

# BLACKGWINNETT

M A G A Z I N E

African, African American and the Black diaspora of Gwinnett County, GA | Editorial and Rates 2024

## 2024 PRINT ADVERTISING - COMMERCIAL *\*Includes digital ad.*

Rates (Bi-monthly)	1x	2x	4x	6x
Full Page - 8.5x11*	\$1,500	\$1,250	\$1,000	\$ 750
1/2 Page - 8.5x5.5*	\$1,000	\$ 850	\$ 700	\$ 550
1/4 Page - 4.25x5.5*	\$ 650	\$ 600	\$ 550	\$ 500
2-Page Spread*	\$2,750	\$2,500	\$2,250	\$2,000
Digital 250x250px	\$ 185	\$ 170	\$ 155	\$ 140
Business Listing	\$ 105	\$ 95	\$ 95	\$ 95
Classified/Job Ad	\$ 75	\$ 75	\$ 65	\$ 55

Non-profits 50% discount for all frequencies (*does not apply to digital or listings.*)  
 Small Businesses  
 (5 or less employees) 40% discount for all frequencies (*does not apply to digital or listings.*)

### PREMIUM POSITIONS

Inside Front/Back Cover	\$2,250	\$2,000	\$1,750	\$1,200
Back Cover	\$2,750	\$2,250	\$2,000	\$1,750

### 2024 EDITORIAL CALENDAR

	Deadline
January/February: "Celebrating Black Excellence" .....	12/28/2023
March/April: "Empowering Black Youth" .....	2/21/2024
May/June: "Black Music and Arts" .....	4/17/2024
July/August: "Black Business and Economic Empowerment" .....	6/19/2024
September/October: "Health and Wellness in the Black Community" .....	8/21/2024
November/December: "Black Family Heritage and Holiday Season" .....	10/16/2024
Holiday December 2024: #BuyBlack 2024 and Celebrating the Black Family .....	11/13/2024

### DISTRIBUTION

- Direct mailed to targeted stakeholders, consultants and prospective business leaders.
- Public place distributed to personally engage the Black community in the county.
- Partner advertising in business, organization storefronts and online.
- Copies provided to public schools, colleges/universities, technical schools, HBCUs, statewide elected officials.
- Arts and entertainment with copies provided to entertainers, restaurants, bars, clubs, film/TV production companies, art studios, museums, civic organizations and community groups.

**Contact:** Renee Moses | 404.386.5353 | [advertising@blackgwinnett.com](mailto:advertising@blackgwinnett.com)  
**Black Gwinnett Magazine** | P.O. Box 1905 | Lilburn, GA 30047