



**ENGAGING...  
EMPOWERING...  
ENLIGHTENING**

*the Caribbean Community*

**amour creole**

**MEDIA KIT 2011-2012**

# DYNAMIC PUBLICATION for a vibrant community

Amour Creole is more than a magazine – it is a celebration of Caribbean culture. Targeting a market of over 3.5 million, Amour Creole is the premiere magazine exploring lifestyle, culture, beauty and entertainment for the Caribbean population living in the U.S.

Amour Creole reflects the pride, accomplishments and beauty of our people. It inspires readers to create a better life for themselves and for our sisters and brothers back in our native countries. The magazine captures its readers with intimate celebrity interviews; features on the hottest Caribbean designers, artists and musicians; expert advice in health, finance and business; and updates on positive initiatives throughout the Caribbean.



## A Magazine WITH A MISSION

Amour Creole inspires readers to push beyond preconceived limitations to achieve the greatest potential in every area of life: career, parenting, relationships, fitness, beauty and spirituality. We celebrate the ever-increasing success stories of Caribbean-Americans living in the United States while also offering compassion for tales of our struggles.

Amour Creole reflects its readers – inspired, energetic, sexy, determined, proud. Like a wise and sassy aunt, we offer ample, sound advice that's sizzling with personality.

A portion of the magazine's sales is donated to Sove Ayiti, a nonprofit organization dedicated to creating jobs, health clinics, housing and adult education throughout Haiti. Amour Creole also collaborates with other organizations that are directly impacting the quality of life for people living in the Caribbean. Through this mission of support, we forge a strong bond with readers of all Caribbean heritage.

# DEMOGRAPHICS

## Connect With a Growing Market

Amour Creole is the only print outlet for advertisers to reach the untapped Caribbean American market. The Caribbean American consumer currently contributes over \$10 billion to the U.S. economy, yet is largely ignored by advertisers. Many companies tend to merge the Caribbean market with the African American market, assuming that social and cultural issues, interests and shopping habits are similar.

In fact, Caribbean Americans are a highly distinct market. Hailing from over 15 nations including Haiti, Trinidad, Jamaica and Martinique, these 3.5 million consumers are strongly brand loyal, reflecting both cultural pride and the limited brands available in their home countries. Unfamiliar brands that provide high levels of quality and service, while also supporting the Caribbean community, quickly gain a loyal customer base. Caribbean Americans are eager to be recognized as a unique, vibrant and growing community in the United States—and to exercise their substantial purchasing power.

Amour Creole's expanding readership is highly educated and upwardly mobile with considerable disposable income. The magazine is the most effective medium for connecting with this largely untapped and receptive market.



### Readership at a Glance

2011 READERSHIP **260,000**

**80/20**

Female/  
Male

**90%**

Attended  
College

**\$55,000**

Median House-  
hold Income

**65%**

Professional/  
Managerial

**28**

Median  
Age

# WHAT OUR READERS ARE SAYING...

First and foremost, I would like to say you ladies are doing a fantastic job and I appreciate your work.

**-Maudeline Jean-Louis**

I was so encouraged to actually see a well structured Creole/ Caribbean magazine. Supreme kudos to your team:-)

May the light continue to shine on Amour Creole.

**-Marie Frederick**

I must say that I am very impressed. Please keep up the good work.

**-Guerda**

I love this magazine.

**- Gerard G. Santos**

I am a young Haitian American woman who is deeply inspired by the work that you do within this magazine.

**-Vanessa Jean**

I am so excited to hear that we have a magazine dedicated to our community. I want to show my family! They will be shocked and surprised!

