

# SUAVV

A Black Men's Lifestyle Magazine



*Cynthia Bailey*

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A Black Mens Lifestyle Magazine



ENTER THE MIND OF  
**THE RZA**

## 2021 SUAVV MEDIA KIT





# WHO AND WHAT IS SUAVV



SUAVV Magazine recognizes the importance of a mentally, physically, socially and spiritually balanced life. SUAVV brings all of that to its readers and more. As a lifestyle magazine, SUAVV's purpose is to make every reader feel important and able to relate to our content. SUAVV intends to entertain, inform and persuade constructive thought. The reader's voice and opinion are integral to our purpose. SUAVV will always strive to bring the most compelling editorials. Profiles will be intriguing, entertaining, and influential with a voice that will resonate throughout the journalistic community.

The goal is to reach as many Black people as possible—and not just men. Because SUAVV is primarily for Black men, we also believe that everyone of every race, gender, and age will be able to benefit from our content which may not only change or expand the readers' viewpoints and opinions, but maybe even their lives. Slated to be the biggest Black men's magazine of our time, SUAVV may be a lifestyle magazine today, but it will be a way of life tomorrow.

The SUAVV Man is confident and sophisticated with an affable charm. He enjoys life, for all its complexities and pleasures. He is as respectable as he is smooth and is a leader to those around him. The SUAVV Man wants to look good and feel good about who he is while carrying himself with pride.

SUAVV Magazine was started to offer Black men something other magazines for men don't—reality. Our mission is to encourage readers to aspire to do and be bigger things. SUAVV readers should feel motivated and inspired to make changes, not only in themselves but also in the world around them. We want our readers to be able to achieve everything the mind can possibly imagine.

SUAVV has competitive editorial content and will lead magazines into a new generation of journalistic excellence. With the additions of SUAVV Sessions: The Podcast and SUAVV TV on the YouTube platform, SUAVV connects with the reader on every level, breathing life into readers' minds. More importantly, SUAVV plans to always be more than just a Black men's magazine, but as a necessary and critical part of African American lives.

SUAVV Magazine reflects all aspects of the lifestyle of the contemporary Black man and his many dimensions: mental, physical, social, and spiritual. We are for the active and affluent Black man and the number one choice for any sophisticated, young, urban male.

Suavv Magazine features cutting-edge, well-written stories that are entertaining as well as insightful. Suavv also features interviews with some of the country's most captivating people. Its contents include music, television, literature, fashion, politics, sports, relationships, and health, just to name a few.

Publishing nine times per year, Suavv will appeal to the biggest companies as a major advertising entity. Suavv has the power to influence and impact a large audience of African Americans. Advertisers should know that Suavv offers style, originality, and a personality that is able to relate not only to African American men but to all of its unique readers.

# SUAVV MAGAZINE CONTENTS



## COVER STORY

A special feature typically focused on a popular celebrity or a serious issue that deserves immediate special attention

## FEATURES

Articles we like to focus a little extra special attention to

## ENTERTAINMENT

**The Mix:** Music, Movies, Television, Reviews  
**Under the Wire:** A special section we give to artists of all genres who aren't mainstream, signed to major recording labels or have celebrity popularity...yet  
**Books:** Reviews of books and profiles of popular authors  
**Play:** Video gaming and reviews

## LOCKER ROOM

**Fitness and Nutrition:** articles on workout tips, exercises, and advice from experts on fitness and nutrition  
**Health:** articles dealing with important health concerns  
**Body and Skin care:** a section dedicated to physical and personal aesthetic maintenance as well as features on spas, parlors and skin and body treatments  
**Soul:** the spiritually uplifting section of the magazine, written by our contributing pastor and also with special interviews  
**Relationships and Sex:** A section dedicated to providing advice, addressing issues and how-to guides regarding relationships and, well, sex

## CAREER and WEALTH

Advice, how-to's, profiles and articles for the business savvy, the aspiring business man, or if you just want to learn how to get some business straight

## ARTS and CULTURE

A section dedicated to the arts and Black culture

## SPORTS

Commentary, profiles and the latest in sports and sports news

## THE BARBERSHOP

A column for political commentary, rants and raves on policies and other serious issues in America

## TRAVEL

We travel to bring you the best locations for island getaways, hotels, cruises and other exotic and beautiful places to go for a great vacation

## STYLE

The always current, informative, stylish and helpful fashion section

## TECH and TOYS

Our section dedicated to the latest in technology



# SUAVV MAGAZINE BENEFITS

The average American spends more than 6.31 hours a day online. This is the equivalent of 30 straight days a year. Social networking accounts for 33 percent of the time, and 42 percent is spent viewing content. Other activities, such as email, commerce and searching, accounts for 26 percent.

