



Black Intellectual Café[®] FUTURE MEDIA KIT

www.blackintellectcafe.com
Tel: 877-706-CAFE | Fax: 877-706-2234

our mission



Welcome to **Black Intellect Café...The Magazine (BIC)**, a magazine designed to assist African Americans in successfully promoting their business ideas. BIC is opened to serving people from every race and culture, but mainly focuses on the African American community.

Black Intellect Café...The Magazine is a forum for individuals from all segments of the black community to share ideas and experiences that will enlighten and uplift each member of society. Knowledge is a powerful tool for achievement. The mission of **BIC** is to provide valuable information and resources that will help African Americans realize their goals and life-long dreams.

Many people need a little guidance to keep moving in the right direction. **Black Intellect Café...The Magazine** is proud to offer a Step-By-Step Quick Question Guide for the various concerns that a fledgling businessperson might have. Designed to motivate and inspire, the Quick Question Guide helps focus thought so efforts are more efficient, thus more effective. The guides are designed to help develop the skills one needs to move an idea from concept to finished product.

Black Intellect Café...The Magazine aims to encourage creativity, ingenuity and private initiative by helping to pinpoint solutions to problems that members of our community face on a daily basis. **BIC** also hopes to inspire young people to strive for a better education and to reach for their dreams in their professional lives. **BIC** seeks to transform schools into open laboratories and turn neighborhoods into markets of discovery, where youth and adults will

channel their capacities for research and innovative know-how into success.

Our publication is the ultimate business consultant in print format. We are the meeting place for the exchange of ideas, services and resources.

Each issue of the magazine will feature a section on:

- | | |
|-----------------------------------|---------------------------|
| News Café | Science |
| Money Café | Space |
| Politics | Job Market |
| Exchange | Travel |
| Forum | In Africa |
| Young Entrepreneur | Culture |
| Ideas | Your Health |
| Inspiration | Fashion |
| Education | Style & Beauty |
| History | Faith |
| Information Technology | Dr WinFitness |
| Proven Business Techniques | |

Black Intellect Café...The Magazine will also feature articles profiling successful African Americans who demonstrate that professional success is attainable.

We are also pleased to introduce **Black Intellect TV** on the web. This program will be broadcast live every Monday and will also be available for download on **BIC** web.

target demographics



There are approximately 36 million African Americans in the United States. This is equivalent to 13% of the total US population. African Americans control an estimated \$723 Billion in spending power for goods and services. **Black Intellect Café...The Magazine** will bring this 13% of the population together to enlighten, uplift and exchange resources.

As such, **BIC** attracts a diverse audience. **BIC** is read by men and women, teens and seniors, college students and college graduates, urbanites and suburbanites – and the list continues. • Black women • Black parents • Black shoppers • Black college graduates • Black college students • Black primary wage earners

1,000,000 READERS PER 200,000 ISSUES MAILED.

EACH BIC READER SHARES THE MAGAZINE WITH 3 OR MORE FRIENDS and EACH READER REFERS TO IT AT LEAST 5 TIMES.*

GENDER

Male	38%
Female	62%

AGE

18 to 24	20%
25 to 45	68%
46 to 54	7%
55 +	5%

EDUCATION

Post-College Degrees	20%
College Graduates	68%
Some College	12%

EMPLOYMENT

Professional	28%
Self-Employed	38%
Managerial/Executive	24%
Homemaker/Retired & Other	10%

HOUSEHOLD INCOME

More than \$250,000	16%
\$150,000 to \$250,000	13%
\$100,000 to \$150,000	37%
\$50,000 to \$100,000	18%
\$50,000 and under	16%

*BIC Reader Survey

BIC remains on newsstands and coffee tables for an additional 30 days over monthly publications, allowing twice the viewership and direct reader response and twice the return on your advertising dollars.

circulation / placement



**75.2
MILLION**

500,000 PRINTED

**WE GET BIC NOTICED
SO CUSTOMERS NOTICE YOU!**

**TRAVELERS IN 2007 WILL SEE BIC IN EVERY
TERMINAL OF THE MAJOR AIRPORTS IN THE UNITED STATES.**

Magazine Website Retailers:

www.amazon.com

www.buy.com

www.bluedolphin.com

www.magazines.com

www.magsonthenet.com

www.shop.com

www.valuemags.com

National Book Retailers:

B. Dalton Books

Barnes & Noble

Books-A-Million

Borders Books & Music

Karibu Books

Posman Books (NYC)

Walden Books

Point of Purchase Retailers:

Health & Beauty Aid Retailers (CVS, Duane Reed, Eckerd's, Walgreens etc.)

National Grocery Store Retailers (Acme, Giant Food, Publix, Safeway, Shoppers Food Warehouse etc.)

National Discount Retailers (Target, Walmart etc.)

Transportation Outlets:

Amtrak Train Stations

National and International Airports

Grand Central Station (NY)

Greyhound & Peter Pan Bus Terminals

Marc Train Stations

Newsstands

Thurgood Marshall Int'l Airport (formerly BWI etc.)

Union Station (etc.)

Distribution: USA and Canada

- Frequency: 12 Issues per year (first year)
- Single Copy Price: \$3.99 (US) \$4.99 (Canada)
- Subscription Price USA: \$14.95 for one year \$28.95 for two years
Canada: \$15.95 for one year \$29.95 for two years

mechanical requirements



GENERAL GUIDELINES

Black Intellect Café...The Magazine is Mac based with a 100% digital workflow in which every page is produced in house. We do not rely on pre-press facilities. The magazine uses Computer to Plate, Heat-set web offset printing with perfect binding. Any and all materials provided are presumed to be correct and in accordance with SWOP and stated requirements. (For more information on SWOP standards, go to www.swop.org.) It is the advertiser and/or ad provider's responsibility to apply professional standards and courtesies to the ad production process. Remember, the best ad requires the least amount of handling on our end to ensure the ad is produced as you approved it. Advertisers are wholly responsible for the quality of their materials, including color and halftone accuracy, and publisher will not be held responsible for printing complications that arise due to non conforming materials. Any disk intervention by Any disk intervention by BIC Magazine will result in a charge of \$75 per hour to the advertiser or agency.