**- Kathuska Jose**



# AMOUR CREOLE Web Advertising



Leader Board 728x90  
\$675 per month

ENGAGING - EMPOWERING - ENLIGHTENING

## amour creole

HOME
FASHION
BEAUTY
SEX &
ENTERTAINMENT &
HEALTH & SELF
MONEY

GO

Login Here

**AMOUR CREOLE TV**

Backstage with Manoushka Guerrier

STAY CONNECTED WITH AMOUR CREOLE

Amour Créole Magazine on Facebook

Like 7,000

Small Square 250x250  
\$375 per month

Recommend
Be the first of your friends to recommend this
0

Add your comment

Name (required)

Email (will not be published) (required)

Website

**5 Weeks of summer**

Each week Amour Creole is giving you tips to survive summer with sass and style

By Amour Creole

At Amour Creole we know how frustrating the summer heat can be. To help you feel and look your best, we've compiled a list of must-haves to carry in your purse all summer long...

**5 Summer Color Trends**  
Summer is here, so put away your dark and depressing colors and add some vibrancy to your wardrobe.

**5 Unique City Tours** Don't see the same old boring sights while you're on vacation. Try these unique tours for a different view of famous cities.

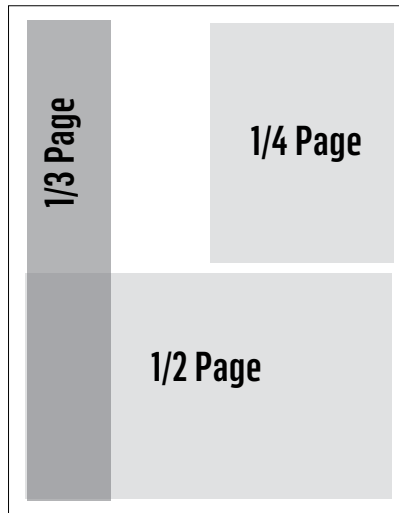
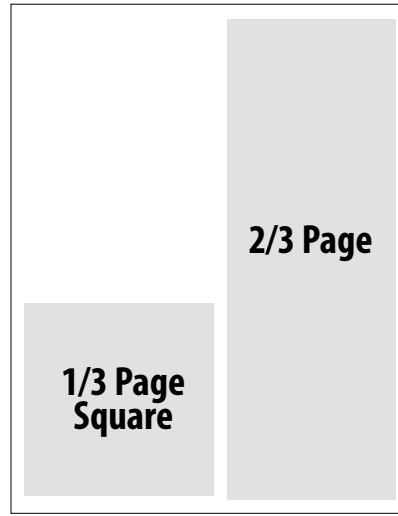
**5 Summer Cocktails** You don't have to be on the beach to enjoy these deliciously fruity cocktails.

**5 Ways To Survive the Summer**  
The summer heat can be unbearable, so here are some tips to survive the high temperatures.

# AMOUR CREOLE Magazine Advertising



## AD SPECS



Two-Page Spread 17.25 x 11.25  
Live Area: 16 x 10

Full Page Bleed 8.875 x 11.25  
Live Area: 7.4375 x 10

Full Page Non-bleed 7.4375 x 10

2/3 Page Vertical 3.625 x 10

1/2 Page Horizontal 7.5625 x 4.875

1/3 Page Square 4.875 x 4.875

1/3 Page Vert 2.375 x 10

1/4 Page Vertical 3.75 x 5

Artwork acceptable in PDF-X1a digital format only.

Publication trim size: 8.375 x 10.75  
(Allow 1/2" safety from trim for live matter.)



# CLASSIFIED AD RATES

\$105 for the first 20 words and \$4 for each word thereafter (e-mail addresses count as two words, websites count as three). Prepay for same ad to run 3 consecutive issues: 10% discount. Prepay for 6 consecutive issues: 15% discount. All classified ads must be prepaid and in US funds. Check, Visa, Amex, Mastercard or Discover accepted.

## Classified Sections

- Small Local Business
- Music
- Books and Media
- Education
- Miscellaneous
- Vacations and retreats

## Resource Guide

These popular ads include advertiser logo for added value and attention. Includes 40-60 words plus logo in B&W or CMYK in jpg, tiff or eps digital format. Rate \$450 per insertion.