Among people who use the Internet, each person visits 2,646 Web pages on 89 domains and logs in 57 times per Month.

Suavv Magazine features cover stories every month with major celebrities who are relevant and popular, as well as more celebrity interviews inside.

When purchasing advertising in our magazine, you automatically get FREE advertising banners to go with your print ad anywhere in the online magazine, yet strategically placed where your ad will get the most visibility.

This means that readers buy and read our magazine because we relate to what they like and give them what they want to read about, building trust and loyalty between us and our readers. With your advertisement in our magazine, our readers will trust and believe that we will only show them products, services and businesses that are truly the best.

Suavv's ad rates are extremely competitive against other publications in our similar market, and they are extremely reasonable for the cost. It's not likely you'll be able to find another magazine as good as ours with ad rates just as cheap.

Our magazine sells for \$.99 on the Apple and Google Platforms! We keep in mind the buying power and typical earnings and spending of our consumers, which naturally will entice them to be more willing to buy our magazine at a cheaper price, rather than the magazines that sell for upwards of \$5 with the same celebrity cover stories.

Suavv has a continuous growing audience, with more than 600,000 regular (that means every month) on-line readers (comprehensive to what a regular circulating readership would be for a print magazine).

## APP EXCLUSIVE CONTENT

- EXCLUSIVE BLOGS, INCLUDING THOUGHTS FROM THE COVER STORY.
- SUAVV CLUB ONLINE, FEATURING DISCOUNTS AND PROMOTIONS FOR SUBSCRIBERS.
- DINING, GROOMING, HOME, NIGHTLIFE, RETAIL, AND BUSINESS GUIDES.
- BEHIND THE SCENES VIDEOS FROM PHOTOSHOOTS AND INTERVIEWS ON SUAVV TV.
- EXPANDED PARTY PHOTOS, EVENT INVITES AND ANNOUNCEMENTS.

## SUAVV CLUB ID YOUR DIRECT ACCESS TO OUR READERS.

SUAVV Club is a private VIP membership section for SUAVV Readers and online users. It keeps them informed, through e-mail and direct mail announcements, about events and grants them discounts on merchandise from member establishments.

## SUAVV CLUB GIVES YOUR DIRECT ACCESS TO POTENTIAL CUSTOMERS.

### WHAT DO YOU GET FOR BECOMING A MEMBER ESTABLISHMENT?

- A free listing, a link to your website and inclusion on our Events Calendar.
- Access to our E-mail lists from promotional or direct mail opportunities.
- Exclusive sponsorship opportunities with access to elite clientele.

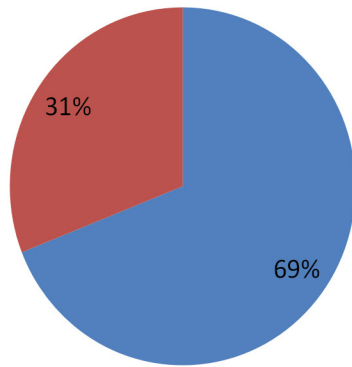
### WHAT DO YOU HAVE TO DO TO BE IN?

You simply advertise 3 times in our print magazine in one calendar year and offer a promotional or exclusive discount to SUAVV Club members.

