



# sheen™

MEDIA KIT | 2024

ULTIMATE IN BEAUTY • [WWW.SHEENMAGAZINE.COM](http://WWW.SHEENMAGAZINE.COM)

# INTRODUCTION

SHEEN Magazine is The Ultimate in Beauty for the modern day woman.

For over a decade the international publication has continued to be a preeminent voice within the beauty industry. Published bi-monthly, *SHEEN Magazine* has consistently proven to be a catalyst of culture and media influencer, able to provide the latest up to date news and successfully predicting trends within the world of beauty, fashion, hair, and entertainment.

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## MISSION STATEMENT

Our mission is to educate, motivate, and empower, reaffirming the importance of self-worth, while encouraging its readership and audience to achieve their highest potential.





# FEATURES



## BEAUTY + HAIR

The Beauty section dishes out priceless information from top Hair and Beauty influencers; readers can explore the latest cosmetic and hair products on the market. Our step-by-step tutorials allow our audience to try an array of the hottest trends.

### **Section features:**

- Hair Stylist Spotlight
- Beauty Spotlight
- #Hairgoals
- Q&A's
- The Foundation
- Tress Relief
- Tutorials

## FASHION

*SHEEN* offers a glimpse into seasonal fashion trends and a first look at what's hot on the catwalk. We translate fashion into culture.

### **Section features:**

- Create the Look
- Fashion Trends
- Stylist Spotlight
- How-Tos
- Advice Columns
- Q&A's

## LIFE + CULTURE

The Life and Culture section lets our readers navigate through the current health and fitness regimes, interior designs, sumptuous cuisine ideas, and out of the box travel destinations.

### **Section features:**

- Health and Fitness,
- Food Recipes
- Interior Design
- Lifestyle
- Travel

## ARTS + CELEBRITY

The Arts & Celebrity section highlights visual art, creative expression and entertainment news. This is the place to discover the latest book, movie and music reviews.

*SHEEN MAGAZINE* delivers compelling celebrity cover stories in addition to interest grabbing interior articles on the Who, What, When and Where!

# DEMOGRAPHICS

## DISTRIBUTION

**495k**

### GENDER

FEMALE 72%

MALE 28%

### AGE

18-24 14%

25-34 29.3%

35-44 24.7%

45-49 12.2%

50-54 9.5%

55+ 10.3%

### RACE

BLACK 80%

HISPANIC 13%

ASIAN 5%

WHITE 2%

### CHILDREN

HOUSEHOLD AMOUNT

0-4 93%

5-12 7%

### HOUSEHOLD INCOME

AVG. INCOME EST. 85K +

## AUDIENCE

**2.2M**

### MARITAL STATUS

SINGLE 43.4%

MARRIED 36.3%

DIVORCED/  
WIDOWED 20.3%

### EDUCATION

COLLEGE EDUCATED 57.6%

COLLEGE GRADUATE+ 34.5%

POST GRADUATE STUDY 7.9%

## UNIQUE VISITORS

*SHEEN MAGAZINE* reaches over  
2.5 million amazing individuals  
each month including...

### SOCIAL MEDIA

**525k<sup>+</sup>**  
A WEEK

### WEBSITE

**200k<sup>+</sup>**  
A MONTH

**73k** PER UNIQUE  
VISITS PER DAY





# PARTNERSHIP OPPORTUNITIES



## **SHEEN MAGAZINE AWARDS**

Experience a weekend to remember by joining *SHEEN* for the Ultimate Beauty Celebration of the Year. Filled with remarkable entertainment, including a concert, fashion show, beauty/hair tutorials, and industry expert discussions, this magical gala was created especially for *SHEEN* readers, partners, and investors.

“Our goal is to honor and cherish those who are many times overlooked for their life-changing, trend-setting, or charitable contributions.”

