

MEDIA KIT UPDATE SEPT 2019

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WWW.SOULCENTRALMAGAZINE.COM - WWW.SOULCENTRALTV.NET

GLOBAL MEDIA, TRADITIONAL MEDIA, PR AND PUBLISHING

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SOUL CENTRAL MAGAZINE

WWW.SOULCENTRALMAGAZINE.COM - WWW.SOULCENTRALTV.NET

A TRIBUTE TO THE LEGEND JACKIE CHAN London Based Publication

CHRIS NEWHART
AT THE 68TH
UNITED NATIONS
CIVIL SOCIETY
CONFERENCE
IN UTAH

MAGAZINE ISSUE #90
AUG/SEPT - 2019
ISSN 2397-3013

AMIRAL - ARTISTE

LADY DIANA TRIBUTE

WONDER DJIHENE
GRAPPLING CHAMPION

SUPPORT THE JACKIE CHAN FOUNDATION AND LETS HELP BUILD THESE SCHOOLS

THE LEGENDARY - JACKIE CHAN

WWW.JACKIECHAN.COM

THE ANGEL FROM LAS VEGAS SHARON HARRELL TRIBUTE

LOUIE RANKIN

RETURN OF THE ORIGINAL **DON DADA**

CALI FAE
BOOK
AUTHOR

SUPPORT OUR NEO WORKING ACROSS THE GLOBAL COMMUNITY WWW.GOGLOBALORSTAYLOCALPROJECT.ORG

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SOUL CENTRAL MAGAZINE

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A GLOBAL COMMUNITY OUTLET

Bridging the gaps amongst the global community and being an outlet for inspirational and motivational people from a variety of arts and cultural backgrounds.

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SOUL CENTRAL MAGAZINE

JACKIE CHAN 90TH EDITION

TRIBUTE EDITION

WWW.SOULCENTRALMAGAZINE.COM OVER 2 MILLION IMPRESSIONS GLOBALLY PER MONTH AND GROWING

SOUL CENTRAL MAGAZINE OVER 300,000+ READERS PER MONTH

FOR ADVERTISING IN SOUL CENTRAL MAGAZINE CONTACT SOULCENTRALMAGAZINE@GMAIL.COM

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Soul Central Magazine Founded in 2012,
Is respected global community publications available
in Print, Digital and Available for Free Online.

Our Magazines focus a lot on the global community,
inspirational and motivational people from a
variety of arts and cultural backgrounds.

WEB: 50K+ UNIQUE VISITORS ON AVERAGE PER MONTH



PRINT/DIGITAL: READERS 12+ PER AVERAGE ISSUE

MOBILE DEVICES: 85% OF USERS ACCESS
SOUL CENTRAL MAGAZINE THROUGH MOBILE DEVICES

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TOTAL SOCIAL MEDIA
FOLLOWING 100K +

f 20K

45.2 K

24K

16.1K

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JACKIE CHAN
TRIBUTE
EDITION #90



THIS IS YOUR CHANCE TO BE SEEN IN A POPULAR PUBLICATION
AVAILABLE GLOBALLY - PRINT, IPAD AND FREE TO READ
ONLINE #1 WITH OVER 300,000 READERS PER MONTH INBOX
ME NOW OR CONTACT SOULCENTRALMAGAZINE@GMAIL.COM

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We are available in Print, iPad, Android App and are free to read online

GO GLOBAL OR STAY LOCAL™ SOUL CENTRAL MAGAZINE

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What we can help you with:
 > Prepare and distribute Press Release
 > Video Submissions
 > MP3 Email Blasts
 > Global Magazine Placement
 > Radio Interview & Features
 > Social Media Promotion
 > Write or edit Biography
 > Prepare Press Kit
 And more

Book Your Interview or Advertisement NOW!
 Info@soulcentralmagazine.com or soulcentralmagazine@gmail.com
 www.soulcentralmagazine.com ~ www.soulcentraltv.net

SHIREEN CRUTCHFIELD - ACTRESS / MODEL
 AS SEEN IN RECENT MOVIES *ILLICIT* AND *I GOT THE HOOK UP 2*

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BE SEEN IN A GLOBAL MEDIA COMMUNITY OUTLET