# SUAVV MAGAZINE DEMOGRAPHICS

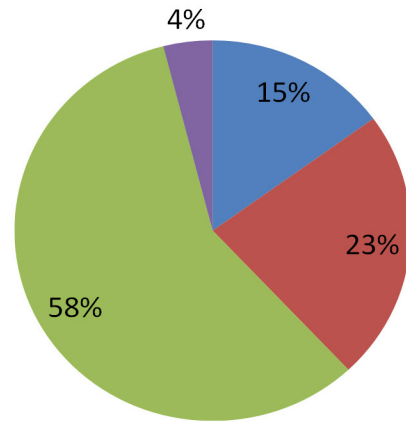
**Gender**

■ Male ■ Female



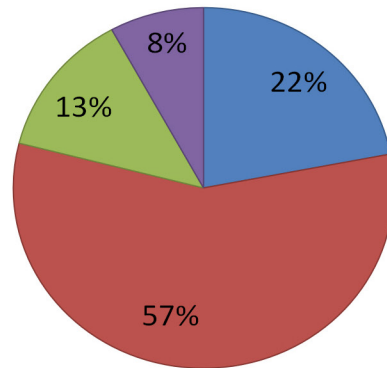
**Ethnicity**

■ Hispanic ■ Caucasion ■ African American ■ Other



**Education**

■ High School Graduate ■ College Degree  
■ Graduate Degree ■ Professional Degree



Each SUAVV Reader shares the magazine with **3 OR MORE** Friends.  
SUAVV is also a “SHOPPING RESOURCE” and referred to at least **5** times per reader. <sup>1</sup>

Age 21+ - 87%

Median Age - 26

Median Household Income - \$62,000

- Our audience has disposable income and a desire for luxury products and services.
- This group accounts for two-thirds of the overall urban market's aggregate income.
- The 21- to -34-year-old segment within the Trend-Setting Urban group is growing the fastest, increasing by nearly 5%, to reach 12.7 million.
- Unusually high brand loyalty; a penchant for spending money on goods ranging from electronics to cars, and an unusually strong influence on product and fashion trends.

# SUAVV MAGAZINE NATIONAL RATE CARD

Full Color	1X	3X	6X	9X
Full Page	\$800	\$700	\$600	\$500
2/3 Page	\$600	\$500	\$400	\$300
1/2 Page	\$400	\$300	\$200	\$100
1/3 Page	\$300	\$200	\$100	\$75
1/4 Page	\$250	\$150	\$75	\$50
B&W	1X	3X	6X	9X
Full Page	\$800	\$700	\$600	\$500
2/3 Page	\$600	\$500	\$400	\$300
1/2 Page	\$400	\$300	\$200	\$100
1/3 Page	\$300	\$200	\$100	\$75
1/4 Page	\$250	\$150	\$75	\$50
Covers	1X ...	3X	... 6X	9X ...
Cover 2	\$1000	\$900	\$800	\$700
Cover 3	\$900	\$800	\$700	\$600
Cover 4	\$1200	\$1100	\$1000	\$900

## SUAVV.com (minimum \$250)

- Leader Board	\$25.00
- Vertical Skyscraper	\$25.00
- Bottom Full Banner	\$20.00
- Sponsored Edit	\$50.00
- Entry Page	\$600.00 Bi-Weekly

## SUAVV SESSIONS PODCAST

-Show Sponsor	\$500.00	PER 6 EPISODES
-Recorded Commercial	\$100.00	PER EPISODE
-Spoken Blurb by host	\$75	PER EPISODE

## SUAVV TV

-SHOW SPONSOR	\$700	PER 6 EPISODES
-RECORDED COMMERCIAL	\$150	PER EPISODE
-SPOKEN BLURB BY HOST	\$100	PER EPISODE

# SUAVV MAGAZINE NATIONAL RATE CARD

## PRINT AD Measurements:

	Bleed Size	Trim Size
Column	—	2.375 x 11.00"
Half Page	—	07.50 x 04.75"
Full Page	8.625 x 11.125"	08.50 x 11.00"
2-Page Spread	17.125 x 11.125"	17.00 x 11.00"
Cover (inside)	8.625 x 11.125"	08.50 x 11.00"
Cover (Back)	8.625 x 11.125"	08.50 x 11.00"

## Online AD Rates:

	Size
Top/Bottom Banner	728 x 90
Sidebar Banner	300 x 250
Story Split	728 x 90
Entry-Page	3/4 screen pop-up

## File Formatting:

All files should be set for print. All ads must be submitted in a jpeg, EPS, TIFF or pdf format. Images should be of a high resolution, atleast 300 dpi. Ads must be in CMYK format and have atleast a 16-bit color channel in order to make sure there is an accurate transfer. If editing is required, there is an in-house design department that can help create or reformat an advertisement to industry standards.

Ads must be within 8.5" x 11" or atleast 1700 pixels x 2200 pixels (1/16" bleed allowance).

Ads created in Microsoft Word, Works, Publisher, Power Point or any other word processing program will NOT be accepted.