In the words of  
Kimberly Chapman, Founder



## **CHAPMAN FOUNDATION INC. AND SHEEN MAGAZINE "HBCU TOUR"**

CFI's HBCU Tour initiative is to provide onsite engagement and direct contact with faculty, staff, alumni, and students of our beloved Historically Black Colleges and Universities across the nation. Our goal is to ignite mentorship, aspiration, and community, while providing financial scholarships in promotion of educational enrichment.



## **PYNKALYCIOUS**

Chapman Foundation's annual breast cancer awareness event celebrates life, survival, and purpose. The primary goal of PYNKALYCIOUS is to raise funds for breast cancer research and survivors. *SHEEN MAGAZINE* serves as a media sponsor. Located in Fountain Inn, SC.

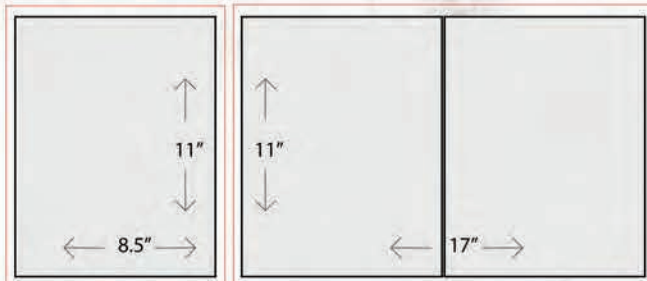
**HELD DURING OCTOBER**





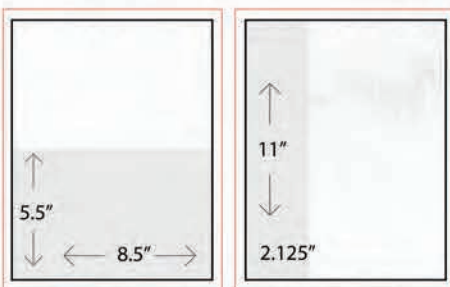
# ADVERTISING SPECS & RATES

## MEASURE REQUIREMENTS



FULL PAGE

SPREAD



1/2 PAGE HORIZONTAL

1/4 PAGE VERTICAL

PAGE SIZE  
8.375" X 10.875"

BLEED  
1/8"/.125

TRIM  
.025"

PRINTER MARKS  
Please include the trim and bleed marks on the pdf.



## RATE OPPORTUNITIES

AD SIZE	1X	3X	6X
FULL	\$7,500	\$6,765	\$6,335
1/2	\$4,500	\$4,000	\$3,800
1/4	\$3,000	\$2,640	\$2,300
BACK COVER	\$15,000	\$15,000	\$15,000
FRONT COVER	\$20,000	\$20,000	\$20,000
INSIDE BACK COVER	\$8,000	\$8,000	\$8,000
DIGITAL COVER	\$6,000	\$6,000	\$6,000

## ADVERTORIAL & EDITORIAL SPREADS

1 PAGE ADVERTORIAL	\$3,000
EDITORIAL SPREAD	\$8,500

SHEENMAGAZINE.com is available on your iphone, ipad, android and/or tablet.

### ACCEPTABLE FORMATS

High resolution PDF and JPG 300dpi | CMYK

### In your email please note:

The title of the file, the intended issue of your file your contact info@sheenmagazine.com (Unless directed otherwise)

\*AVAILABLE UNTIL CURRENT ADVERTISING DEADLINE OR FIRST 10 SPOTS ARE FILLED.

FOR ADVERTISEMENT CONTACT PRHEAD@SHEENMAGAZINE.COM

THESE RATES ARE EFFECTIVE THROUGH DECEMBER 2024. WE OFFER DESIGN LAYOUT AT VERY REASONABLE PRICES FOR OUR ADVERTISING CLIENTS. ALL ADVERTISEMENT MUST BE PAID IN FULL PRIOR TO THE PRINT OF THE PUBLICATION.



# DIGITAL

## ADVERTISING SPECS & RATES

*SHEENMAGAZINE.com* is an extension of our beauty print publication. Our online content offers an additional platform for our readers to connect with us for more information on the latest tips and products on beauty, fashion, health and entertainment needs. *SHEENMAGAZINE.com* is packed with continual updates on celebrity news, the best travel spots, business ventures and much more; we offer live chat interaction through our social media outlets.