## Natural Product Marketplace

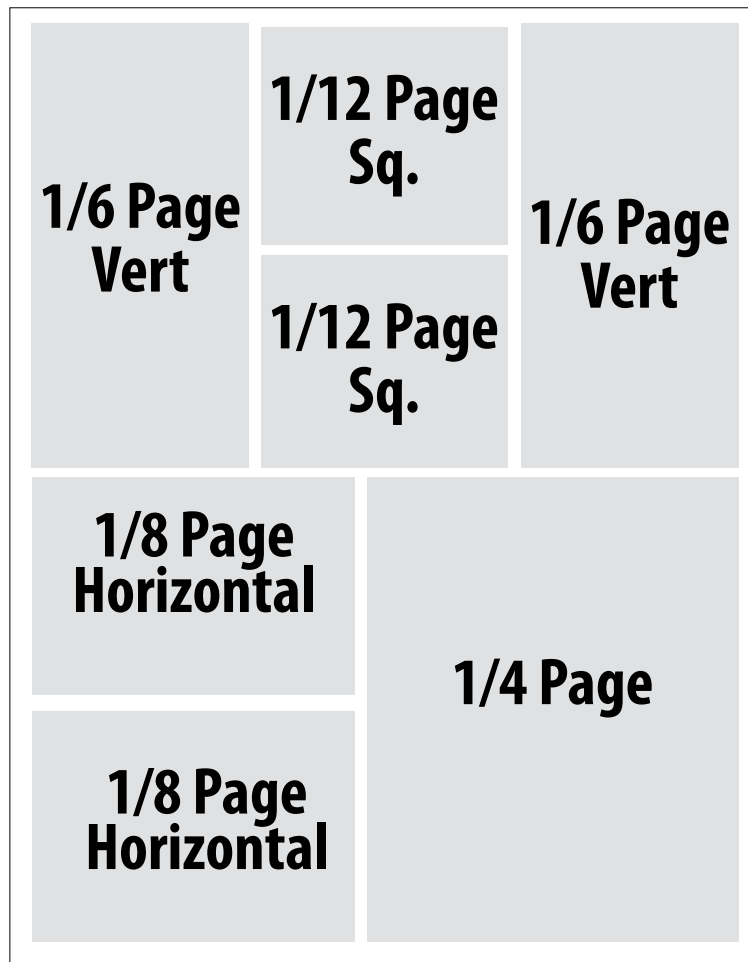
Promoting your natural, sustainable or green goods has never been more cost effective or beautifully showcased. Amour Creole introduces an editorial-style, four-color page with a product image, 50 words of copy, business phone number and web address. Rate \$600 per insertion.



# AMOUR CREOLE

## Market place ad specs

Amour Creole introduces an editorial-style, four-color page with a product image, 50 words or less of copy, business phone number and web address. Rate is \$600 per square insertion, \$700 per 1/8 page insertion, \$ 800 per 1/6 page insertion, \$1250 per 1/4 page insertion and \$1800 per 1/2 page insertion



## AD SPECS

<b>1/2 Page Horizontal</b>	<b>6.88 x 4.63</b>
<b>1/4 Page</b>	<b>3.38 x 4.63</b>
<b>1/6 Page Vertical</b>	<b>2.25 x 5</b>
<b>1/8 Page Horizontal</b>	<b>3.38 x 2.25</b>
<b>1/12 Page Square</b>	<b>2.5 x 2.5</b>

Artwork acceptable in PDF-X1a digital format only.



# 2011/2012 Editorial Calendar

Issue Date	Open	Close
FALL 2011	May 15, 2011	June 30, 2011
WINTER 2011	August 1, 2011	September 29, 2011
SPRING 2011	October 31, 2011	December 23, 2011
SUMMER 2012	January 30, 2012	March 29, 2012



# amour creole

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