

**My Hood Magazine**  
Press Kit 2021

# PRESS KIT

## ABOUT MHM

My HooD Magazine is a representation of all music genres. We are available digitally and in print. We are here to support all artist while providing a platform for local and independent artist. Revamped in 2016 by its current owner Kia Young, My HooD Magazine was known in the past as HooD Magazine. With a fresh new look and style, My HooD Magazine is not just a magazine but a brand. We want our readers to know, this is a place they can call home. We are dedicated to our readers and want to provide them with articles that no other magazine can give. The content in the magazine not only introduces you to artist that are in the streets, but articles about what is happening in the world today. We want to educate those who are looking for guidance on how to become a better artist.

## PUBLISHER

My HooD Magazine is a division of and published by Young Public Relations, LLC. Our published magazine circulation, digital issues, and schedule are as follows:

**01** **MHM DIGITAL.**

## **MHM Digital**

Current and Back issues are now available in the following formats:

- [www.issuu.com/myhoodmagazine](http://www.issuu.com/myhoodmagazine)
- Online (click the cover images at the top of [myhoodmagazine.com](http://myhoodmagazine.com))

New issues will be released via the app, online, and email blasts on every quarter.

**02** **MHM CIRCULATION.**

## **MHM Circulation**

With previous print circulation of 70,000+ reaching an estimated half a million readers, the My Hood Magazine brand is an established name in Hip Hop entertainment. With support from all 50 states, we are now international. We have created a market-based fan Hood in places like Italy, Japan, France, and South Africa with request for more! We are The Hood's Publication!

### **MHM Schedule\***

We use a 3 Issue per year schedule. Issues are usually dropped January, July, and November. Subject to change.

**03** **MHM SCHEDULE**

# SCHEDULE

Release Date	Issue #	Cover Artist
2/5/2021	SUPER BOWL ISSUE 12	TBD
7/2021	ISSUE 13	TBD
11/2021	ISSUE 14	TBD
1/2022	ISSUE 15	TBD
7/2022	ISSUE 16	TBD
11/2022	ISSUE 17	TBD
SUBMISSION DUE DATE		
ISSUE 12	12/30/2020	
ISSUE 13	5/30/2021	
ISSUE 14	TBD	
ISSUE 15	TBD	
ISSUE 16	TBD	



The following is a list of prices to advertise in My Hood Magazine. All Prices include digital, design and print prices.

Item #	Item Name/Description	Price*
Font Cover 1	Package Includes: 1 Front Cover, 2 Full Pages, Full Promo, Photoshoot, 10 Print Copies	\$1500
Front Cover 2	Package Includes: 1 Front Cover, 2 Full Pages, Full Promo, Photoshoot, 10 Print Copies	\$1500
2 Front Covers	Package Includes: 2 Front Cover, 4 Full Pages, 1 Inside Cover, Full Promo, Photoshoot, 10 Print Copies, Free Access Digital Copy-1yr	\$2500
1 Full Page	Includes 1 Full Page, Design, Medium Promo, 1 Print Copy, Digital Preview	\$300
2 Full Pages	Includes 2 Full Page, Design, High Promo, 4 Print Copy, Digital Preview	\$500
Half Page	Includes 1 half Page, Design, low Promo, 1 Print Copy, Digital Preview	\$200
Quarter Page	Includes 1 Quarter Page, Design, 1 Print Copy, Digital Preview	\$100
Banner	Includes 1 banner size, Design	\$75

# Inclusions

## AD INCLUDE:

- \*\*Includes cover, 2 full page ad, or feature article and is subject to editorial approval.
- \*\*\*Includes ½ page ad or feature and is subject to editorial approval.
- Artwork fee is included in price.

## SPECIFICATIONS

Add .125" bleed on all sides including the cover, full page ad, and 2-4-page features. All should be 300dpi resolution, CMYK color for articles. Accepted format .jpg, tiff, pdf. No quark files. All page's subject to approval.