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PRINT

115,80
total circulation

12 issues

359,000
total readers 12+
Average Per Monthly

38 % female
audience

DIGITAL

5.9 M+
unique views

25 %
25 - 34 highest age group

65 %
on mobile & tablet

NEWSLETTER
SUBSCRIBERS

52.6K+

Shireen Crutchfield

Model / Actress



Photo: Moshe Brakha

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Recent statistics as seen on Similar Web
June 2019 - Sept 2019

SOUL CENTRAL MAGAZINE IS MORE THAN A PUBLICATION, ITS A PLACE WHERE EVERYDAY PEOPLE CONNECT WITH A VARIETY OF ARTS AND CULTURAL PEOPLE WITH THE INTENTION TO HELP INSPIRE AND MOTIVATE OTHERS IN OUR GLOBAL COMMUNITIES - GO GLOBAL OR STAY LOCAL

Recent Website Analysis as seen on Similar Web - June 2019 - Sept 2019

Demographics ☆

Jun 2019 - Aug 2019 5p All traffic

Gender Distribution ⓘ



♂ Male 61.22% ♀ Female 38.78%

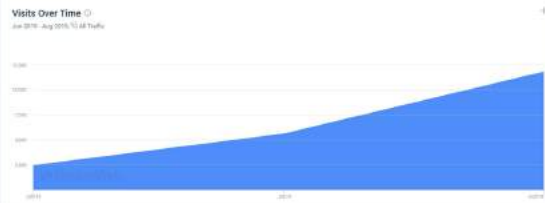
Age Distribution ⓘ



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Recent statistics as seen on Similar Web
 June 2019 - Sept 2019



Device Distribution ⓘ
 Jun 2019 - Aug 2019 ⓘ Worldwide



Recent Website Analysis as seen on Similar Web - June 2019 - Sept 2019

soulcentralmagazine.com

soul central magazine covers global community issues, music, fashion, food, tv-movies, sports entertainment, history section, indie artist spotlight,



Global Rank ⓘ #1,822,080

Country Rank ⓘ
 United States #814,793

Category Rank ⓘ
 Arts and Entertainment/Music #22,500

Website Audience

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2019 EDITORIAL GALLERY

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CONTACT: SOULCENTRALMAGAZINE@GMAIL.COM



2020 Print Advertising Schedule

	AD CLOSE	AD MATERIAL DUE (PRINT)	SUBS IN MAIL	ON SALE
January	December 7th (Dec 2019)	December 14th (Dec 2019)	December 17th (Dec 2019)	December 20th
February	January 7th (Dec 2020)	January 14th (Dec 2020)	January 17th (Dec 2020)	January 24th
March	February 7th (Dec 2020)	February 14th (Dec 2020)	February 17th (Dec 2020)	February 24th
April	March 7th (Dec 2020)	March 14th (Dec 2020)	March 17th (Dec 2020)	March 24th
May	April 7th (Dec 2020)	April 14th (Dec 2020)	April 17th (Dec 2020)	April 24th
June	May 7th (Dec 2020)	May 14th (Dec 2020)	May 17th (Dec 2020)	May 24th
July	June 7th (Dec 2020)	June 14th (Dec 2020)	June 17th (Dec 2020)	June 24th
August	July 7th (Dec 2020)	July 14th (Dec 2020)	July 17th (Dec 2020)	July 24th
September	August 7th (Dec 2020)	August 14th (Dec 2020)	August 17th (Dec 2020)	August 24th
October	September 7th (Dec 2020)	September 14th (Dec 2020)	September 17th (Dec 2020)	September 24th
November	October 7th (Dec 2020)	October 14th (Dec 2020)	October 17th (Dec 2020)	October 24th
December	November 7th (Dec 2020)	November 14th (Dec 2020)	November 17th (Dec 2020)	November 24th

SPECIAL REQUESTS

- Regional edition rates available upon request
- Costs for tipping, binding, polybagging, inserting, five colour or any other special production methods are available upon request
- Agency commissionable

ADVERTISER AND ADVERTISING AGENCY ARE JOINTLY AND SEVERALLY LIABLE FOR PAYMENT. THE PUBLISHER WILL NOT RELEASE ADVERTISING AGENCY FROM LIABILITY EVEN IF A SEQUENTIAL LIABILITY CLAUSE IS INCLUDED IN THE CONTRACT, INSERTION ORDER, PURCHASE ORDER, ETC.