## ONLINE PROMOTIONS & PACKAGES

### • ONLINE FEATURE \$825

Our online feature was made to highlight the women/men that often get lost behind the magic of their successful brand. We want to highlight you as the founder of the brand that deserves all the recognition it can get. This package includes: An interview with the founder/CEO of the brand or an overall write up introducing your brand to our digital readers.

### • SOCIAL MEDIA PACKAGE \$1485

What would our world be without social media? We don't know if we want to find out. Time and time again, social media has proven to be a successful tool to help elevate brands spanning across our world. With our products social media package, we offer a write up on your brand or an interview feature with the founder/CEO that will be housed on our digital publication. In addition, this package also offers three social media posting on our Facebook, Instagram and Twitter.

FOR ADVERTISEMENT CONTACT [INFO@SHEENMAGAZINE.COM](mailto:INFO@SHEENMAGAZINE.COM)

### • SUBMITTED FEATURE \$385

Submitted article that contains links that direct our audience to another website. This includes press release.

### • LINKS INSERTS \$195

On existing articles on our website.

### • ONE POST \$550

On SHEEN Social Media Feed (Facebook, Instagram & Twitter).

LOCATION	DIMENSION	RATE
TOP BANNER	1700 X 104 PXL	\$5,500
SIDE	300 X 300 PXL	\$1,650
VIDEO AD	300 X 249 PXL	\$3,850
NEWSFEED	728 X 90 PXL	\$880

## ADDT'L DIGITAL OPPORTUNITIES

\*Rates are per month. Unless noted otherwise.

	1X	2X	3X	4X
EBLAST	\$550	\$415	\$330	\$275

## MERCH ACCOUNT

PLACEMENT OF DIGITAL OPPORTUNITIES (MUSIC VIDEOS, PODCAST, FILMS, ...ETC) \$1,200

COMMERCIALS PLACED INTO DIGITAL FORMATS ALREADY WITHIN THE APP \$800

MERCHANT PRODUCT PLACEMENT ON APP AND PRODUCT WAREHOUSED WITH US FOR DROP SHIPPING \$1,000 PER YEAR  
\$120 PER MONTH

PRODUCT PERCENTAGE OF SALES YOU WILL RECEIVE 90% OF UNIT SALES SOLD

STREAMING PAYMENT AFTER VIDEO, PODCAST, MOVIES, SHORT FILM PRICES AVAILABLE UPON REQUEST





# EDITORIAL CALENDAR

# 2024



**JAN/FEB**

## **LIVING IN COLOR**

**AD CLOSE:** November 10, 2023

**ON SALE:** December 19, 2023



**MAR/APR**

## **BODIED IN BLACK**

**AD CLOSE:** January 19, 2024

**ON SALE:** February 27, 2024



**MAY/JUNE**

## **THE MAGIC OF BLACKNESS**

**AD CLOSE:** March 15, 2024

**ON SALE:** April 23, 2024



**JULY/AUG**

## **THE DECADES OF SHEEN**

**AD CLOSE:** May 17, 2024

**ON SALE:** June 25, 2024



**SEPT/OCT**

## **AFROFUTURISM**

**AD CLOSE:** June 26, 2024

**MATERIALS DUE July 19, 2024**

**ON SALE:** August 27, 2024



**NOV/DEC**

## **REFLECTING BLACK**

**AD CLOSE:** August 20, 2024

**MATERIALS DUE September 13, 2024**

**ON SALE:** October 22, 2024





# CONTACT YOUR PERSONAL SHEEN REPRESENTATIVE

IF YOU DONT HAVE REPRESENTATIVE  
YOU'LL BE ASSIGNED ONE  
ACCORDINGLY IN YOUR AREA

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## **MAILING ADDRESS**

*SHEEN MAGAZINE*  
P.O Box 6533  
Greenville, SC 29607

P: (864) 862-6782 | F: (864) 862-6285