



# ESSENCE

Where Black Women  
Are Boundless

2025 Media Kit



# Purpose

We celebrate and champion Black women through relevant content, events, and community engagement. As a leading media platform, we focus on digital transformation, audience growth, and innovative partnerships to stay ahead of trends. Our mission is to empower and inspire by meeting Black women where they are.

## AUDIENCE

**44M** Multigenerational  
Black Women

### GENDER

**68%**

Female

**32%**

Male

### AGE

**18-44**

### AVG. HHI

**\$90,212**

### EDUCATION

**114%**

More Likely  
To Hold a  
Bachelors Degree

Sources: 2023 MRI-Simmons Spring Doublebase Study and  
Proprietary Modeling/Studies . 2024 Winter MRI-Simmons USA  
Weight type: Population (000) Base: Study Universe



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# Editorial

JAN / FEB

## **BLACK WOMEN IN SPORTS | BLACK LOVE**

CLOSE DATE: 11/8/24 | ON SALE DATE: 12/24/24

MAR / APR

## **BEAUTY ISSUE**

CLOSE DATE: 1/17/25 | ON SALE DATE: 2/25/25

MAY / JUN

## **EFOC | TRAVEL**

CLOSE DATE: 3/7/25 | ON SALE DATE: 4/22/25

JUL / AUG

## **#YEAR55**

CLOSE DATE: 5/9/25 | ON SALE DATE: 6/24/25

SEP / OCT

## **FASHION ISSUE | SEXIEST MEN OF THE MOMENT**

CLOSE DATE: 7/11/25 | ON SALE DATE: 8/26/25

NOV / DEC

## **BUSINESS ISSUE | HOLIDAY ISSUE**

CLOSE DATE: 9/12/25 | ON SALE DATE: 10/8/25

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# Digital

JANUARY

**NEW YEAR, NEW ME**

FEBRUARY

**BLACK HISTORY MONTH**

MARCH

**WOMEN'S HISTORY MONTH**

APRIL

**BLACK MATERNAL HEALTH WEEK**

MAY

**#YEAR55**

JUNE

**PRIDE MONTH, BLACK MUSIC MONTH, JUNETEENTH**

JULY

**EFOC, 20 YEARS OF KATRINA**

AUGUST

**BACK TO SCHOOL, BLACK BUSINESS MONTH**

SEPTEMBER

**FASHION, SEXIEST MEN OF THE MOMENT**

OCTOBER

**BLACK WOMEN IN SPORTS**

NOVEMBER

**BLACK WOMEN IN BUSINESS, POWER 40**

DECEMBER

**GIFT GUIDE, HOLIDAY SHOPPING, SHOP SMALL**







# Events

## Q1

- **AFROPUNK**
- **Black Women In Sports**
- **Black Women In Hollywood**
- **Hollywood House**

## Q2

- **Wellness House**
- **Texture on The Runway**
- **AFROPUNK**
- **Road To Festival**

## Q3

- **ESSENCE Festival of Culture™**
- **Wellness House @ EFOC**
- **Texture On The Runway @EFOC**
- **AFROPUNK @EFOC**
- **Beautycon @EFOC**
- **Fashion House**

## Q4

- **Girls United Summit**
- **Holiday Special**
- **Black Women In Art**

# Rates

## PRINT

SINGLE PAGE	\$54,034
SPREAD	\$81,250
CUSTOM ADVERTORIAL	\$103,096

*Note: discounted rates available for CPG/ Beauty*

## CUSTOM CONTENT

1-BRANDED NATIVE VIDEO PACKAGE EST IMPRESSIONS: 2.1M	\$143,500
1-BRANDED NATIVE ARTICLE PACKAGE EST IMPRESSIONS: 2.2M	\$58,500
NATIVE SOCIAL FIDELITY VIDEO EST IMPRESSIONS: 1.7M	\$70,000

## EMAIL & SOCIAL

FACEBOOK W/ SOCIAL AMPLIFICATION EST IMPRESSIONS: 500K	\$16,000
INSTAGRAM W/ SOCIAL AMPLIFICATION EST IMPRESSIONS: 500K	\$32,250
X/TWITTER POST W/ SOCIAL AMPLIFICATION EST IMPRESSIONS: 500K	\$11,000
TIK TOK (no social amplification)	\$7,500
ALL-ACCESS E-BLAST EST IMPRESSIONS: 140K	\$6,500



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# Specifications

## MECHANICAL REQUIREMENTS

- Method: Printed web-offset (wet). Perfect-bound.
- Closing Dates: All closing dates are for receipt of materials to the ad portal.
- Digital ad files are archived for six months and then destroyed.

## MECHANICAL SPECIFICATIONS

The following information specifies the size and type of file formats, proofs and media we accept, general guidelines and contact information. ESSENCE's printed offset; perfect-bound.

Please confirm due dates in advance of advertiser/agency/engraver production planning. Advertisement page proofs must be delivered for approval review two weeks before ad close. All final materials should be uploaded into [www.adshuttle.com/Essence](http://www.adshuttle.com/Essence) no later than the closing dates unless you have been given an extension by Ad Services.

All extensions must be confirmed in writing. Extensions are given for individual advertisers on a per issue basis. If you are in doubt about an extension, please call your account representative ASAP. Virtual proof technology is used following SWOP standards utilizing TR005 output profile. Color guidance proofs are no longer required.

Page Size	Bleed	Live Safety/Non-Bleed	Trim
Full Page	8.25" x 10.75"	7" x 10"	8" x 10.5"
Spread	16.25" x 10.75"	15" x 10"	16" x 10.5"

### File Format: High resolution PDFX1A file output

Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.