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IF YOU WOULD LIKE TO INQUIRE ABOUT THE NEXT COVER OR ADVERTISING IN OUR NEXT PUBLICATION CONTACT US AT SOULCENTRALMAGAZINE@GMAIL.COM

WE ALSO CAN PROVIDE EPK'S, Media Kits and BESPOKE PR MARKETING Plans FOR CUSTOMERS ON REQUEST

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Available Placement Options

SOUL CENTRAL MAGAZINE

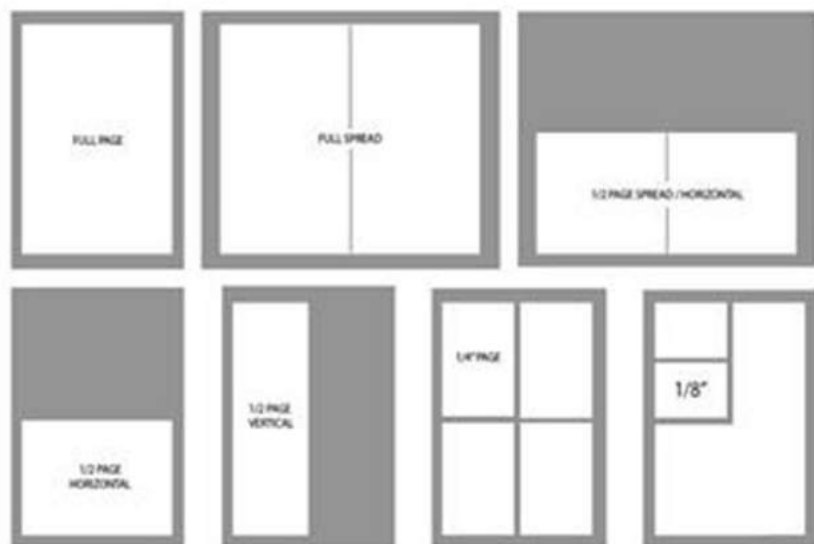
2019/20
Digital Advertising
Media Kit



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RADIO ROTATION AND ADVERTISEMENT PACKAGES AVAILABLE

For more information on how to advertise or have a placement or Payment contact
info@soulcentralmagazine.com, soulcentralmagazine@gmail.com

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LATEST AD RATES

Soul Central magazine a demographics: 20 - 45
More than 320,000 readers across all platforms and growing per month.
Available in (Print, Online, iPad and Android devices)

(Prices shown are in US Dollars & UK Sterling Pounds)

£1150 / \$1500	Front cover and two page magazine feature (Campaign) And Photo Shoot**
£750 / \$1000	Front cover and two page magazine feature (Campaign) **
£370 / \$500	Back cover and two page magazine feature (Campaign) **
£260 / \$350	2 page magazine feature (Campaign) **
£150 / \$200	1 page magazine feature (Campaign) **
£75 / \$100	1 page magazine feature (No Campaign)
£50 / \$70	Video submission only (Comes with 3-4 weeks online promo daily via twitter **

****Magazine campaign info**** (This campaign comes with some of the prices shown above)

Magazine - Bio / interview / press release

Music video - Placed on Soul Central TV

Music video - Placed on Soul Central Magazine

Video interview - Added to Soul Central TV

Promotion - Of your new project or product on our website

Promotion - Across our social media platforms



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Soul Central Magazine Current Rate List/ Campaign Info
www.SoulCentralMagazine.com + www.Soulcentraltv.com

For more information on how to advertise or have a placement or Payment contact
info@soulcentralmagazine.com, soulcentralmagazine@gmail.com

Available Placement Options

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GO GLOBAL OR STAY LOCAL
AND MAKE YOUR GLOBAL IMPRINT
THROUGH OUR
MULTI MEDIA NETWORK
MAGAZINE / RADIO / LIVE TV

GO GLOBAL OR STAY LOCAL

GO GLOBAL OR STAY LOCAL

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PUBLISHING 12 TIMES A YEAR. SINCE 2012.
MONTHLY NEWSPRINT MAGAZINE.

