

A black and white photograph of five men standing in a row, all wearing suits and ties. They are posed in various ways: some with hands in pockets, some with hands clasped, and one with a hand on his chin. The image is dark and serves as a background for the text.

# **BEGREAT**

**MAGAZINE**

**2019**  
**MEDIA KIT**



BE GREAT MAGAZINE is the fastest growing print & digital publication amongst millennials in Dallas/Fort Worth.

## STATS\*

WEBSITE VIEWS  
472,892

E-NEWSLETTER SUBSCRIBERS  
20,301

PRINT & DIGITAL SUBSCRIBERS  
13,064

The majority of our readers are African Americans between 25-35 many of which own businesses, are college educated, and earn an average of \$72,000/yr.

YOUR AD WILL BE SEEN BY AN AVERAGE OF\*

42,188

READERS  
PER  
MONTH

\*Be Great Magazine is the #1 publication  
in the Dallas/Fort Worth area for millennials.

A blue-tinted background image showing a business meeting. In the foreground, a pair of glasses and a pen rest on a document with charts. In the background, two people in business attire are seated at a table, looking at documents.

WE CONNECT OUR  
CLIENTS **WITH THE**  
**BEST CONSUMERS**  
**IN THE MARKET.**

# MILLENNIALS

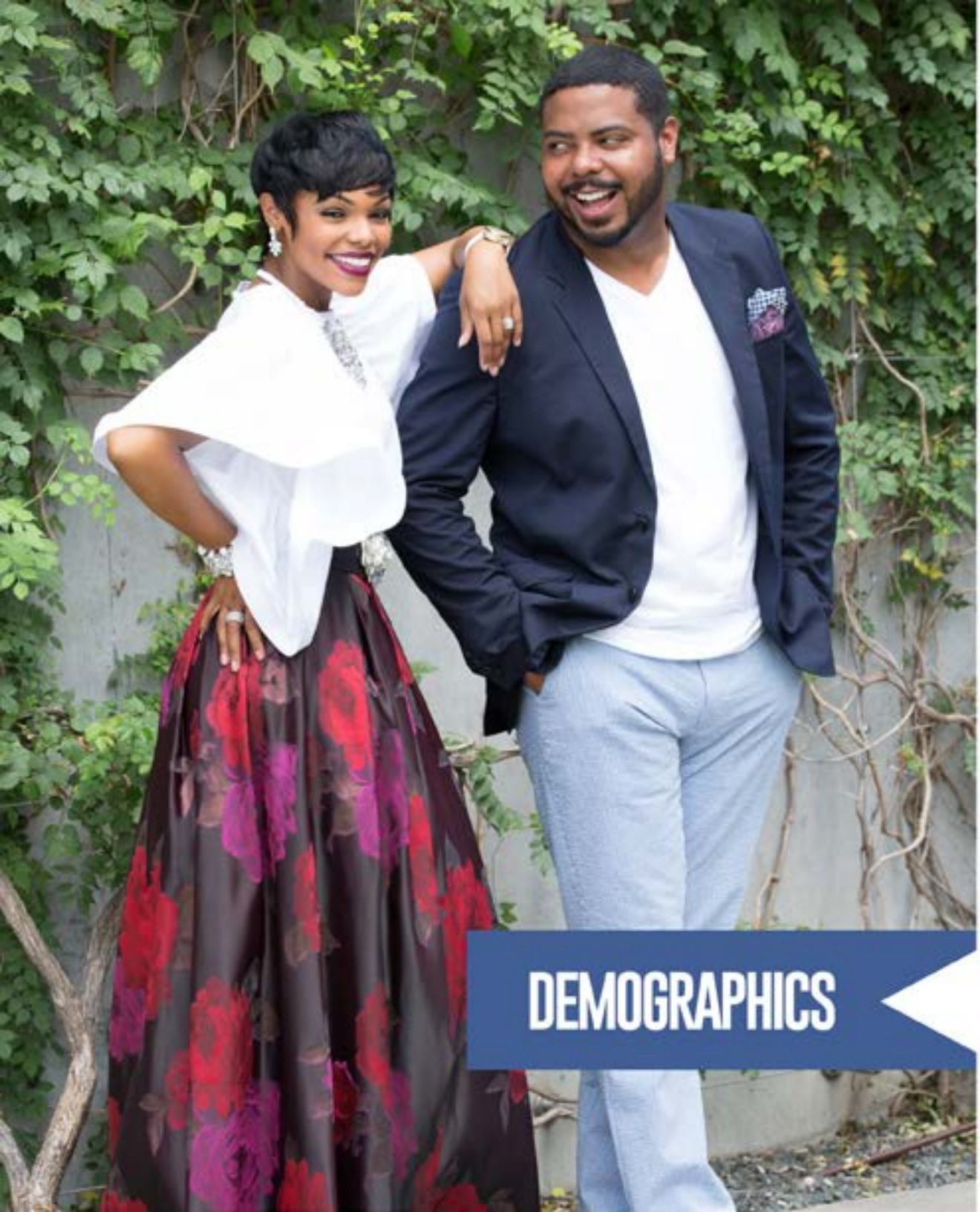
Those born between the early 1980s and the early 2000s are estimated to have a combined global spending power of \$2.45 trillion in 2015.

