

upscale



THE UPSCALE BRAND

ENTERTAINMENT

BEAUTY

FASHION

LIFESTYLE

TRAVEL

CULTURE

Celebrating
35 YEARS

upscale



OUR AUDIENCE PROFILE



AGE

25-34	42%
35-49	32%
Median age 33	

GENDER

Female	63%
Male	27%
Nonbinary	10%

READERS

Readers Per Copy	5.1
Total Readers	930,627
Rate Base	175,000
Circulation	182,476

EDUCATION

College Grad/	
Post Grad	52%
Any College	48%

AVG HHI.

Affluent	\$68,500+
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EMPLOYMENT

Employed or (Full/Part time)	68%
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READERS WITH CHILDREN

4 & Under	21%
5 - 18 yrs.	39%
18 yrs +.	40%

UPSCALE IS GROWING IN THE DIGITAL SPACE



UPSCALE MAGAZINE.COM
UPSCALEMAGAZINERADIO.COM

SOCIAL @UPSCALEMAGAZINE

CONNECT TO OUR **DIGITAL** FOOTPRINT

- ✓ Programmatic Ads
- ✓ Banner Ads
- ✓ Takeover Ads

PARTNERSHIPS / INTEGRATED MARKETING OPPORTUNITIES



EVENTS

Bronner Bros. International Hair Show (2 Shows)
March / LA 2023
August / New Orleans 2023
Each show reaches an average 25,000 attendees

**Bronner Bros. Beauty Shop/
Barber Shop Network**
Contact your ad rep for affiliated
Hair Salons and Barber Shops

Special Events
2023 Bronner Brothers March Show – LA 2023 Bronner
Brothers August Show – New Orleans Caribbean Fest Fall
2023
HBCU College Tour

Tradehows
Upscale Participates or Sponsor over 60 National
Tradehows/Events



DIGITAL / SOCIAL

Editorial Alignment
Video
Digital
Social Executions

SOCIAL TAKEOVERS
IG Live/Reels
Instagram Stories
Facebook Live
YouTube Videos

Facebook: upscalemagazine, 19k
Instagram: upscalemagazine, 157k
Twitter: upscalemagazine, 13.3k
TikTok: upscalemagazine (NEW!)



AMBASSADORS

Influencers are the name of the game.
With Upscale, your brand will get access
to our Lifestyle Ambassadors.

Our Ambassadors are
influencers in many areas:

Beauty
Culinary Arts
Education
Empowerment
Entertainment
Fashion
Finances / Business
Fitness
Lifestyle
Parenting
Relationships
Wellness
and more...

2023 EDITORIAL CALENDAR

ISSUE	TOPICS	CLOSING	MATERIAL	ON SALE
FEB/MARCH	LOVE & ROMANCE BREAST CANCER AWARENESS HBCU QUEENS	12/21/22	12/15/22	01/23/22
APRIL/MAY	TOP INFLUENCERS HBCU'S PRIME TIME 40 UNDER 40	02/10/23	02/23/23	03/24/23
JUNE/JULY	WEDDING ISSUE BLACK LOVE TRAVEL & LEISURE ISSUE BLACK MUSIC MONTH	04/15/23	04/27/23	05/24/23
AUG/SEPT	UPSCALE'S 35TH ANNIVERSARY BRONNER SHOW NEW ORLEANS BEAUTY AT ANY AGE SPECIAL HAIR CARE SECTION	06/15/23	06/20/23	07/26/23
OCT/NOV	MEN'S ISSUE MEN'S HEALTH ISSUE MEN OF INFLUENCE	08/24/23	08/15/23	09/20/23
DEC/JAN	HOLIDAY ISSUE FAMILY AND TRADITIONS ELECTRONICS FOR ALL AGES GONE BUT NOT FORGOTTEN	10/25/23	10/05/23	11/22/23

2023 ADVERTISING RATES

FOUR COLOR	1x	3x	6x
Page	\$15,410	\$12,457	\$11,688
2/3 Page	\$9,587	\$8,209	\$7,813
1/2 Page	\$7,421	\$6,227	\$5,843
1/3 Page	\$5,578	\$4,126	\$3,873
1/6 Page	\$3,156	\$2,029	\$1,904

TWO COLOR	1x	3x	6x
Page	\$11,651	\$10,227	\$9,691
2/3 Page	\$7,421	\$6,906	\$6,476
1/2 Page	\$6,325	\$5,167	\$4,847
1/3 Page	\$4,595	\$3,488	\$3,270
1/6 Page	\$2,718	\$1,685	\$1,581

BLACK & WHITE	1x	3x	6x
Page	\$9,460.	\$8,205	\$7,699
2/3 Page	\$6,652	\$5,483	\$5,144
1/2 Page	\$5,229	\$4,101	\$3,450
1/3 Page	\$3,930	\$2,843	\$2,667
1/6 Page	\$2,339	\$1,330.	\$1,257

COVER POSITIONS

Second Cover	\$17,504
Third Cover	\$15,725
Fourth Cover	\$19,604



10% bleed charge and 2% discount for full cash payment on or before the due date.

