

harlem world

around the block, around the world

Media Kit 2012 - 2013

2.5 million annual Views

Harlem World Magazine is the premier destination for marketing and distribution of Harlem news, lifestyle and entertainment content. We're Harlem's expert daily voice that's edgy, humorous, politically aware—and completely unique.

Hailed by the *NYTimes*, *Forbes* and *Savoy magazine* for its work Harlem World Magazine expanded content offerings and social media connectivity now provides customers with innovative experiences with a uniquely authentic Harlem sensibility.

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HarlemWorldMag.com

Buzzwords and phrases today: Buy Harlem, Support Our Harlem Merchants! It's critical to pound that home to help you know what your local merchants do best: know their customers and provide a range of products and services that appeal to them. Take a minute to see just how user-generated experience Harlem World Magazine is and how we support what you do best.

Consider What We do Digitally

Our contributors seek out and write about what's happening daily and breaking local news in Harlem. Our founder is local, the team is local, too. When local people are employed, their spending dollars come right back into Harlem because they eat, shop, play and work locally. We've publish-ed a list of who's who on our team, right on the page titled "The Team." You know them, they are your customers!

Every time our community click onto the site HarlemWorldMag.com (all 2.5 million annual views, businesses and visitors!), your ad is right there.

With HarlemWorldMag.com, your prospective customers can see your ad several times a day! In fact, statistics show that our community click onto the site an average of 3.5 times per day. Read all about it on the page titled "Facebook, Twitter And Search."

And every time your ad is seen, our community can connect to your website, and learn even more about what you have to offer. We can track how many click-throughs your advertisement enjoys each month! You can see which companies (and competitors) engage in HarlemWorldMag.com, just check out the list on the page titled "You're In Good Company."

Harlem World's Digital Reach



We are leaders in digital engagement in Harlem, hosting a blog, a radio podcast, and other social media platforms to inform, motivate and reinforce Harlem's image.

- 30% of our community access the site from iPads/smartphones/hand-held devices
- 62% of our community mobile subscribers are ages of 18 to 45 years
- Our community are the largest purchasers of premium content services, tones, etc.
- Our community are early adapters of new mobile services
- Our community considers mobile access crucial to their lifestyle

Source; Comcast 2011 analytics

The community is checking in with our news and views on-the-go with NYC Gov sites: NotifyNY, NYBuff, and Yahoo and Google news Alerts, etc.). Our percentage increases quarterly and indicative of how many in Harlem get our Harlem information. Use that information to your advantage. Use your ad and your website on HarlemWorldMag.com to bring your on-the-go customers (and potential customers!) into your place of business by telling them about a new shipment of hats, a special offer on the menu and events at your venue. And HarlemWorldMag.com is as "green" as you can get. Everyone can get it, as many times a day as they want. And did we mention that it is completely Free? We have great ideas on how you can make every cent of your engagement budget work hard for you! The beauty of digital communications is that the ideas are endless. Supremely cost-effective.



HarlemWorldMag.com

around the block, around the world harlem world

Facebook, Twitter and Search

We use Facebook, Twitter and other platforms when you post to HarlemWorldMag.com to form a seamless engagement for feedback, and public engagement. Our Facebook “Group” page and “Fan Page” and Twitter site have over 5,000 combined fans and 5,000 impressions per story each day.

- 48% of Facebook users in Harlem are 18 to 45 years of age and check Facebook right when they wake up each morning.
- 3 out of 4 Harlemites have a Facebook account and 30% of our community check out Facebook before they go to bed

Harlemites are social

The Harlem World Magazine Radio Podcast on BlogTalkRadio is seamlessly integrated content, and share Harlem events, voices and opinions in a public forum.

- Shows are archived on iTunes and Amazon as podcasts
- Our 11% of our listeners are 15 times more likely to stream audio
- 96% of our community have smartphones

Our community assist as content partners creating Harlem user-generated content distributing it across Flickr, Foursquare, Youtube, VodPod, EveryBlock, etc.,

Search Engine Optimization

With Search Engine Optimization (SEO) we work hard to make sure that your content is on the top search engines (Google, Yahoo, etc.,) using:

- **Keyword Research:** We do thorough research of your business and identification of which keywords and phrases will achieve the best results.
- **SEO Copywriting:** We use content optimization with your keywords and phrases in pages of our site to achieve higher ranking.
- **Link Building:** The process of creating inbound links from our website which allows your site to achieve a higher ranking.

Harlem World is one of the top searched phrases when people query the word “Harlem.” 30% of visits to HarlemWorldMag.com are referred by search engines (Google, Bing, etc.,) and 70% direct from the site.

