

A portrait of Rihanna with short, dark, curly hair, looking over her shoulder. She is wearing a light pink, off-the-shoulder top and has a gold hoop earring and a gold chain necklace. A tattoo is visible on her neck and shoulder. The background is a solid dark green.

# ESSENCE

**WHERE BLACK WOMEN  
ARE BOUNDLESS**

2025 MEDIA KIT

# OUR NETWORK

We point the way. We adapt to the moment. We convene community.

ESSENCE

ESSENCE  
Festival  
of CULTURE  
NEW ORLEANS - LOUISIANA  
PRESENTED BY Coca-Cola

\*SOMOS♦

ESSENCE  
gu

NATURALLYCurly

X  
SOKO  
MRKT  
powered by ESSENCE

◀BEAUTYCON™

T29

UNBOTHERED

29ROOMS

REFINERY29

AFRO  
PUNK

**Sundial Media & Technology Group (SMTG)** is a human connections company — the signal powered by culture, scaled by technology, and built for community. SMTG connects, elevates, and empowers the most influential consumer segment in the market: HER, the Chief Influence Officer. With over 100 years of community knowledge and insights, SMTG is redefining the media model into a next-generation platform. Powered by proprietary intelligence and AI technology, it activates an ecosystem that scales HER influence and economic power. Its portfolio includes some of the most iconic, purpose-driven brands and experiences shaping culture today — ESSENCE (Girls United, ESSENCE Studios, ESSENCE Festival of Culture™), Refinery29, AFROPUNK, Beautycon™ (including NaturallyCurly), the Global Black Economic Forum, the Academy for Advancing Excellence, and the New Voices Fund. Through storytelling, products, and platforms, SMTG delivers the tools and technology to shape the future of media, commerce, and community — on HER terms.

ESSENCE



# 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**

Indexing 19%  
National Norm

## 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

ESSENCE



# UNMATCHED REACH

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**100M** PRINT  
REACH

**10M** ONSITE REACH  
MONTHLY

**80M** SOCIAL REACH  
MONTHLY

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**8.5M** SOCIAL  
FOLLOWERS

**1.5M** NEWSLETTER  
REACH

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

ESSENCE





# EDITORIAL

01

## WINTER ISSUE (JAN / MAR)

**KEY CONTENT THEMES:** New Year / New Me (Wellness), Black History Month, Women's History Month, Black Women in Music, Black Women in Hollywood, Black Women in Sports

**ON SALE DATE / DISTRIBUTION:** JANUARY 6

**FINAL AD CLOSE:** NOVEMBER 30

02

## SPRING ISSUE (APR / JUN)

**KEY CONTENT THEMES:** Road to Festival, Mother's Day, Black Women in Sports, Spring Fashion, Wellness, Travel

**ON SALE DATE / DISTRIBUTION:** MARCH 31

**FINAL AD CLOSE:** FEBRUARY 28

03

## SUMMER ISSUE (JUL / SEP)

**KEY CONTENT THEMES:** ESSENCE Festival of Culture®, Summer style & beauty, travel & leisure, HBCU, BWIS

**ON SALE DATE/NEWSSTAND:** JUNE 30

**FINAL AD CLOSE:** MAY 30

04

## FALL / HOLIDAY ISSUE (OCT / DEC)

**KEY CONTENT THEMES:** Back-to-school, Black Women in Business (Power List + Awards), Holiday season, Gifting, year-end reflections, Pop Entertainment, Fashion and Beauty

**ON SALE DATE/NEWSSTAND:** SEPTEMBER 29

**FINAL AD CLOSE:** AUGUST 30

ESSENCE

# ESSENCE 55

ESSENCE's 55th Anniversary is a pivotal moment of transformation, celebrating five and a half decades of connecting with and empowering Black women. This year, we honor our legacy while embracing new opportunities, focusing on the theme of passing the torch to the next generation. We'll explore five key industries—Business, Sports, Community, Entertainment, and Beauty—where women have created opportunities for one another.



