

Media Kit

Distribution &

Market

Information





PUBLISHER:

Unified Efforts, Inc.
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I BelongMagazine.com is a print publication of Unified Efforts, Inc. A nonprofit 501(c)(3) charitable organization. All donations are tax-deductible to the fullest extent allowed by law



Unified Efforts, Inc.



I BelongMagazine.com sustains our paid internship program and provides our students with experience

UNIFIED EFFORTS, INC. IS ORGANIZED AND OPERATED EXCLUSIVELY FOR CHARITABLE, EDUCATIONAL (OUT OF SCHOOL TIME) PURPOSES. A COMMUNITY-BASED APPROACH TO REDUCING VIOLENCE. A HOLISTIC APPROACH TO IMPROVING THE LIVES OF YOUTH IN BALTIMORE CITY BY BUILDING RELATIONSHIPS AMONG FAMILIES OF INVOLVED YOUTHS, AND THEIR NEIGHBORS, LOCAL INSTITUTIONS, THE POLICE, AND LOCAL BUSINESSES. YOUTH RECEIVE INSTRUCTION IN ALTERNATIVES TO VIOLENCE, FREE OUT OF SCHOOL TIME PROGRAMMING, PAID INTERNSHIPS, INCLUDING FAMILY ACTIVITIES, PUBLIC EVENTS, STRUCTURED SUMMER PROGRAMS, AND **FUN!**

NEW CAREER PATHS

Introduces youth to different types of careers to inspire youth to excel in school and to choose and follow a career path.

- Academic improvement
 - Promote positive relationships between youth and their community
 - Athletic and recreational activities
 - Encourage civic leadership/responsibility
 - Violence prevention & reduction programs
- Literacy



Student Rayelle was Unified Efforts, Inc.
2017 "Police Commissioner for the Day"

Meet Rayelle: She is a student content provider at **I BelongMagazine.com**.

This publication showcases our high school students' leadership qualities.

When you advertise in **I BelongMagazine.com** you are helping students gather marketing experience, and working together with experienced print publication professionals. This is what college preparedness and workforce development looks like.

Rayelle is an avid reader. In the furtherance of her education, she is currently applying to area colleges and universities.

THE DAILY RECORD Readership Survey

Affluent, Educated Decision Makers and Active Consumers.

The Daily Record Subscribers are:

Professional

73% Have a Master's degree.

54% Have a Doctorate degree.

Our subscribers report the nature of their organization as **42%** law, **14%** government and **44%** business.

Decision Makers

42% Professionals

33% In Upper Management.

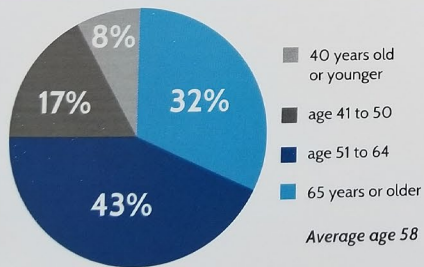
74% Make the purchasing decisions for their organizations

Involved Citizens

55% Are members of nonprofit Board of Directors.

18% Are members of for-profit Board of Directors.

In their career prime



64%

Male

GENDER

36%

Female

Affluent

Average household income of

\$215,150

Average net worth of

\$1,937,393

The average value of their primary residence is

\$691,211

Active consumers

89% Eat out 2 or more times a week.

70% Purchase financial services.

44% Purchase legal services.

48% Purchase continuing education.

73% Technology services

* Ask your account manager for data on particular types of services.

Informed readers

- **70%** of subscribers report they have read 4 or more of the last 5 print editions.
- **92%** of subscribers report The Daily Record is a good to excellent source for business and legal news.

About the survey

Data was collected in April 2014 via a 14-page printed mail survey sent to 2,800 subscribers and an electronic Survey Monkey form sent to 1,700 subscribers. The 4.025 average readership estimate was compiled from the 2014 Certified Verification Council circulation & readership study data of 250 subscribers. CVC estimates that all the information in its survey has a maximum error margin of +/-4% at the 95% confidence level.

Your ad will be seen by your market. I Belong Magazine.com is inserted inside

The Daily Record.

One of Baltimore's oldest print newspapers.

Our students want you to maximize your visibility and save money! As a group they have met with their Advertising Representative at *The Daily Record*, its Publisher and their entire publishing team. This is a "hands on" program provided by Unified Efforts, Inc.

Collaboration works!

BALTIMORE, MD
CITY-WIDE DISTRIBUTION

AD SIZES: FULL PAGE AND HALF PAGE: PAYMENT OPTIONS

FULL PAGE/FULL COLOR

\$975.00

DIMENSIONS: 7"x 9"

HALF PAGE/FULL COLOR

\$525.00

DIMENSIONS: 3.5" x 4.5" (Horizontal)

PREMIUM POSITIONS: INSIDE FRONT, INSIDE BACK, OUTSIDE BACK

FULL PAGE/FULL COLOR

\$1025.00

DIMENSIONS: 7"x 9"

DEADLINE: April 30, 2019

JPEG-HIGH DEFINITION

PDF – PRINT READY (PRESS QUALITY)

DISTRIBUTION DATE: July 31, 2019

PAYMENT OPTIONS:

VISIT WEBSITE: Pay online at our secured website: Any "Donate" Button on any page: <https://unifiedefforts.org> (Debit/Credit Card/PayPal)

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OR

SEND CHECK (BEFORE DEADLINE) TO:

Unified Efforts, Inc.

200 Cross Keys Road #42 Baltimore, MD 21210 443-800-0566 unifiedefforts@comcast.net

2019 SUMMER PRINT PUBLICATION

I BelongMagazine.com

Your ad, at no extra cost, will also be seen on our website at:

www.unifiedefforts.org

Publisher's Statement: All advertising accepted is subject to approval by the publisher.

<https://online.flippingbook.com/view/265984/> Click the link to view the publication in a flipping page format. See what our students write.

I BelongMagazine.com
A Penn-North/West Baltimore, MD, Youth Violence Prevention Publication


Fall/Winter 2016-17

Our youth provide their peaceable solutions

Inside

- Meet West Baltimore Teens: A Positive Picture
- What are you thankful for?
- Free Summer Programs Provided by supporters of Unified Efforts Out of School Time Center.org
- Financial Teen Literacy: A Must!

The Dream Team: L/R Dominik, Bo, Angel, Keshaua, Justin & Quiron

2016 Greater Baltimore Committee  Member

Complimentary Issue

Unified Efforts 443-800-0566 unifiedefforts@comcast.net www.ibelongmagazine.com