



# Hello!

Total nationwide exposure in high quality digital print.

- Soon arriving in the hands of the big spender, trending consumer.
- The millennial's go to source for music, news and what's next.
- The new favorite of the movers, shakers and decision makers in the industry.

When they open this magazine... will you, your artist or brand be inside?  
You decide.



Music by: Jaye Watts feat: Truthcity  
Courtesy of Jaye Watts Music LLC  
Song Title "SHAMAN"





INTRODUCING...

**Platinum Hits™**  
**Entertainment**  
**MAGAZINE**

# Platinum Hits™ Entertainment MAGAZINE

*Taraji*  
*P. Henson*

TALKS LOVE,  
LIFE & EMPIRE

**UNSIGNED  
ARTISTS:  
GET MAJOR  
OPPORTUNITY  
TO SHOWCASE  
ON PHAT TRAX LIVE**

**+ MUCH MORE!**



0 36000 29145 2



**OUR 2020- 2022 MEDIA KIT AND RATE CARD**

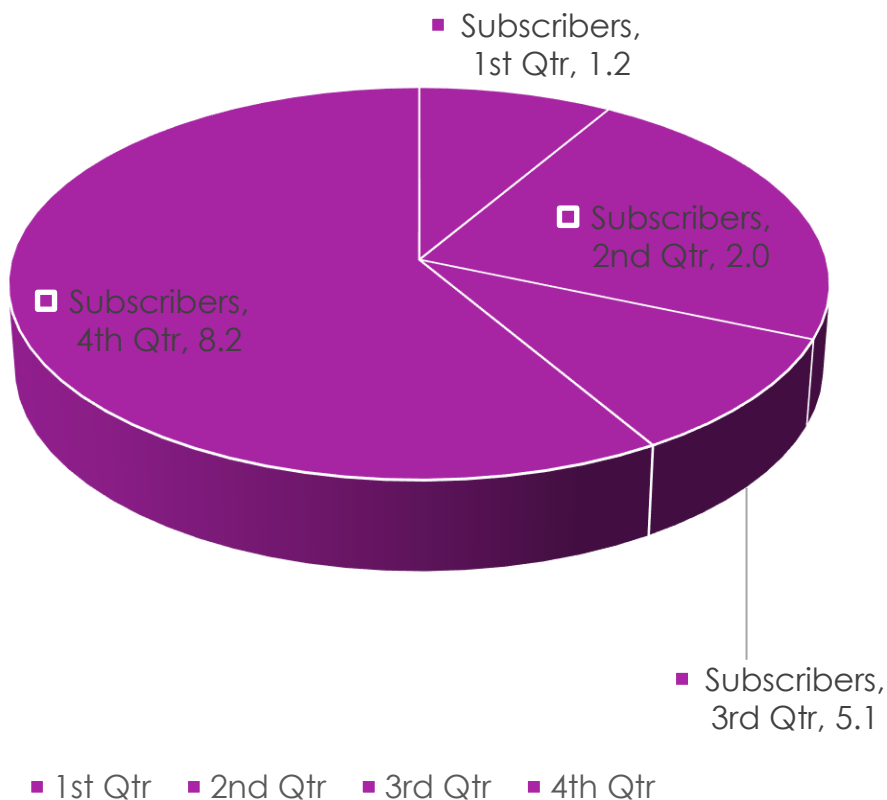
# *Summary*

- ▶ Platinum Hits Entertainment Magazine is a new monthly nationally distributed publication. We pride ourselves on providing our readers with the latest news and information within the entertainment industry's full spectrum. We include in-depth interviews of musical artist, actors, producers, promoters, record labels and movie executives from some of the world's top studios.
- ▶ Our goal is to educate, entertain, excite, inspire and encourage our readers to stay informed and actively engage in the latest trends in fashion, music and lifestyles.
- ▶ We offer an easy to use buyer's guide, inside every issue. We're always glad to serve and offer advertising opportunities to all businesses regardless of their industry. However our desire is to work with advertisers that offer products and/or services which are relative to the interest of our readers.
- ▶ Our targeted readers are young energetic movie goers, live music fans, aspiring artist, nightlife and entertainment industry enthusiast. Our readers engage heavily in music streaming RSS handheld devices of many type i.e. mobile phones, headphones and also subscribers of premium music services such as Pandora®, iTunes, rdio™ and Tidal. We go where our readers go.
- ▶ The best part is it's free to subscribe and easily accessible. Platinum Hits Entertainment Magazine is issued free in the standard form and also downloadable on devices such as Kindle Fire Nextbook, iPad and other tablets. In addition, our App will be coming August 2020.