All rates are commissioned at 15% for recognized agency. A finance charge of 1.5% per month will be charged on all sums not paid within 30 days,

Production premiums are non-commissionable. Circulation includes the print and digital editions of the magazine. Qualified full-run advertisements will run in both editions. Speak with sales rep for upgrade options.

ISSUE	SPACE CLOSING	ON SALE
Feb/March	12/21/22	1/23/23
April/May	2/10/23	3/24/23
June/July	4/15/23	5/24/23
Aug/Sept	6/15/23	7/26/23
Oct/Nov	8/24/23	9/20/23
Dec/Jan	10/25/23	11/22/23

MECHANICAL SPECIFICATIONS



in. wide X in. deep
(live area)

in. wide X in. deep
(live area)

in. wide X in. deep
(bleed area)

Full Page

7.5" x 10.0"

8.25" x 10.75"

1/2 Page Horizontal

6.5" x 4.625"

8.25" x 5.375"

1/2 Page Vertical

3.375" x 10.0"

4.125" x 10.75"

1/3 Page Vertical

2.125" x 10.0"

2.875" x 10.75"

PAGE SIZE SPREADS

2–Page Spread

15.5" x 10.0"

16.625" x 10.75"

1/2 Page Horizontal

15.5" x 4.6"

15.5" x 4.625"

Spreads

Printing: Web offset (SWOP)

Publication Trim size: 8.0" x 10.5"

(Allow 0.5" safety within final trim for live matter)

Bleed Size: 8.25" x 10.75"

WEBSITE SPECIFICATIONS

Top (Sponsorship)

728 x 90 pixels

Side Bar (Standard)

300 x 250 pixels

Side Bar (Standard)

300 x 600 pixels

Side Bar (Standard)

160 x 600 pixels

Bottom

970 x 110 pixels

Resolution: 150 dpi (RGB)

MARKETPLACE SIZES

1/6 Page Vertical

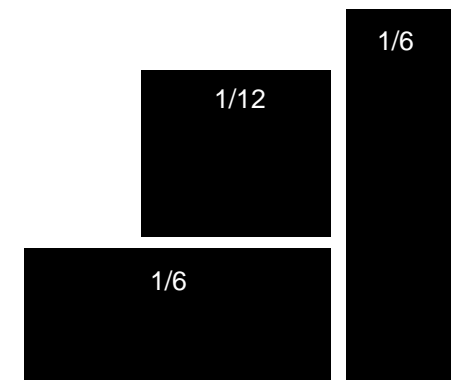
2.25" x 4.65"

1/6 Page Horizontal

4.65" x 2.25"

1/12 Page Square

2.25" x 2.25"



PRODUCTION REQUIREMENTS

Upscale magazine accepts advertising in many different formats for both print and digital placement.

Digital Advertising Material Specifications

- Standard media: image ads as .jpeg, .png, .gif, or .html files
- Rich media: dynamic or interactive ads must be submitted 10 business days prior to publication
- Text ads: must be formatted precisely within 3 days of launch

*Advertisers are responsible for the proper format and optimization of the materials they submit.



PRINT SUBMISSION GUIDELINES:

All documents must be built to the bleed dimensions for the ad space reserved. 1/8" bleed must be included on all four sides of the document. Documents must be built with no live type within 1/8" of trim size (1/4" from bleed edge). All files must be in CMYK color and ICC Profiles should not be embedded for color matching. Files should conform to SWOP guidelines. Total area density should not exceed 300%.

To submit ad materials, send to:

millie.upscalemag@gmail.com

Or you can contact us at 404-850-1483 (Monday–Friday, 9 a.m. – 5 p.m. EST) with any questions regarding the preparation or submission of digital material.



PUBLISHER BERNARD BRONNER



Bernard Bronner is currently the second-generation Chairman of Bronner Bros. which produces the BB brand of hair care products including Tropical Roots, African Royale and Bronner Bros. Professional. The 75-year-old company also produces the world's largest multicultural beauty show.

In 1989, he undertook his greatest entrepreneurial business challenge and started Upscale Media. Upscale is the ultimate lifestyle magazine bringing readers and the community the very best of Black culture from arts and entertainment to beauty, fashion, news and views. With worldwide circulation, it has remained loyal to its reader's ever-changing lifestyles.

Despite all that he has achieved, Mr. Bronner gives credit for everything Bronner Bros. and affiliated businesses and ministries are today to his late father, Nathaniel Bronner, Sr. Mr. Bronner says his father's basic philosophy dictated that family members place "God first, family second and business and everything else third". He says his father also emphasized the importance of hard work, honesty, moderation, thriftiness and selective association.

CONTACT UPSCALE

Sales & Marketing Team

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