Ad Size	1 Issue	3 Issues	6 Issues
Full Page (8.375" x 10.875")	\$300	\$500 prepaid	\$800 prepaid
Half Page (8.375" x 5.5")	\$200	\$300 prepaid	\$500 prepaid
Quarter Page (4.25" x 5.5")	\$150	\$275 prepaid	\$450 prepaid or \$350 monthly*
Front Cover Package**	\$1500	N/A	N/A
Inside Cover***	\$500	N/A	N/A

# Online Advertising

[www.MyHooDMagazine.com](http://www.MyHooDMagazine.com)

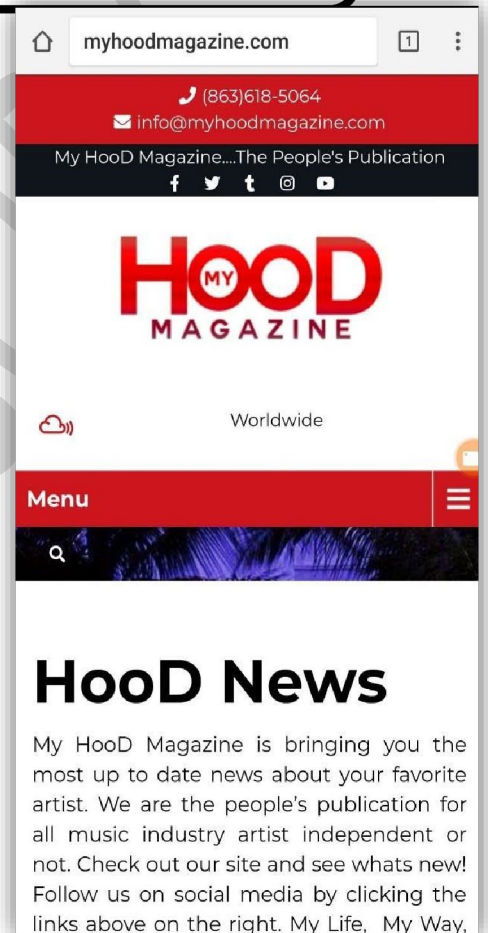
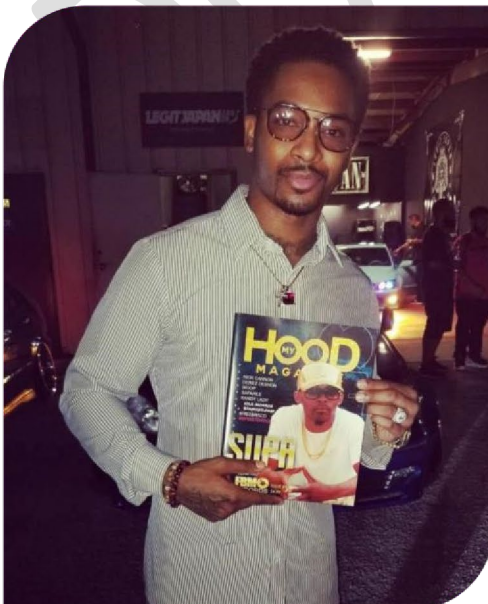
Every month, more than 150,000 unique visitors log on to our website at myhoodmagazine.com. For more specific website traffic statistics or a customized advertising package, please contact us. You can also select from the options below.

ONLINE Ad Size	1 issue	3 issues
Full Page (5.5" x 8.5")	\$600	\$1,500 prepaid
Half Page (5.5" x 4.25")	\$400	\$1,000 prepaid
Centerfold Spread (2 full pages)	\$1,500	\$4,000 prepaid
Cover Package**	\$5,000	N/A

## ONLINE SPECIFICATION FOR AD

Resolution: 200dpi minimum; 300dpi preferred

Accepted file formats: JPG, TIFF, PDF (no quark files)



# EVENT HOSTING MY HOOD MAGAZINE

Coverage of a concert or existing event

\$250 - \$1000 plus travel for 2 person (pricing varies according to event/market)

## INCLUDES:

- MHM representative and MHM photographer attending and covering your event.
- Full page in MHM Mag digital edition promoting your event.
- Full page ad in MHM Mag digital edition
- Event can be promoted and branded as an MHM showcase or MHM-themed party.
- Event invites & promotional mentions for event on social networking sites such as Facebook, Twitter, Instagram etc.
- Party flyer posted on myhoodmagazine.com
- Post-party coverage and photos on myhoodmagazine.com
- Post-party coverage and photos in My Hood Mag digital edition
- You can use photos and video from the event for your own promotional purposes.

