

DIVERSITY NEWS PUBLICATIONS

A Multimedia News/Entertainment Media and Public Relations Company

PRESENTS

DIVERSITY NEWS

News . Entertainment . Features . Sports . Classifieds . Display Ads
A Consumer News Magazine

Published By

DIVERSITY NEWS PUBLICATIONS

www.diversitynewsmagazine.com

MEDIA KIT

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EFFECTIVE: August 2009

Revised: May 2, 2012

About Diversity News Magazine:

Diversity News Magazine, published by Diversity News Publications Is a consumer news magazine covering news, entertainment, features, awards, sports, events and much more. It is another venue for advertisers to advertise their products or services on the classified and display pages. The purpose of the magazine is to educate and inform the diverse community worldwide. It focuses on local, national and international news, entertainment, features, sports and more importantly newsworthy items that would be of interest to our diverse cultures. For more information visit <http://www.diversitynewsmagazine.com/>

READERSHIP: Over 1 Million of visits per month

Impressions: 1000000.00

DEMOGRAPHICS:

Gender: Female

41% Male

59% Female

Age: Young Adults

12% Under 18

40% 18-34

31% 35-49

18% 50+

Ethnicity: Other Ethnicities

69% Cauc.

11% Afr. Am.

5% Asian

12% Hisp.

2% Other

There are more visitors of other ethnicities here than average.

Children in Household: No Kids In Household

64% No Kids

36% Has Kids

Household Income: Less Affluent

21% \$0-30k

28% \$30-60k

26% \$60-100k

25% \$100k+

This site attracts a less affluent audience.

Education Level: College Graduates

35% No College

49% College

16% Grad. Sch.

There is a high index of College Graduates here

CIRCULATION: Worldwide Web

NOTE: PRICES AND SIZE CAN CHANGE WITHOUT ANY NOTICE. PLEASE CHECK WITH SALES EXECUTIVE FOR DETAILS

Sources: Quantcast, Alexa, Google Analytics

DIVERSITY NEWS PUBLICATIONS 2011 ADVERTISING RATES
AVAILABLE SIZES AND PAGES



| <u>SIZE</u> | <u>PAGE</u> | <u>FREQUENCY</u> | <u>PRICE</u> |
|--|---------------------------------|------------------|--------------|
| 728x90 | Front Page | Monthly | \$1800 |
| 300x250 | FRONT PAGE | MONTHLY | \$700 |
| 180x150 | Front Page | Monthly | \$200 |
| 468x60 | Front Page | Monthly | \$450 |
| 234x60 | Front Page | Monthly | \$275 |
| 120x600 | Front Page | Monthly | \$400 |
| 300x250 | Inside Story PAGE | MONTHLY | \$700 |
| 180x150 | Inside Story Page | Monthly | \$200 |
| 468x60 | Inside Story Page | Monthly | \$450 |
| 410x200 | Inside Story Page | Monthly | \$575 |
| 234x60 | Inside Story Page | Monthly | \$250 |
| 120x600 | Inside Story Page | Monthly | \$275 |
| 425x600 | Inside Story Page | Monthly | \$850 |
| Features | Front/Inside Pages (2 pictures) | Monthly | \$800 |
| Advertorials | (5 pictures inside) | Monthly | \$950 |
| Videos | (YouTube etc) | Monthly | \$650 |
| Events | (Display Advertisement) | Monthly | \$585 |
| Press Release Posting & Distribution (Includes Social Sharing) | | | \$199 |
| (Ad headline, photo, short bio and website links) \$75 for video | | | |
| Media Coverage | Requested Location (Field) | Per Event | \$450 |

NOTE: We also offer sponsorship opportunities. Ask us for our advertising rates to advertise in our father company website WWW.DIVERSITYNEWSPUBLICATIONS.COM with over 1 Million of hits/views and **1000000.00 Impressions**

PAYMENTS ACCEDPTED: Paypal, Credit Card, Check
 Paypal account: diversitynews@hotmail.com

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Sources: Quantcast, Alexa, Google Analytics

Our other Media Assets

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DIVERSITY NEWS TV
News . Entertainment . Features . Sports . Classifieds . Display Ads
A Consumer News Magazine
Part of Diversity News Productions/Publications



Front Row News,
Entertainment, Features & More
Diversity News TV building a better tomorrow



DIVERSITY NEWS RADIO
with **Steven Escobar**
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DIVERSITY NEWS HOLLYWOOD
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DIVERSITY NEWS Online
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STEVEN ESCOBAR
Announcements | Commentaries | Events | News | Opinions | Reviews | & More

ABOVE BLOGS AVAILABLE FOR HALF PRICE FROM DIVERSITY NEWS MAGAZINE SIZES INCLUDING:

| SIZE | PAGE | FREQUENCY | PRICE |
|--------|-------------|-----------|-------|
| 728x90 | FRONT/STORY | MONTHLY | \$375 |

Call us for prices in our other media assets.

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