



*Editorial  
Media Kit  
2017-2018*

**Nura Magazine LLC**  
2017-2018

*Online & Print*  
Publication

## *About Us*

Nura Magazine is an online and print lifestyle publication for sophisticated ladies of urban communities nationwide. The magazine features articles on world news, beauty, health, fashion, relationships, travel, business and more.

Our Mission is to empower women to find the best within themselves, to encourage high level thinking, and inspire them to take action toward a fulfilling life. You will find a balance of celebrity gossip as well as food for thought in life's complexities

## *Behind the Name*

The name NURA is derived from the Arabic language meaning "the Light". Light is a metaphor for wisdom, knowledge, and truth. The purpose of light is to give a clear perception of what may not be seen otherwise. The best example is given in Plato's Allegory of the Cave. The men of the cave thought they knew everything there was to know about life until they were exposed to light. Light in that example was not only a representation of knowledge but truth. Nura Magazine hopes to provide articles that are captivating yet rich with wisdom.

## *Contact*

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[www.nuramagazine.com](http://www.nuramagazine.com)

## *Demographics*

Young urban trendsetters between the ages of 21 through 35.

## *Readership*

Total Audience

10,000 readers

Average Monthly Online Audience

5,000

Social Community

Instagram: 5,000 followers

Facebook: 3,500

## *Distribution*

-Books A Million

-Newsstands Nationwide

-Barnes & Nobles (coming soon)

## Editorial Calendar

### Summer 2017

Release Date April 1, 2017.

#### “Culture”

Features:

Miss Africa USA

Mr. Black History

### Fall 2017

Release Date August 1, 2017

#### “Organics”

### Winter 2018

Release Date November 1, 2017

#### “Enterprise”

### Spring 2018

Release Date February 1, 2018

#### “Movement”

Editorial calendar is subject to change.

## Electronic & Print

Size	Price Per Issue
**Advertorial (2 Pages)	\$800
Full Page	\$500
**Half Page	\$275
**Sleeve	\$175
*Website Banner	\$100

\*Monthly website posting only. Price subject to change.

\*\* Quarterly publication. Prices are subject to change .

## Social Media

Platform	Per Month	Price
Facebook	4 Posts	\$160
Instagram	4 Posts	\$240
Twitter	4 Posts	\$75
Pinterest	n/a	n/a

# Guidelines

The following guidelines will help ensure that you send everything we need to reproduce your ad accurately. Low-resolution and color mode issues are the most common errors. See below for PDF and native application requirements.

## WHAT TO SEND

- PDF or INDD (or native files that include all graphic support files, linked and updated; and the screen and printer fonts used in the layout file). The PDF standard has worked for our advertisers in the past.
- A proof of the ad. For black and white ads, send laser copy email us info@nuramagazine.com
- For color ads, send a contract proof
- Adobe Photoshop

## HOW TO SEND

- E-mail to Nura Magazine advertising files to info@nuramagazine.com
- A proof must be emailed when an ad is transmitted digitally to Nura Magazine. Please direct it to the attention of your sales representative.

## OTHER ACCEPTABLE FILE FORMATS

- Adobe
- InDesign

## UNACCEPTABLE FILE FORMATS

- Microsoft Publisher, Microsoft Word, Microsoft PowerPoint

## IMAGES

Images should have an effective resolution of 300 dpi. 72 dpi images, or images downloaded from a Web site, are of unacceptable quality for magazine printing.

- JPG preferable
- Use or scale your images as close to the actual reproduction size as possible; a 20% margin plus or minus is optimal.

## FONTS

- We prefer that you use Open Type or PostScript Type 1 fonts, however TrueType are acceptable.
- “Faux” type commands (for bold, italic, bold italic, etc...) should not be used. For example, if italics are desired, then the italic version of the font should be used.
- We may have to substitute Mac fonts in files from Windows computers. If a perfect match cannot be found, the magazine will email a proof for client approval.

## PHOTOSHOP USERS

We prefer to receive Photoshop PDFs. In order to preserve font-quality type in your Photoshop PDF, you must use the PDF setting in Photoshop's Adobe PDF Preset field. Never use the “Faux bold” and “Faux italic” options. In order to preserve font-quality type in a PSD or layered TIFF, fonts must be supplied for output. Never use the “Faux bold” and “Faux italic” options. If no fonts are supplied in a PSD or layered TIFF, the file will be flattened, compromising the type quality.

\*The type in flattened Photoshop files is of noticeably lower quality than other file formats. Font-quality type can only be preserved by submitting a PDF or layered file with fonts (see above). However if the file is already flattened, it should be at least 300 dpi; type-heavy ads should be 600 dpi.



COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ CELL: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

# OF INSERTIONS: \_\_\_\_\_ FROM: \_\_\_\_\_ / \_\_\_\_\_ THRU: \_\_\_\_\_ / \_\_\_\_\_

SALES REP: \_\_\_\_\_

AD SIZE: \_\_\_\_\_ PRICE \_\_\_\_\_ DESIGN FEE: \_\_\_\_\_

Credit card information required to establish credit.

Your credit card is required in order to advertise in NURA Magazine. If you choose to pay by credit card, your card will be charged on the 5th of each month prior to the month that your ad will run.

Please sign me up for automatic Payment Plan (Y / N) Initial here. \_\_\_\_\_

Credit Card Type: ( ) Visa ( ) Master Card ( ) American Express ( ) Discover

CC#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing address if different from above: \_\_\_\_\_

SPECIAL TERMS:

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I agree to the terms of this contract and billing requirements as an authorized representative of the Company named above.

Please Email To: Info@nuramagazine.com  
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*Thank You!*



*From Your Editors*

[www.nuramagazine.com](http://www.nuramagazine.com)