## FACTS ABOUT MILLENNIALS

Millennials are in their prime spending years. They are the majority consumers for houses, technology, and appliances.

Millennials are a very social generation and enjoy trendy fashions, nice restaurants, and upscale nightlife.

Marketing to a Millennial audience gives you the unique opportunity to build a customer base that will continue to be a sizable part of the market for many years.



## DEMOGRAPHICS

# { MEET OUR READERS

63% of our readers are married or have partners.

**18-55+ AGE**  
25-35 - 58%

**\$\$\$ AVERAGE INCOME**  
\$75,000- \$100,000 - 62%

 **EDUCATION**  
COLLEGE DEGREE - 51%  
ADVANCED DEGREE - 20%

 **GENDER**  
MALE - 41%  
FEMALE - 59%

# 2019 EDITORIAL CALENDAR

- JANUARY 2019 – MEET THE CONNECTORS (WELCOME TO DALLAS EDITION)
- MARCH 2019 – WOMEN'S ISSUE
- JUNE 2019 – TRAVEL ISSUE
- OCTOBER 2019 – ANNIVERSARY ISSUE
- NOVEMBER 2019 – HOLIDAY BUYERS GUIDE (SPECIAL EDITION)

# 2019 EVENT CALENDAR

- OCTOBER 2019 – ANNIVERSARY CELEBRATION



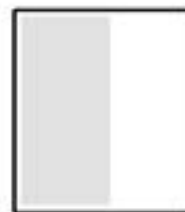
DOUBLE PAGE SPREAD



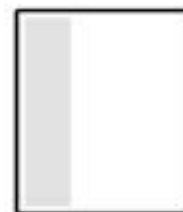
FULL PAGE



1/2 HALF PAGE



1/2 PAGE VERTICAL



1/3 PAGE VERTICAL



QUARTER PAGE (1/4)

## ADVERTISING SPECIFICATIONS

### SPREAD - \$3,750

Bleed 16.50" x 10.75"

Non-Bleed 14" x 10"

Trim 16" x 10.5"

### FULL PAGE - \$3,000

Bleed 8.25" x 10.75"

Non-Bleed 7" x 10"

Trim 8" x 10.5"

### 1/2 HORIZONTAL - \$1,750

Bleed 8.25" x 5.375"

Non-Bleed 7.125" x 4.625"

Trim 8" x 5.125"

### 1/2 VERTICAL - \$1,750

Bleed 4.125" x 10.75"

Non-Bleed 3.75" x 10"

Trim 3.875" x 10.5"

### 1/3 VERTICAL - \$1,000

Bleed 2.875" x 10.75"

Non-Bleed 2.125" x 10"

Trim 2.625" x 10.5"

### 1/4 PAGE - \$750

Bleed 5.25" x 5.25"

Non-Bleed 4.5" x 4.5"

Trim 5" x 5"

## REQUIREMENTS

All digital files must be in pdf form and approved by our design team. If files are not approved an additional design fee of \$100-\$350 will be added to advertising price. All photos submitted must be in high resolution and align with the morals and values of Be Great Magazine.

Files created in Microsoft Word, Publisher, or Power Point will not be accepted. (Be Great Magazine is a quarterly publication ads run for 3,6,9, or 12 months)

FOR MORE INFORMATION PLEASE CONTACT

Jonathan Smith 972.905.1387

The background of the entire image is a dark, grayscale photograph. It shows the silhouettes of two people, a man and a woman, standing and facing each other in what appears to be a professional meeting or negotiation. They are positioned in the upper half of the frame. In the lower half, there is a large, out-of-focus document spread out on a table. The word "CONTRACT" is clearly visible in large, bold, capital letters on the right side of the document. Other smaller, illegible text is scattered across the document's surface.

**FOR AD RATES OR  
MORE INFORMATION  
PLEASE CONTACT**

JONATHAN SMITH @  
972.905.1387 or  
INFO@BEGREATMAG.COM

**BEGREAT**  
MAGAZINE