## THIS MILESTONE IS MORE THAN A CELEBRATION

it's an intergenerational call to action driven by passion, power, and purpose. Our campaign will release old habits and make space for innovation, all while preserving the essence of our mission.

### OUR INTEGRATE APPROACH INCLUDES

#### EDITORIAL:

A special cover launch and feature with Susan Taylor.

#### SOCIAL MEDIA:

A multi-platform video rollout across YouTube, TikTok, and Instagram to amplify women's voices and maximize engagement. Including a 5 part Youtube series.

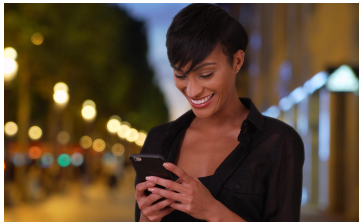
#### DIGITAL:

A custom newsletter for over 1 million subscribers, a new interactive microsite, and a dedicated five-part

#### EXPERIENCES:

A film festival, mainstage celebration, and cocktail reception to bring our community together.

# NEW PARTNERSHIPS



**ESSENCE VTAGZ** is a mobile-first, receipt-based rewards platform designed to connect brands with attendees at the ESSENCE Festival of Culture. It drives foot traffic and product trials by offering rewards for purchases and gives brands the ability to capture real-time purchase data, build first-party data lists, and retarget verified customers after the event. The platform offers a flexible, pay-for-performance budget, ensuring brands only pay when a consumer engages.

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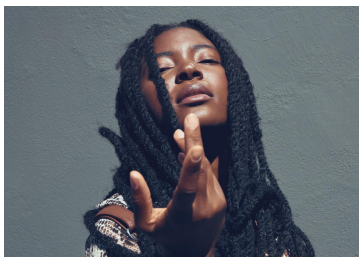
**ESSENCE and GRAND SLAM TRACK** have partnered to create a new, high-impact annual track and field series. This premier event transforms the traditional sporting experience with a streamlined, dynamic format focused on sprints, distance, and hurdles, alongside cultural competitions. It's designed to captivate a multi-generational audience through enhanced athletic coverage, a digital-first content strategy, and a range of media and experiential activations, including interactive timing stations, athlete meet-and-greets, and influencer content.

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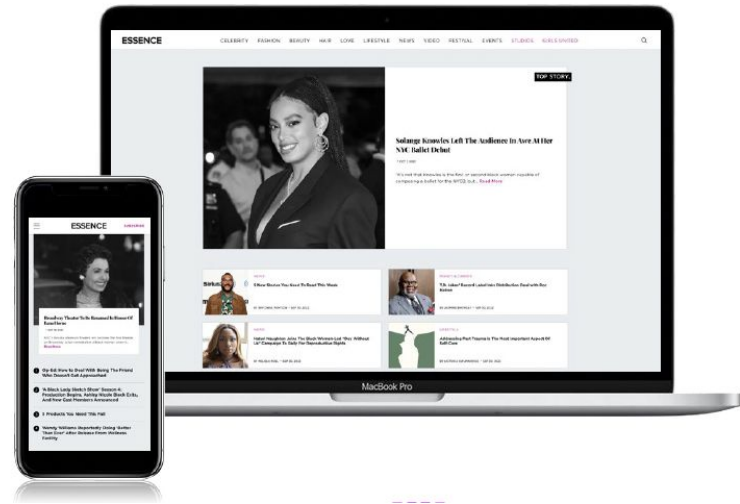
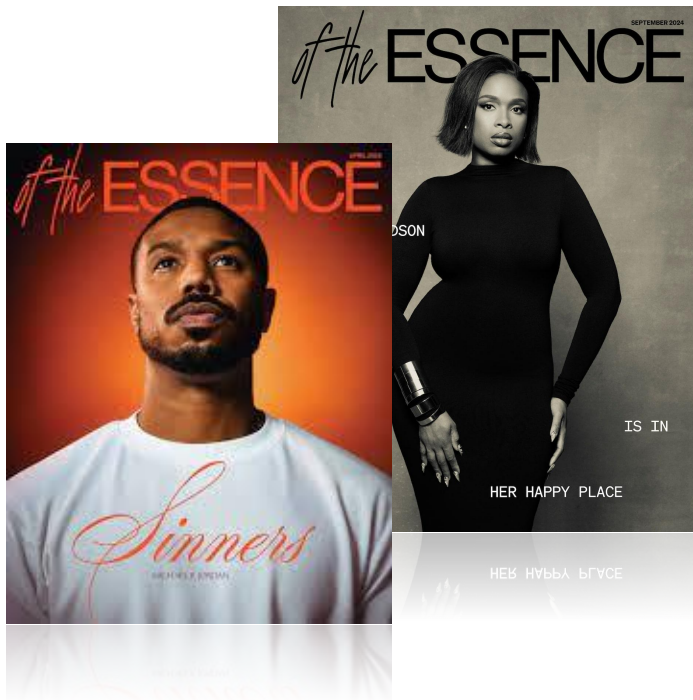
**ESSENCE CTV** offers a new connected TV advertising solution that allows brands to authentically connect with the fast-growing and high-intent Black audience. Built on 55+ years of cultural leadership, ESSENCE provides brand-safe, premium video placements on platforms like Roku, Samsung, and Hulu. With hyper-targeting capabilities and guaranteed reach to U.S. Black adults 18+, ESSENCE CTV helps brands bridge culture and commerce through measurable campaigns that drive awareness, favorability, and intent.

