





Young Urban Viewz

The New Black Teen Magazine



Effective: January 2009

MEDIA KIT

-  Editorial Calendar
-  Readership Information
-  Advertising Rates & Materials
-  Advertising & Insertion Orders

Trina Graves, President
P.O. Box 4657, Upper Marlboro, MD 20775 | Office: 301.637.4280 | Fax: 815.642.1259
e-mail: tgraves@kckpubinc.com ~ On the web: www.youngurbanviewz.com
Also on the web: www.kckpubinc.com

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YUV Statement

Young Urban Viewz (YUV) is published four times a year at irregular intervals to reach many teens and young adults in several cities and suburban areas across the nation. Young Urban Views is more than just another teen publication, it's a vessel used by God to empower the minds of our youth. Today our adolescents are faced with many day to day issues that were of no concern to the same age group in years past. Young Urban Viewz will focus on these very issues in an age appropriate manner, to provide young adults with alternative tool of reference to better understand and cope with difficult subject matter.

Each issue of Young Urban Viewz will integrate cutting edge topics regarding college prep, career development, social awareness, spiritual growth, civil responsibility, and style. This type of subject matter will offer our youth a positive outlook on the path of life that lies ahead of them, and assist them while they are in life preparation mode.

Young Urban Viewz Readership

Who are our readers?

Our readers are of the younger generation; varying in age groups from 11-18.

- ◆ Education Level:
 - Elementary (6th grade)
 - Middle/Junior High School
 - High School
 - Entry level College

- ◆ Gender Balance:
 - 76% Female
 - 24% Male

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Magazine Advertising Rates (as of January 2009)

Color Rates

Size	1x Rate	2x Frequency Rate 10% savings	3x Frequency Rate 15% savings	4x Frequency Rate 20% savings
Spread	\$2000.00	\$1800.00	\$1700.00	\$1600.00
Full Page	\$1000.00	\$900.00	\$850.00	\$800.00
½ Page Island	\$575.00	\$517.50	\$488.75	\$460.00
½ Page (H & V)	\$525.00	\$472.50	\$446.25	\$420.00
1/3 Page (SQ)	\$375.00	\$337.50	\$318.75	\$300.00
1/3 Page (V)	\$325.00	\$292.50	\$276.25	\$260.00
¼ Page	\$285.00	\$256.50	\$242.25	\$228.00
1/6 Page (H&V)	\$255.00	\$229.50	\$216.75	\$204.00
1/12 Bus. Card	\$225.00	\$202.50	\$191.25	\$180.00
Hairstylist/ Barber	\$99.00	\$99	\$99	\$99

*Frequency rates are based on the number of issues inserted within a 12-month period.

Premium Position Rates-Add 20% to Spread Rate= \$2,400

Limited premium positions are available including covers, center spread, and selected editorial adjacencies, and are based on availability.

Magazine Mechanical Requirements

Size of Material

Size	Width	Depth
Spread	15 3/4"	9 7/8"
Full Page	7 1/2"	9 7/8"
½ Page Island	4 7/8"	7 1/4"
½ Page (H)	7 1/2"	4 5/8"
½ Page (V)	3 5/8"	9 1/2"
1/3 Page (SQ)	4 7/8"	4 5/8"
1/3 Page (V)	2 1/3"	9 1/2"
¼ Page	3 3/4"	4 5/8"
1/6 Page (H)	4 7/8"	2 1/4"
1/6 Page (V)	2 1/3"	4 5/8"
1/12 (SQ)	2 1/3"	2 1/4"

Trim Size: 8 1/2" x 10 3/4"

Bleed Size: 8 3/4" x 11"

Trina Graves, President

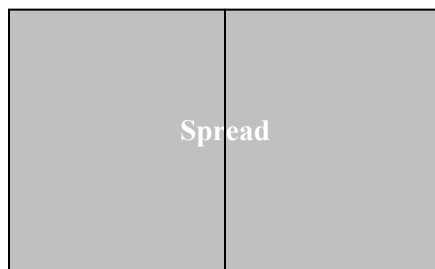
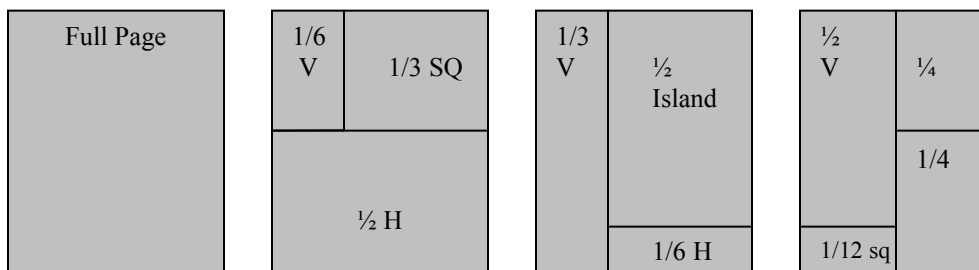
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Hairstylist/Barber Ad Includes Photo, Name, Shop, City & State				

Insertion Orders

Insertion orders are binding after closing dates. No cancellations accepted after this date.

Insertion orders should be mailed to:

KCK Publishing, Inc.
 Attn: Review Team
 P.O. Box 4657
 Upper Marlboro, MD 20775
 E-mail: mediarelations@kckpubinc.com

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Advertising Order

Company _____

Issue Date _____

Contact _____

Section _____

Billing Address _____

Placement _____

Ad Size _____

Phone _____

E-mail _____

Fax _____

Salesperson _____

Advertising Rates/Frequency

Inserts	Gross	Discount	Net
4x (___ of 4)	_____ -	_____ =	_____
2x (___ of 2)	_____ -	_____ =	_____
1x	_____ -	_____ =	_____

Advertising Materials

Please refer to our Advertising Rates and Sizes Sheet for specifics. Materials should be sent fourteen days prior to deadline. All ad materials will be destroyed 12 months from date of insertion if not repeated or requested to be returned.

Send Ad materials to:

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