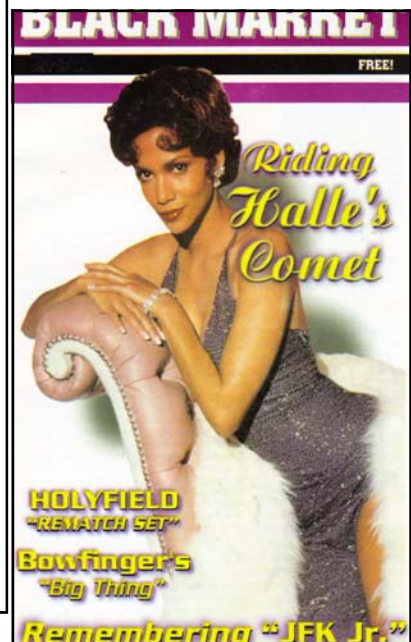
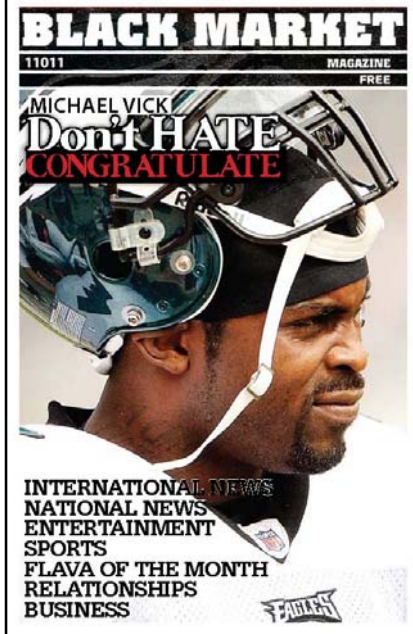


BLACK MARKET

MEDIA KIT



the power of the Black Market...

The .def of **BLACK** **MARKET**

41 million persons in America are classified as "BLACK".
approximately 13.5% of the population.

With an estimated annual spending of about 940 billion,
there is clearly nothing illicit or illegal about this powerful
market's impact on the economy. Statistics and surveys may vary

based on factors like geographic location, tradition, education, access to
resources and services. But one thing that seems to be consistent across the board
for all African Americans is that it is one market that is growing and making an impact
at all levels. Reaching this market now has become a science within itself. And with that, the need for
experts, scientists and professors in this field become inherently and distinctly needed to navigate
the economics of "THE BLACK MARKET".

Black Market Magazine began as a low cost, marketing tool by Alan S Hill, to reach new and existing
clients of his families small commercial printing company in the suburbs of Atlanta, Georgia.
East Point Printing utilized its printing capabilities and devised a system of providing advertising to
small business in a free publication containing entertainment, news and other articles of interest
to the local community. The cost to advertise while receiving distribution in a free publication far
outweighed the cost of taking on this service on a individual basis. The concept caught on with many
clients, and eventually led to larger advertising clients and the need to hire staff. Alan's concept and
mission has always been to provide news and much needed information on an "edutainment"
level, the combination of education and entertainment through the views and creativity of writers
artists and regular people that felt many media outlets do not adequately represent them.
Fifteen years, ten cities, and countless readers later. Black Market Magazine is still publishing,
printing, marketing and serving not only major markets but thriving in markets that have been
generally underserved by mainstream publications and media.

Black Market Magazine's concept of providing thought provoking, controversial, creative, real talk,
read between the lines, sometimes sarcastic but always on point, in a quick and easy to read
format. Has taken readers of all types to another level in some way. Every issue contains:

***National & International News - Cover Story - Entertainment - Reasons (Top TEN)
Centerfold - Business in the Black - Marketplace Tech - HMO (helping the medically oppressed)
Sports - Relationships - OutBlack Travel & Events***

Black Market Magazine maintains the ability to develop theme issues based on current events,
provide marketing strategies and special event participation on short notice while taking advantage
of resources and contacts developed over time. This flexibility allows advertisers and clients a unique
opportunity to capatilize on quickly changing and evolving market trends due partly to an ever
increasing technically advanced social media network and upwardly mobile society.
Bottom line is we can produce results!

THE DETAILS

DEMOGRAPHICS

Black Market Magazine is primarily urban, with an International appeal with content that intrigues, and intellectually stimulates on a conscious, controversial and thought provoking level. While overall the top spending companies that target African-Americans reflect categories that include personal care, cosmetics, media, and automotive. Black Market Magazine's approach is to provide a comprehensive grass roots approach, to commanding a market share in underserved markets. Whereas providing an effective, economical and efficient vehicle for readers and advertisers alike. Providing advertising at a local and tangible level for everyday products, e.g. car wash, barber shops, beauty-salons, check cashing, mom's & pop's restaurants and establishments, clothing boutiques, and record stores, clubs, festivals and local community events. Black Market Magazine fills the gap between the major and the minors, with a big league feel. Engaging and timely content directed towards a diverse community with specific dynamics. Hence, we touch all segments of the African-American community, age, income, education, marital status and gender.

THE POWER OF FREE

CIRCULATION & DISTRIBUTION

Atlanta, Georgia

Chattanooga, Tennessee

Greenville, South Carolina

Norfolk / Va. Beach

Caribbean select locations in Jamaica & Bahamas

International select locations in Liberia, Ghana, South Africa, Nigeria, London, Japan and Germany

A special mailing to media outlets, celebrities, politicians, marketing firms, record labels, ect.

Outside Atlanta - Macon, Savannah, & Augusta

Western Massachusetts – Springfield, & Hartford Connecticut

Orlando, Florida

Las Vegas, Nevada - select locations in Southern California

The Power of Free has never been more evident during the last few years because of the turndown in the economy and the need to watch spending. The ability to deliver a free publication with more informative content and less advertising based content of no particular is a hallmark of Black Market's commitment to the community!

Black Market Magazine delivers quantities between 3,000 and 12,500 per market, supported with street team and radio on a as needed basis. Average number of printed publications is 75,000. Black Market Magazine has one of the highest averages for street life of most free publications. Ultimately resulting in benefits beyond expectation in comparison to the financial investment.



RATES

Black Market Magazine provides its advertisers and sponsors, an exceptional vehicle support that reach a very distinct and upwardly mobile market. Its innovative delivery system through special event, and street team marketing reaches and meets its distribution goals by delivering where the market "Play, Pray and Pay." Black Market is one of the innovators in creating a distribution network in the heart of the community, its events and everyday activities.

National Advertising rates are based to provide the most comprehensive and value added packages in the industry. Flexibility and client needs and budget are priority.

Full Page ... \$1,800.00 ½ Page ... \$995.00

*Editorials available with FULL PAGE Ad purchase for \$249.00 additional includes ½ Page Ad Special Events Marketing rates are available. Rates start at \$200.00 per market for product sampling or distribution Contact your Account Representative for details.

creativity + strategy =

- PRINTING
- PUBLISHING
- MARKETING
- ADV SPECIALTIES

ic intelligent communications

Powered by Intelligent Communications our parent company, Black Market Magazine is staffed by a dynamic group of consultants, professionals and industry veterans to create a unique product that provides creative and effective communication products. Offices are Located in Atlanta Georgia, Las Vegas Nevada, and staff in several key cities.

P.O. Box 91072 • Atlanta Georgia 30364 • 678.698.5555