, 2018
AUGUST	DEADLINE: JULY 24, 2018 ISSUE DATE: AUGUST 3, 2018
SEPTEMBER	DEADLINE: AUGUST 23, 2018 ISSUE DATE: SEPTEMBER 7, 2018
OCTOBER	DEADLINE: SEPTEMBER 27, 2018 ISSUE DATE: OCTOBER 5, 2018