# Through our unique free subscription campaign

*2,000,000 plus readers will be enjoying it by August 2020  
our goal is even greater!*

## Subscribers



# About Our Audience

Platinum Hits Entertainment Magazine brand study compares  
To VIBE Source and other trade publications of this type.

Age			Gender	
<b>18-24</b> <b>51%</b>	<b>18-34</b> <b>49%</b>	<b>21+ 95%</b> <b>35+ 47%</b>	<b>Male</b> <b>51%</b>	<b>Female</b> <b>49%</b>
Median Age 34				
Race				
African-American 72%	Caucasian 42%	Hispanic-Latino 38%	Asian 12%	Other 8%
Income Lifestyle Education and Employment				
Married 30k higher 69% Total HHI	Single 30k higher 23% Total HHI	Music Fan 100%	Education College 6% High 82% Trade 12%	Employed 71% Business owners 22%
Above Average Income				
Annual 50K higher 31% Total HHI	Annual 50K or less 72% Total HHI	Aspiring Talent 98%	Annual 75K or Less 55%	Annual 75K higher 45%

# Mechanical Requirements

Printing Process: Web Offset Binding: Perfect Bound Line Screen: 150 Publication trim size: 7 7/8 x 10 1/2"

4-Color	Bleed	Trim	Live Area
Spread	16 1/4" x 10 3/4"	15 3/4" x 10 1/2"	15 1/4" x 10"
Full Page	8 1/8" x 10 3/4"	7 7/8" x 10 1/2"	7 3/8" x 10"
2/3 Vertical	5 3/8" x 10 3/4"	5 1/8" x 10 1/2"	4 5/8" x 10"
1/2 Horizontal Spread	16 1/4" x 5 3/8"	15 3/4" x 5 1/8"	15 1/4" x 4 5/8"
1/2 Horizontal	8 1/8" x 5 3/8"	7 7/8" x 5 1/8"	7 7/8" x 5 1/8"
1/2 Vertical	4" x 10 1/4"	3 3/4" x 10 1/2"	3 1/4" x 10"
1/3 Vertical	2 7/8" x 10 3/4"	2 5/8" x 10 1/2"	2 1/8" x 10"

Sizes are in inches, width by height. Allow 1/8" on all four sides. Keep live matter 1/4" from trim. Allow 3 1/6" safety at gutter of each page for type running. Perfect alignment of type or design across gutter of two facing pages can not be guaranteed.



# AD Rates

## Effective 2020-2022

<b>4 Color</b>	<b>1x</b>	<b>4x</b>	<b>6x</b>	<b>10x</b>	<b>12x</b>
Full Page	\$15,000	\$14,500	\$14,000	\$13,500	\$12,500
½ Page	\$10,000	\$9,500	\$9,250	\$9,000	\$8,500
1/3 Page	\$7,500	\$7,250	\$7,000	\$6,500	\$6,000
¼ Page	\$6,500	\$6,250	\$6,000	\$5,800	\$5,000
Cover 2	\$21,000				
Cover 3	\$18,000				
Cover 4	\$23,500				

<b>B&amp;W</b>	<b>1x</b>	<b>4x</b>	<b>6x</b>	<b>10x</b>	<b>12x</b>
Full Page	\$14,000	\$13,500	\$12,000	\$11,500	\$11,250
½ Page	\$9,500	\$9,250	\$9,000	\$8,500	\$8,250
1/3 Page	\$7,000	\$6,850	\$6,500	\$6,250	\$6000
¼ Page	\$5,800	\$5,750	\$5,500	\$5,250	\$5000



Contact us today  
Ad Sales Office

404 948-5500

**Platinum Hits™**  
**Entertainment**  
**MAGAZINE**

Speak to one of our account executives today. We're excited to assist you with your advertising needs.

Our goal is to meet your budget while maximizing your advertising dollars.

Thank you in advance and we look forward to working with you and building a long lasting professional and successful relationship.