



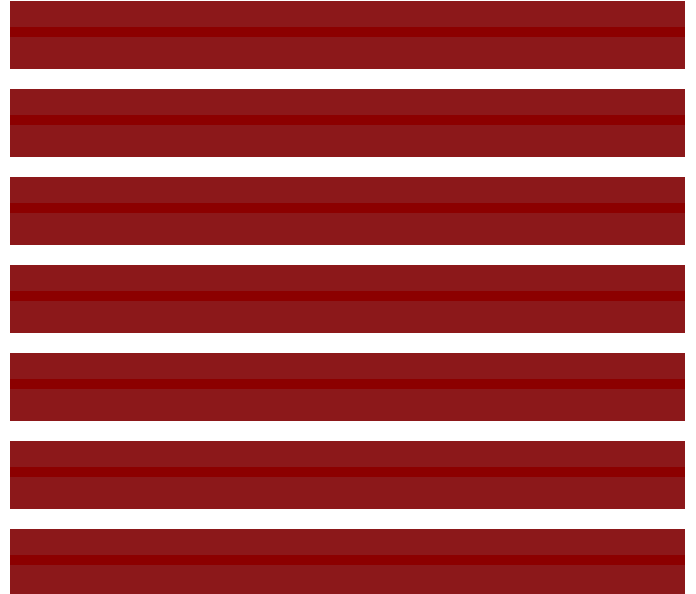
ink
MAGAZINE

www.theinkmag.com

Media Kit
(last updated 2-2-10)

WHAT IS INK?

Every great piece of literature, every dynamic speech, every written stroke of genius in history started in the mind of man; and ended up on paper. But paper is nothing until black ink rests upon the page. We call our magazine ink, because ink is black, ink is power, ink is smooth, ink is lasting, ink is sexy, ink is cool, ink is music, ink is poetry, ink is our voice, ink... is who we are



Ink is a monthly web-based magazine that is committed to being the true voice of Arkansas' African American community. If it is relevant to African Americans it will be found in Ink!

MISSION

To be a positive and true reflection of African American life; by providing a voice to the story tellers who desire to represent the rich tapestry of all that we are; by offering a quality, interactive, and informative experience for our user community; and establishing a value added advertising concept that reaches a niche market unavailable via other mediums.

GOALS

- To be THE web that brings Arkansas' African American Community together.
- To provide thought provoking stories and opinion pieces which engage our readers.
- To establish an online community which is the premiere venue for intellectual discourse in the African American community.
- To provide a one stop source of information of value to African Americans.



TARGET AUDIENCE

According to the U.S. Census Bureau there are 418,950 African Americans in Arkansas, which is 15.7% of the state's population.

AOL's landmark study of African American internet habits reported that 73 percent% of African-Americans describe themselves as "much more receptive" to culturally diverse advertising. The report also stated that the average African American spends 5 hours online each day, is 68% more likely to use the internet as a news source than whites, and that our community is more likely to support firms that invest in our community.

CONTENT

News - Ink Magazine will cover people, places, and events that are of interest to our target audience. We have a state-wide network of contributors who are following local events in real time. From the most rural sections of Arkansas, to the heart of Little Rock, if it is important to African Americans it will be covered in Ink.

Well will be a one stop listing of African American businesses in the state.

Black Love - This section will be the focal point for romance. Here readers will find articles that discuss the state of African American love. It will also feature a wedding section that will cover weddings across the state. This section will also allow readers to post news about engagements, pregnancies, and births.

Ink Question of the Day (IQD) - Each day (Monday through Friday) subscribers will be emailed the question and invited to log on to the site and debate it with fellow readers.

Blog - A variety of bloggers will discuss issues of relevance to our readers.

InkSpot - Ink Magazine photographers will cover African American events to capture our readers out on the scene.

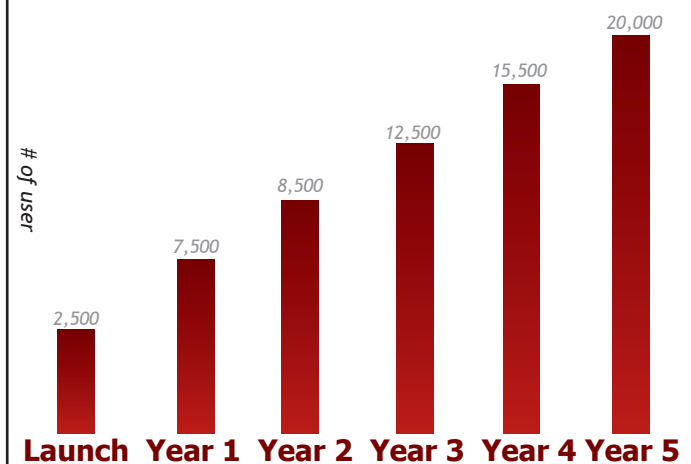
TARGET DEMOGRAPHIC

Female/Male:	64%/36%
Average Age:	35
Average HHI:	\$35,000
Children in HH:	58%
Married:	38%
Home Ownership:	30%

Views - The Ink staff is full of talented writers who are extremely opinionated and are well prepared to analyze, examine, and debate current issues in the African American community.

Resources - The Ink calendar will provide a venue for African Americans to keep track of important dates and events in Arkansas. The jobs line will connect readers to a variety of employment opportunities, and the Ink

READERSHIP GOALS



FEATURES

The Power Couple - Each month the Black Love section will cover a significant African American couple who is impacting our state.

Rising Stars - The magazine will also feature up and coming African Americans who will one day have an impact on the state.

Impact Women - Once a year the magazine will present a feature on the African American women who are taking our state to the next level.

The InkMakers - A once a year feature which will cover 20 African Americans who are making significant contributions in the areas of faith, business, politics, science, art and education.

INKEVENTS

InkSpot - This event will feature live music and poetry, and be held at a restaurant, bar or club. The InkSpot will feature some of Arkansas' freshest musical talents and give our readers an opportunity to get dressed up, network, and pose for the Ink photographers.

ThINK Forum - These events will feature panel discussions with intellectuals, academicians, community and political leaders. Each event will highlight an issue of importance to the African American community.

The logo for Ink Magazine features the word "ink" in a stylized, textured font where the letters are filled with a pattern of small, overlapping shapes. Above the letter "i" is a solid black circle. Below "ink" is the word "MAGAZINE" in a clean, black, sans-serif font, with each letter spaced out.

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These events also serve as dynamic partnering opportunities, which will enable our sponsors to connect with African Americans on "their turf" and make much appreciated investments in our community.

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