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**ESSENCE PROGRAMMATIC** For 55 years, ESSENCE has been a trusted media platform for Black women, providing inspiration, empowerment, and cultural connection. The ESSENCE Programmatic Offering allows brands to engage this highly influential and engaged audience of over 64 million digital touchpoints through display and video advertising. By leveraging programmatic solutions like Programmatic Guaranteed and Private Marketplace (PMP), brands can seamlessly connect with an audience that is 87% over the age of 25 and 86% more likely to pay for products that authentically reflect their culture and experiences.





JAN

NEW YEAR,  
NEW ME

FEB

BLACK HISTORY  
MONTH

MAR

WOMEN'S  
HISTORY MONTH

APR

BLACK  
MATERNAL  
HEALTH WEEK

MAY

ESSENCE 55

JUN

PRIDE MONTH,  
BLACK MUSIC MONTH,  
JUNETEENTH

JUL

EFOC, 20 YEARS  
OF KATRINA

AUG

BACK TO SCHOOL,  
BLACK  
BUSINESS MONTH

SEP

FASHION, SEXIEST  
MEN OF THE MOMENT

OCT

BLACK WOMEN IN  
SPORTS

NOV

BLACK WOMEN IN  
BUSINESS, POWER 40

DEC

GIFT GUIDE, HOLIDAY  
SHOPPING,  
SHOP SMALL



# EVENTS



**Q1**

AFROPUNK Indaba Dinner Series

Black Women In Sports

Black Women In Hollywood

Hollywood House

**Q2**

AFROPUNK Indaba Dinner Series

GU Yard Tour

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 Celebration of Joy

Black Women In Art

# RATES

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

*Note: discounted rates available for CPG/ Beauty*





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.

MAGAZINE SPECS

- 9.5w x 12h (plus bleed).
- The body of the book prints on 40lb Liberty Matte paper.
- Cover prints on 100# Influence Matte.

Page Size	Bleed	Live Safety/Non-Bleed	Trim
Full Page	9.75” x 12.25”	9.125” x 11.625”	9.25” x 12
Spread	19.5” x 12.25”	18.5” x 11.625”	19” x 12”

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; 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



**KIRK MCDONALD**

CEO, Sundial Technology & Media Group



**MICHELLE GHEE**

Chief Content Officer



**MONIQUE MANSO**

Chief Revenue Officer



**BARKUE TUBMAN**

Chief Community Officer



**CEDRIC ROGERS**

Chief Product Officer



**MICHAEL BARCLAY**

Executive Vice President



# CONTACT

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

# ESSENCE