Absolute Unique Community

Community views an average of 3.5 unique pages per day, spending more than one minute reading a HarlemWorldMag.com page. 85% of our community are women – who make 85% of household buying decisions online; and outspend men 6 to 4 and they are Higher-income College graduates are attracted to our site with 60% of them living in Harlem; 20% national and 20% international. Our community travel for pleasure flying or cruising the US or Caribbean and enjoy targeted advertising, promotions and deals.



@hwmag and Facebook.com Fan Page



@hwmag on Twitter

Your Targeted Marketing

First, we cover Harlem villages where your customers are starting on our Homepage.

Central Harlem, Manhattanville, Hamilton Heights, Mount Morris Park, Harlem Heights, Washington Heights, Morningside and East Harlem

Ads on our Homepages are seen when the community click on a specific story or article. This option offers the widest coverage in Harlem you want to get your message in front of. It is recommended for shops, professionals, service-oriented companies and individuals who serve the Harlem area. Use our Homepages to widen your coverage area and attract new customers where you are.

In addition, you can target specific Category Pages.

Arts & Entertainment, Education, Business, Food Theatre, Film, Health, Real Estate and Sports

Specific Category Pages offer highly cost-effective ways to reach a specific audience. Banks, investment managers and accountants might consider the Business Page; previews, talks and independent films are a natural on the Film Page; management, listings and brokers in the Real Estate section, as examples, make great sense.

Not just Marketing, We go deeper with Writer Columns editorial!

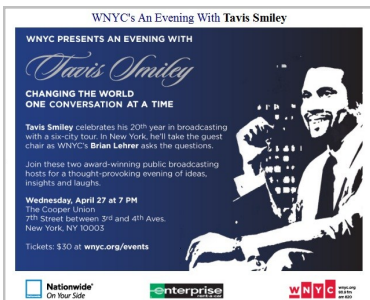
Walter's World, The Raz on Sports, Dr. Nelson on Health, Dining With Miss Lil and Salters Scene, etc.

Writer Columns are also incredibly efficient, cost-effective ways to reach an extremely targeted market with writers who have written for American Legacy, BET, TV One, to name a few..

And now it's time to get creative!



News Letter



Dedicated E-Mail Blast

- **Banner Ads & Skins:** Advertise using three different banners and background Skins to optimize marketing success.
- **Newsletter & Alerts:** These are editor hand selected subscription only e-mail blasts. The monthly *News Letter*, and a weekly *Breaking News Alerts* send important Harlem news is posted.
- **Enhanced Directory Video Listing:** Take your business listing to the next level with an Enhanced Video Directory Listing. This enhancement is a high impact way to reach out to potential customers and turn web into foot traffic.
- **Dedicated E-Mail Blasts:** Advertise to our opt-in subscribers with an exclusive e-mail blasts. Choose from the Harlem (5,000) list or the Tri-state (30,000) list. Show off your service or product in a more direct way in each blast.
- **E-mail InBox & Classifieds:** Use our in-house e-mail correspondence with your sponsored message with Hyperlinks to your site. Classifieds Ads in 30 words or less, with or without a photo.

Brand Extensions

Brand Event Marketing

Clients can expand their network with public engagement that are Harlem-wide that help us spread the word about your brand. We connect clients face-to-face with our community, subscribers and partners via interactive promotions customized to fit their needs and objectives.

Exclusive Harlem World Magazine Brand Events

We produce customized *all free events where content comes to life* with the best writers, speakers, artists, and entertainers while keeping clients goals and objectives in mind. In our unique position we offer opportunities throughout our platforms to: post signage at the venue, host a customized booth, product placement, samplings, and customer rewards opportunities.



HW Live: These events are *live* street-level events that are hosted online and in-person. We push our newsroom out of the office into the public, using our social networks to mingle where-the-people-are and grab the attention of people walking by like Walter Rutledge with a *Walters World* conversation at the Red Rooster Cafe.

HW Lounge: These events are hosted conversations with Harlem top influencers. These public engagements are hosted by *HW* contributors at intimate venues throughout Harlem. Past events include *Nectar Wine, Hats By Bun, Moca, Sette Pani*, etc.,.

HW Festival (TBA): Will be a blow-up version of *HW Lounge*, hosted conversations with national and international top influencers in Harlem. These public engagements are hosted by *HW* contributors at large venues throughout Harlem.

