



# 2024 MEDIA KIT

connecting your brand to the  
Black Community in Western  
Canada







# About Us

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## Leading Black Owned Print Media

Since 2018 Outsiders Edge Media has been infusing its international media expertise within Alberta across print, digital along with talk radio. This steady growth has made us the leading publisher and media house serving the Black community in Western Canada.



# Our Channels

## Black Entrepreneurs Journal

The Black Entrepreneurs Journal is a platform that amplifies the contributions of Black businesses in Western Canada, invigorating a sense of pride within the Black community, and establishes a common ground for networking.

We explore investing, the experiences of Black entrepreneurs, and the world of real estate along with showcasing the work of business leaders within our community.

## Radio - The Weekend Morning Show

Melanistic Magazine takes to the airways weekend mornings from 7-9am on Saturdays and 7-8am on Sundays with the weekend morning show. Our magazine-formatted show covers a wide range of topics and issues relevant to the Black community, reaching over 30,000 listeners per hour across Alberta on MYRADIO 580AM.





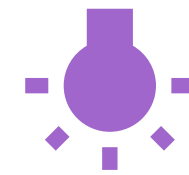
# By the Numbers



2,500 print magazine readers per issue



3,000 Digital newsstand readers **per month**



Distribution in Edmonton, Calgary



over 60 free pick up locations



98% magazine pick up rate





# Release Date - Editorial Focus

Vol. 6 - Feb. 2024

- Economic Impact report, Adversity, Spotlights

Vol. 7 - September 2024

- Black Business Showcase, Federal Support Systems



# The Black Entrepreneurs Journal Rates



| Ad Size / Type     | Ad Specs                                   | 1 Issue | 2 Issues |
|--------------------|--|---------|----------|
| Outside Back Cover | 8.5"W x 11"H w/0.125" bleed & 0.5" margin  | \$2,100 | \$1,800  |
| IFC / IBC          | 8.5"W x 11"H w/0.125" bleed & 0.5" margin  | \$1,750 | \$1,500  |
| Full Page Ad       | 8.5"W x 11"H w/0.125" bleed & 0.5" margin  | \$1,300 | \$1,100  |
| 1/2 Page Ad        | 8.5"W x 5.5"H w/0.125" bleed & 0.5" margin | \$950   | \$850    |

## Publication Notes

Vol. 6 - Feb. 2024

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Vol. 7 - September 2024

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- Please make as a High res (300 dpi) pdf format. Convert all colors/images to CMYK,
- NO RGB colors, NO Pantone colors and NO spot colors. Also ensure all Black Ink coverage is less than 300%.
- Publisher will not assume responsibility for advertising reproduction that does not conform to the above requirements.
- All advertising is subject to review and acceptance by publisher.
- Advertiser subject to billing for late cancellations past issue booking deadline..