DIGITAL PROOF FOR COLOR

A proof must accompany all ads. Proof must be set to SWOP specifications on matte publication-base stock. Add 5%, 25%, 50%, 75%, 95% and 100% C, M, Y and K control patches for quality control. A color proof of the digital files will be made for any full page ads missing a proof at a cost of \$50 to the advertiser/agency.

Publisher reserves the right to print a press-quality digital proof for any fractional ad when proof does not accompany ad. This service is subject to a \$25 charge. Since client will not be able to sign off on the proof, publisher is not responsible for color of proof.

FORMATS ACCEPTED

We are not PC compatible. We prefer Hi-Res PDF/X1A files; however TIFF-IT/P1, Quark, Illustrator and PhotoShop files will also be accepted.

HI-RES PDF/X1A SPECIFICATIONS

PDF files must be created using Acrobat Distiller with a universal PPD and correct job option settings. For additional information about Hi-Res PDFs, go to www.ddap.com. High-resolution images and fonts must be embedded when the Postscript file is saved. Use Type-1/Postscript fonts. Images must be SWOP (CMYK), TIFF or EPS formatted at 300 dpi or higher, 280% Density Max. Do not nest files within another EPS file. Any and all Pantone/Spot colors must be converted to CMYK before Postscript is saved. All required image trapping must be included in the file.

TIFF/IT SPECIFICATIONS

Include Final Page (FP), Continuous Tone (CT) and Linework (LW) files for each ad. Black text should be merged with the Linework file. The CT file should be SWOP (CMYK) at RES 12 (300 dpi) or higher, 280% Density Max. The LW file should be at RES 100 (2400 dpi). No 5th or spot colors accepted. All required image trapping must be included in the file.

NATIVE FILES

- Quark (v. 3.3 - v. 5.01 accepted)
- InDesign CS
- PhotoShop (v. 5.2 - v. 7, saved as a TIFF, PDF or EPS file)
- Adobe Illustrator (with type converted to paths and saved as an EPS file)

FONTS

Only Postscript/Type-1 fonts are accepted (true type can cause technical problems). Please include both the screen and printer fonts. We cannot accept PC fonts.

COLORS

All colors appearing in the ad must be built from process colors (CMYK). Ads with spot colors, or two- and three-color ads should be built from CMYK. If the ad is not built from CMYK, the publisher reserves the right to convert to CMYK and print a press-quality proof at advertiser's expense.

COMPATIBLE MEDIA

- DVD ROMs
- CD ROMs

WHAT TO SUPPLY ON DISK

- The ad file
- Working files (native file, all fonts and images)
- Laser printout at 100%
- A printout of the disk contents
- Proof for color
- Contact information for designer and client agency

AD SIZES

- | | |
|----------------------------------------|-----------------------|
| • Full Page 8.675" x 10.75" (bleed) | 8.375" x 10.5" (trim) |
| • Full Page No Bleed | 7.375" x 9.5" |
| • Two-Page Spread 17" x 10.75" (bleed) | 16.75" x 10.5" (trim) |
| • Two-Page Spread No Bleed | 15.75" x 9.5" |
| • 2/3 Page | 4.75" x 9.5" |
| • 1/2 Page Vertical | 3.75" x 9.5" |
| • 1/2 Page Horizontal | 7.175" x 4.75" |
| • 1/3 Page Vertical | 2.25" x 9.5" |
| • 1/3 Page Square | 4.75" x 4.5" |
| • 1/4 Page | 3.5" x 4.5" |

BLEED/SAFETY/LIVE AREA

Document size should be size of final ad. Bleed should extend 1/8 inch beyond trim. For Full Page bleed ad, give a safety of 3/8 inch for all live matter. For a two-page spread, keep live matter a minimum of 1/4 inch from gutter. Contact production for specs on 1/3, 1/2 and 2/3 bleed ads.

2007 issuance and closing dates



ISSUE DATE	ON SALE	ISSUE CLOSE	MATERIAL CLOSE
OCTOBER	9/13/07	7/18/07	8/10/07
NOVEMBER	10/8/07	8/15/07	9/10/07
DECEMBER	11/12/07	9/17/07	10/10/07

CONTRACT AND COPY REQUIREMENTS

All printing materials to be sent to:

ADVERTISING PRODUCTION

Avoom Group Co.

6505 Manton Way

Lanham, MD 20706

2007 special



GENERAL ADVERTISING

SPACE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME
4/COLOR					
Full Page	28,700	26,512	26,300	26,121	25,147
2/3 Page	22,430	21,501	21,209	21,109	20,787
1/2 Page	9,918	8,582	8,452	8,106	7,908
1/3 Page	7,632	6,819	6,650	6,638	5,969
1/4 Page	5,815	5,559	5,174	4,918	4,534

BLACK & WHITE

Full Page	25,243	24,418	24,181	23,356	23,119
2/3 Page	22,332	21,625	21,565	20,859	19,799
1/2 Page	9,483	8,267	8,101	7,978	7,305
1/3 Page	7,103	6,500	6,383	6,038	5,521
1/4 Page	4,592	4,420	4,162	3,991	3,733

BUSINESS CARD DIRECTORY

Standard	1,644	1,512	1,462	1,369	1,280
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