Our Strategic Branding Partnerships

As one of Harlem's leading marketing businesses we work hard to extend your brand to reach visitors and Harlemites. We partner in ongoing Harlem events and participate in all types of activities in Harlem, this helps us spread the word about Harlem World Magazine, our content and our advertisers. Here's a sampling of our partnership events:

Harlem Book Fair: Is the nation's largest African American literary event celebrating family literacy, community empowerment, and cooperation. The fair is broadcast by C-SPAN and attracts over 500,000 visitors each year.

Harlem Week: For the past 30 years, is Harlem's month-long celebration of art, culture, fellowship and community, attracting over 620,000 tourists, residents, professionals, celebrities, and Harlem enthusiasts alike.

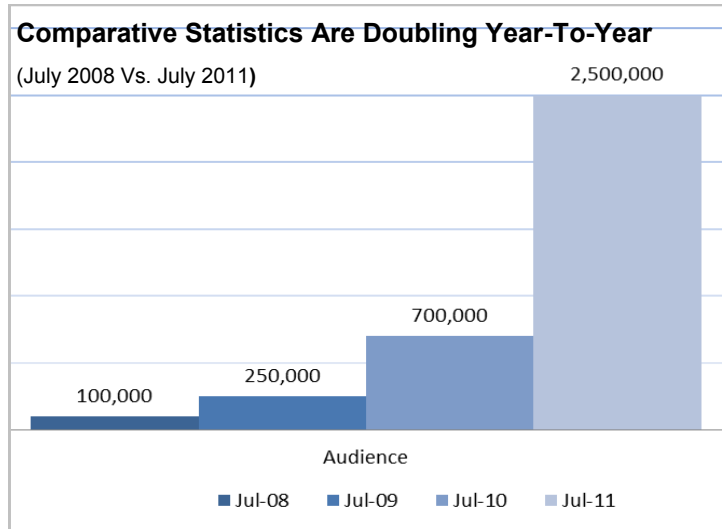
Other events include: *Riverside Church, American Cancer Society, NYC & Company, Real Men Cook and AmFar.*

Harlem Tourism Development

Each year we work hard to make the connection to meet with key travel industry representatives one on one at special group events to provide access to Harlem's cultural and historical assets that are immense and diverse. Harlem is the second most requested visit location in NYC by tourists after the Statue of Liberty; Harlem has 3-4 million tourists that visit Harlem each year. We have increased Harlem retailers participation in NYC & Company's *Fashion Night Out 2010* by 75%.

Demographics

2.5 million annual Views



Source; page views based on Facebook, Wordpress, Twitter etc., 2011 analytics

Page View Community 3.5 Per day
Total Community Annually 2.5 Million

SEX
 Female 75%
 Male 25%

MEDIAN AGE
 Average Age 32
 21 - 45 81%

MEDIAN HOUSEHOLD INCOME
 \$70,000 +

EDUCATION
 College Graduates 96%

Source: HarlemWorld subscriber survey 2011. Photo by Derrick Salters

Editorial Calendar*

	Editorial	Special Sections	Events
January	Wellness, Fitness & Food Harlem Great Eats	Harlemites of the Year Cars: Hot And New	Three Kings Parade
February	Fashion Week/Wedding African American History Month	Harlem History Harlem Wine Guide	Who's The Boss
March	Women's History Month Best of Harlem	Food and Bars	Harlem Restaurant Week
April	Vacation & Travel Jazz Month	Summer Education & Green Guide Harlem Jazz Guide	Harlem Restaurant/Retail Month
May	Harlem Nightlife Harlem Home Living	Mother's Day Memories Summer Travel Guide	Family Arts Festival
June	Wellness, Fitness & Food Black Music Month	Restaurants & Bars Summer Family & Music Guide	SummerStage Celebrate LGBT Pride
July	Eat & Read	Book Marketplace	Harlem Book Fair
August	Technology Fashion	Car Guide Fall Education	Harlem Week San Gigilo Festival
September	Fashion Week Diabetes Month Harlem's 353th Anniversary Arts & Culture	Destination Wedding Health & Fitness Arts & Culture Guide A Taste of Harlem	Fashion Night Out (FNO) Harlem Business Summit African American Day Parade E. Harlem Trolley Taste
October	Breast Cancer Awareness Fall Fashion	Women's Health Winter Travel	HW Festival (TBA) Hispanic Heritage Month
November	Fashion Great Food	Top Harlem Dentists Restaurants & Bars	Elections Harlem Mile/NY Marathon
December	Shop Harlem AIDS/HIV Awareness Kwanzaa	The Gift of Giving Holiday Food Best Car Awards	Tree Lighting Ceremony

* HW Live and Lounge weekly, monthly, and annual events throughout the calendar year.

around the block, around the world harlem world

Press And Buzz

The Media



And People are Talking

"Your innovative ideas gave A1 Technology and Travel a new marketing edge. Your ingenuity resulted in the acquisition of 2 corporate accounts!" - Nicky Mayers, President & CEO, A-1 Technologies

"I find Harlem World Magazine to be very enlightening!" - Kellie Madison, Real estate agent Press

"...It looks good..." - Rodney Reynolds, Publisher, American Legacy Magazine, Forbes, Inc.