INDEPENDANT MEDIA - MAKING A GLOBAL IMPACT!
WANT TO JOIN? OUR TEAM GET IN TOUCH.

REACHING OVER 250,000 READERS (over months)
MALE AND FEMALE READERS AGES

HIGHEST MONTHLY READERSHIP - 462,284 READERS - FLOYD MAYNARD #1580 BURN

EDITORIAL CONTENT: WE HIGHLIGHT INSPIRATIONAL AND MOTIVATIONAL PEOPLE FROM A VARIETY OF ARTISTIC AND CREATIVE BACKGROUNDS.

DISTRIBUTION: WE DISTRIBUTE IN ALL 50 US STATES AND WE ARE ALSO AVAILABLE IN PRINT, DIGITAL AND FREE TO READ ONLINE.

AVAILABLE IN PRINT, DIGITAL AND FREE TO READ ONLINE

Full Page 9.25 x 12.75

1/2 Page (V) 4.5 x 12.75 (H) 9.25 x 6.25

1/3 Page (H) 9.25 x 4

Quarter Page (V) 4.5 x 6.25 (H) 9.25 x 3.0

RATES UPDATED ANNUALLY

Publication/Release Dates

Material Closing Date 3rd week of each month

Release Date 1st week of each month

Follow us on SOCIAL MEDIA

Facebook www.facebook.com/soulcentralmagazine

Instagram www.instagram.com/soulcentralmagazine

Twitter [www.twitter.com/soulcentralmagazine](https://twitter.com/soulcentralmagazine)

YouTube www.youtube.com/soulcentralmagazine

Website www.soulcentralmagazine.com

Phone 44 7993 674599

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LINKS / YOUTUBE / WEBVIEW

- Embedded YouTube viewer, in-app web links and social media feed can be added to any advertiser page
- Area for placement of these elements must be clearly specified and designed into the main PDF
- HTML-coded ads can display full-page size (768 px X 1024 px)
- Design a border of 40 pixels at the top and bottom of the page to allow the user to navigate away from the page or access the navigation bar. Otherwise, design alternative navigation in the page layout
- An HTML ad must be delivered as an InDesign file with the HTML content placed in the layout using DPS tools
- If the HTML content cannot be placed in a layout, please include all HTML files and resources, as well as an InDesign layout sized to full-page size with the required static full-page image in the delivery package
- Client must provide the URLs for the links
- If the URL is a word or sentence, provide hyperlink colour
- If the client wants consumers to click on a link, ensure tap icon is designed on the ad or has a call-to-action such as "Watch Video"
- Minimum size for touch points, whether the clickable link is displayed as a tap button (on/off) or similar icon, is 44 pixels square or diameter
- If client offers a downloadable coupon, we can host the PDF for consumers to get through email
- Advertisers can include the tracking code service on URLs for Web traffic analytics

GALLERIES

Placement for an interactive image gallery must be designed into the page



Gallery images must be provided as separate PDF



Galleries can be made up of images, text or a combination of both



AUDIO

- Audio must be in MP3 format and can be no more than 15MB in size
- MP3 format
- Max file size: 15 MB



VIDEO

- Any area of the ad can contain a video or audio element
- Video within the page can be set to autoplay upon page load, tap to play or tap to view as a pop-up
- The advertiser must provide exact size and dimension of the video and exact on-page positioning instructions
- Video must be in MP4 format with H264 encoding
Total file size can be no more than 15MB
- Minimum play button icon: 44 pixels
- MP4 format
- Encoded using H264
- Max file size: 15 MB
- Max display size: 680 pixels wide X 400 pixels high
- Minimum video play button icon: 44 pixels
- Display options: Full screen with black background or overlaid page with ad visible in the background
- Looping and audio allowed
- Note: For files supplied as vector PDF, exact size and dimension of video and on-page positioning must be supplied with file