# Positioning Guidelines

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of ESSENCE Magazine (the "Magazine") published by ESSENCE Communication Inc. (the "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated January/February, 2021. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.
2. The Magazine is a member of the Alliance for Audited Media ("AAM"). Total audited circulation is reported on an issue-by-issue basis in Publisher's Statements audited by AAM. Total audited circulation for the Magazine is comprised of paid plus verified.
3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email, by no later than 5pm on the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes, and communicates in writing, would prevent the advertisement from running in the digital edition, such advertiser's ad placement will no longer be deemed a "full-run" buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms. The digital edition of the Magazines may be viewed in one of two formats depending on the storefront (i.e. App Store, Google Play, Amazon, Apple News+, etc.): (i) a digital replica of the print version, which is an exact reproduction of the design and content of the print version of the Magazine; or (ii) a digital replica of the print version combined with a touch-activated "reader view," which allows the user to scroll the article text. Please consult a Magazine representative for details of format availability. Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital edition. These include, but are not limited to, special units such as pop-ups, scent strips, die-cuts, special effects and business reply cards. Please consult a Magazine representative for details. Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may appear in one of two formats: (i) print replica, where the page on screen looks exactly like the advertisement appearing in the print edition; or (ii) custom design, where the same creative has been reformatted and resupplied for optimal reading on a digital device and/or platform. Qualifying advertisements running in the digital edition of the Magazine will automatically run in a print replica format. If an advertiser wishes to include its qualifying advertisement for the digital edition in a format other than print replica, it must indicate so prominently on the insertion order by the ad close date. Custom designs may not be available on all platforms or devices. Please consult a Magazine representative for details. URLs featured in advertisement print creative are not currently activated in the digital edition. Please consult a Magazine representative for further details on URL activation.
4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
5. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided to, by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.
8. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
9. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.



10. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
11. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, communicable diseases, acts of God or any other circumstances not within the control of the Publisher.
12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents of record) of gross advertising charges after earned advertiser discounts.
13. Invoices are rendered on or about the subscriber mailing date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
14. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.
15. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
16. Neither creative fees nor special advertising print production premiums fees earn any discounts or agency commissions.
17. Publisher reserves the right to modify these terms and conditions. These Advertising Terms and Conditions were issued November 1st, 2023

## POSITIONING AND PLACEMENT

- Positioning and placement in book will be led by creative team and your sales partner will provide creative guidelines and specs for optimal placement and reader engagement.
- Strategic Partners of ESSENCE will receive the first options for premiere placement in front of the book.

## POSITIONING FOR RUN OF BOOK ADS WITH SPECIAL REQUIREMENTS

- Fractional ads - are not guaranteed placement. They are only guaranteed edit equivalent to their size (i.e. half page advertiser is guaranteed no more than a half page of edit).
- Spreads - are not guaranteed edit in OR out unless previously negotiated.
- Scented ads - must run on specific pages of a press and require positioning flexibility.
- Disclaimers - are not guaranteed edit and will run opposite a promotional page, house ad or PSA.
- Multi Product ads - advertisers with multiple products within their creative will not be guaranteed positioning.
- Advertorials -
  - Advertorials should be a 1:1 ratio and must run opposite their brand ad
  - Advertorials and promo pages are not guaranteed positioning
  - Edit in or out is not guaranteed for any advertorial unit
- QR Code Advertisers - If an advertiser's creative has a coupon or any kind of cut-out; all positioning guarantees will be re-negotiated.
- Inserts
  - Insert positioning is unique to the type of insert it is and will be guaranteed placement as follows: 1st, 2nd, or 3rd Non-Scented Insert or 1st, 2nd or 3rd Scent strip etc. \*Note that a scent strip guaranteed 1st scent strip may have a non-scented insert run prior and vice versa.
  - Scent Strip positions are NOT grandfathered and do not automatically carry over from year to year.
  - Inserts are guaranteed edit in only. A promotional page, house ad or PSA will lead out of the insert.



## SEPARATION

- Insert separation - Publisher does not guarantee separation from inserts. Any request must be made prior to positioning and may affect positioning.
- Competitive separation will be waived for all positions within the 1st 10% of book. We can only guarantee that the competitive products will not touch. Six pages of product to product (i.e. lip to lip) separation will be provided in the balance of the book with the exception of hair advertisers.
  - Hair advertisers will only be guaranteed 3 pages of competitive separation. The separation is only from like product to like product i.e. hair color to hair color, relaxer to relaxer.
  - Multi product ads – Single product advertisers are not guaranteed competitive separation guarantee from multi product ads.
  - Multi product ads are not guaranteed competitive separation for the products on their page.
  - Promotional pages – There is no competitive separation from the products or logos listed on promotional pages
  - Advertiser logos – there is no competitive separation from advertiser logos that appear on an advertisement

## CREATIVE APPROVAL

- Advertiser creative is subject to Publisher and Editorial Approval.
- Publisher reserves the right to request that an ad be moved due to creative conflicts or if the advertiser's product is featured on the opposite page.

## COVERS

Cover upgrades are a one-time only offer and do not carry over from year to year.

# Leadership

“This cadre of storytellers, cultural creators, boundary breakers, and community builders along with a broader team of visionaries will redefine what culture means for generations to come,”

– *Caroline Wanga*



**Caroline Wanga**  
President and Chief Executive Officer



**Michelle Ghee**  
Chief Content Officer



**Monique Manso**  
Chief Revenue Officer



**Barkue Tubman**  
Chief Community Officer.



**Michael Barclay**  
Executive Vice President



**Nandi Howard**  
VP, Content



# Contact

For partnership inquiries, please email:  
[BRANDPARTNERSHIP@ESSENCE.COM](mailto:BRANDPARTNERSHIP@ESSENCE.COM)



# ESSENCE