"(it's) Harlem's rebirth..." - The New York Times

"My (views are) five times my usual daily numbers. I'm still hearing from people and had a note today from someone in Paris who had read (the post)." - A'Lelia Bundles, Madame C. J. Walker's niece

"I love (what) you're doing, and it looks fantastic." - Martha Diaz, Director, Aaron Davis Hall

"Harlem World has the best search engine optimization (SEO) in Harlem" - Robb Pair, Harlem Lofts

"I've lived in Harlem for years and this is the first time I actually know what's going on day to day." - Darla, a HW Reader

"Great...." - Natasha, Goodgirl PR

"...Fabulous..." - Kitty, Harlem United

"...Wonderful ..." - Robin, Senior VP

"It was great..." - Mel, Harlem

"Excellent...!!" - Anna, Consultant

around the block, around the world harlem world

Our Story

On a bright and spring night in April, 2003 the premiere of Harlem's first news, lifestyle and entertainment print edition of Harlem World Magazine hit the streets. It covered Harlem, NY "around the block around the world."

We covered eight villages: East Harlem, Central Harlem, Manhattanville, Harlem Heights, Hamilton Heights, Washington Heights, Morningside and Mount Morris Park and still does. And in 2006 we expanded our content and created Harlem's first news, lifestyle and entertainment online magazine with HarlemWorldmag.com, including social networks and brand events.

A Success Story by any Measure

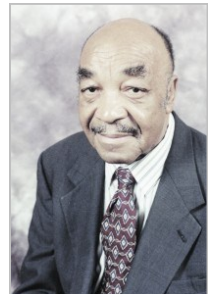


But why? What made over 20 year Harlem resident Daniel Tisdale, Otis Parsons School of Design graduate, advertising production specialist and visual art veteran, leave his job working at *Interview*, *Details* and *Paper* magazines, former Harlem Community Board #10 member, 118th Street Block Association President, and choose to develop a Harlem content company?

A thirst for quality, objective, non-partisan Harlem news in real time. News and views written by expert contributors who live, eat, work in Harlem. And the desire to continue a 35 year tradition of journalism started by his now deceased uncle Charles Tisdale (picture below) at the *Jackson Advocate*. The *Jackson Advocate* was a strident voice for Mississippians who were poorly represented in the mainstream media.

Charles Tisdale made a commitment to ensure the paper survived Klu Klux Klan bombings, and attacks from media outlets. The paper called it like it saw it, and it was challenging, chastising, especially community leaders. The paper encouraged discourse, critical debate, and understood the importance of having a voice for community ideas. Like his uncle Daniel Tisdale brings passion, dedication, and leadership while making sure that content is represented respectfully, equally and fairly.

No one posts anything anonymously. And when questions and issues arise, Tisdale consults his team of Advisory Board members. All are listed by name and are trusted, well-known community members and professionals.



around the block, around the world harlem world

You're In Good Company

Abyssinian Development Corporation
 American Cancer Society
 Amy Ruth's
 Apollo Theater
 Astoria Federal Savings Bank
 Banco Popular
 Bank of America
 Black Expo
 B. O. R. N.
 B. Oyama
 Chocolat
 City College
 Cohen's Optical
 Daniel Laroche, M.D.
 DJ Mario
 Dr. Garries Cosmetic Surgery
 ERA Real Estate
 Family Arts Festival
 Forces of Nature
 Frederick Douglas Academy
 Gift Affairs
 Halstead Real Estate
 Harlem Arts Alliance (HAA)
 Harlem Book Fair
 Harlem Dental Associates
 Harlem Homes
 Harlem Flo Flowers
 Harlem Lofts
 Harlem Tea Room
 Harlem Underground

Harlem Vintage
 Harlem Wedding
 Harlem Week
 Hats By Bun
 HCCI
 Home Sweet Harlem
 Hosea Johnson Photography
 H & R Block
 Hudson Valley Resort & Spa
 Greater Harlem Chamber Commerce
 Kev's Copy
 Lenox Lounge
 Little People Place
 Little Gray House
 Londel's
 Madison Avenue Wines
 Make My Cake
 M. Allen & Associates
 Mary Kay Cosmetics
 Massey Knakal
 Maybelline
 Moca
 Minton's
 Moctar
 Nectar Wine Bar
 Polo Greene
 Pizzaz Salon & Spa
 Riverside Church
 Riverside Theatre
 Sigiui Imprint & Embroidery

Sette Pani
 Silvia's
 Spoonbread
 St. Phillips Church
 The Alhambra
 The Brownstone
 Turning Heads
 Victoria Sanders & Associates
 Warner Brothers
 Washington Mutual
 W Dental
 WHCR 90.3 FM
 WNYC

(This is a partial listing of advertisers)



Harlem World (Magazine) Cares

"You get from the world what you give to the world."— Oprah Winfrey

Harlem World Cares was created by our founder and CEO, Daniel Tisdale in 2009 when he asked himself how can we make a difference in the lives of others in Harlem? His answer was *Harlem World Cares*. *Harlem World Cares* goal is to inspire individuals to create opportunities through Education, Arts and Health that enable others to rise to their potential.

Examples of *Harlem World Cares* free projects include:



HarlemAIDSBlanket.wordpress.com

Education: One example of our work is Wadleigh High School, a school in Harlem. And our first-ever *HYPE* publishing project at Harlem's Graham Windom Beacon School was inspired work with the kids: gwhype.wordpress.com.

Arts: *Harlem World Cares*, has worked with artist Daniel Tisdale on the art collage project the Harlem AIDS Blanket with *Project Stay*, *Harlem Arts Alliance*, *the Black Commission on AIDS* and others creating over 600 patches with students were educated on the infection rate of AIDS/HIV being 10 times the rate for women in Harlem.

Health: *Harlem World Cares*, to date, has worked on these three cancer stories by Calvin Martin with *Relay For Life* with the American Cancer Society, Collette Henry's *My Cancer: Only A Small Part of Her Life* and Rodney L. Carroll's *Why I'll Never Be The Same* in Harlem. Examples of inspiring stories from men and women in Harlem, NY.

Other partners have included: *Abyssinian Baptist Church*, *Tisdale Studio*, *IUME*, *Wadleigh High School Grand Windham Beacon*, *Columbia University*, *AmeriCorps*, *AmFar*, etc.,.

HW Internships: Since 2009 we have had an ongoing youth internship program teaching writing, photography, design and marketing skills to students from the *Harlem Children's Zone (HCZ)*, *Columbia* to *Spellman College*, *Syracuse*.

Volunteer

We invite you to get involved in using your life to improve the lives of others in Harlem. We encourage you to volunteer time by getting evolved in *Harlem World Cares*.

Being part of a Harlem also means giving back. That's why we make it easy for volunteers to connect with Harlem organizations and provide our own support through the Gimme 5 program.

Gimme 5

In addition to devoting editorial coverage to Harlem charities as well as an entire channel to volunteer opportunities, we align our goals with Harlem charity goals to improve the lives of our customers and our community. With that in mind, we developed the Gimme 5 program so that our daily operation can give back to the community we serve. Here's how we do it:

Gimme 5% of Ads

We give 5% of our advertising space, free of charge, to Harlem charities.

Gimme 5 Days

All of our family members spend 5 working days each year volunteering in Harlem.

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around the block, around the world

The Team

Who are we? We are your neighbors. We are expert professionals and contributors who report, offer analysis and picks about Harlem restaurant openings, community board meetings and panel discussions. We have great insight into everything Harlem, because we know the players and coaches and performers and can get the inside stories and behind-the-scene scoops at events. We are also your customers, decision-makers and trend setters who are heavy users of media. We understand that no one can do it alone, we understand the importance of partners, and our partners have been pivotal:



If you share the common win-win goal of serving *the greatest community in the world*, contact us and join the team.

CEO/ Publisher / Founder

Daniel Tisdale

Founding Board

Claudia Sampson
Greg Thomas

Advisory Board

Ed Davila
Peggy Dodson
David Fleming
Lawrence King
Ken Simmons
Walter Rutledge

Marketing

Daniel Tisdale

Editorial

Cassandra "Kass," Fashion
Michael Andre Adams, Cars and Travel
Yolande Brener, Film, Wellness, Fitness
Rudy Collins, Photography
Hosea Johnson, Photography and Fashion
Dr. Rhandi Nelson, Health
Lil Nickelson, Food
Walter Rutledge, Arts and Culture, Dance
Marc "The Raz" Rasbury, Sports and Photography
Derrick Salters, Photography