



Orijin is...

A Culture A Lifestyle

Orijin Magazine is
an African influenced cultural
Magazine, designed to connect
millenials of African descent
living across the world through
art, culture and entertainment.

Mission

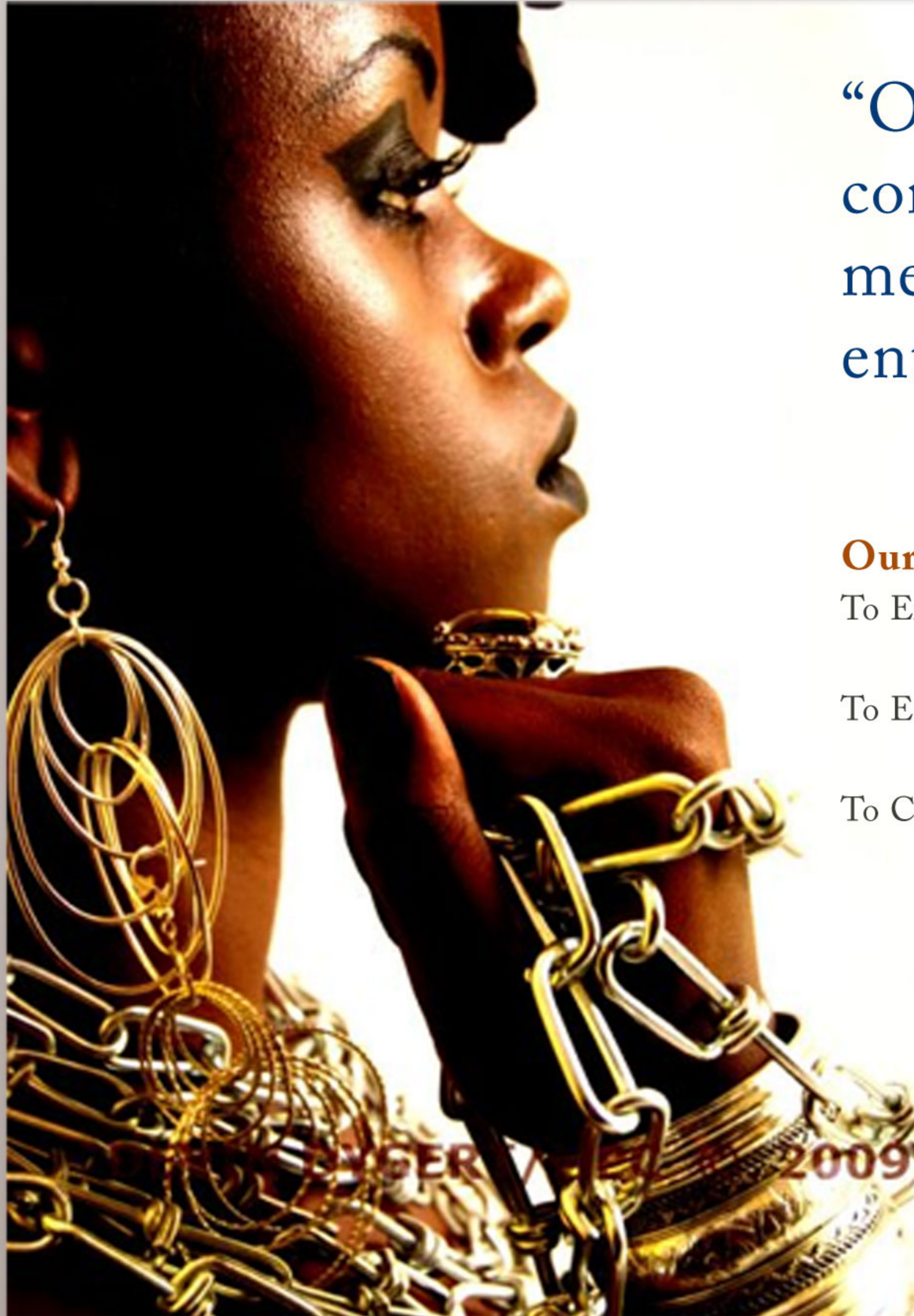
“Orijin Magazine’s objective is to connect millennials with stimulating media from a fresh perspective that entertains, educates and informs.”

Our Mission is

To Explore and share different African influenced Cultures around the world

To Educate, Entertain and Embrace Diversity

To Connect, bridge the gap amongst us and promote a unique LifeStyle



Brand Wheel

MultiPlatform Brand

EVENTS



SOCIAL MEDIA



FASHION



INTERACTIVE



PUBLISHING



Why Advertise

Why Advertise With Orijin Magazine?

Orijin has its finger on the pulse of what matters to today's trendsetters and tomorrow's leaders. Through a partnership, we can offer solutions that will include sponsorships of our marquee events, issue release parties and fashion shows, integrated ads within our editorial pages, newsletter and other social media properties.

Our advertising packages will give your brand 360 degrees of access to a community of individuals that are engaged by our content and will not perceive your advertisements as noise.



Quick Facts

Magazine:

30,000+ Page Views per month

Email Marketing:

10,000+ Emails

Social Network:

25,000 + fans/friends

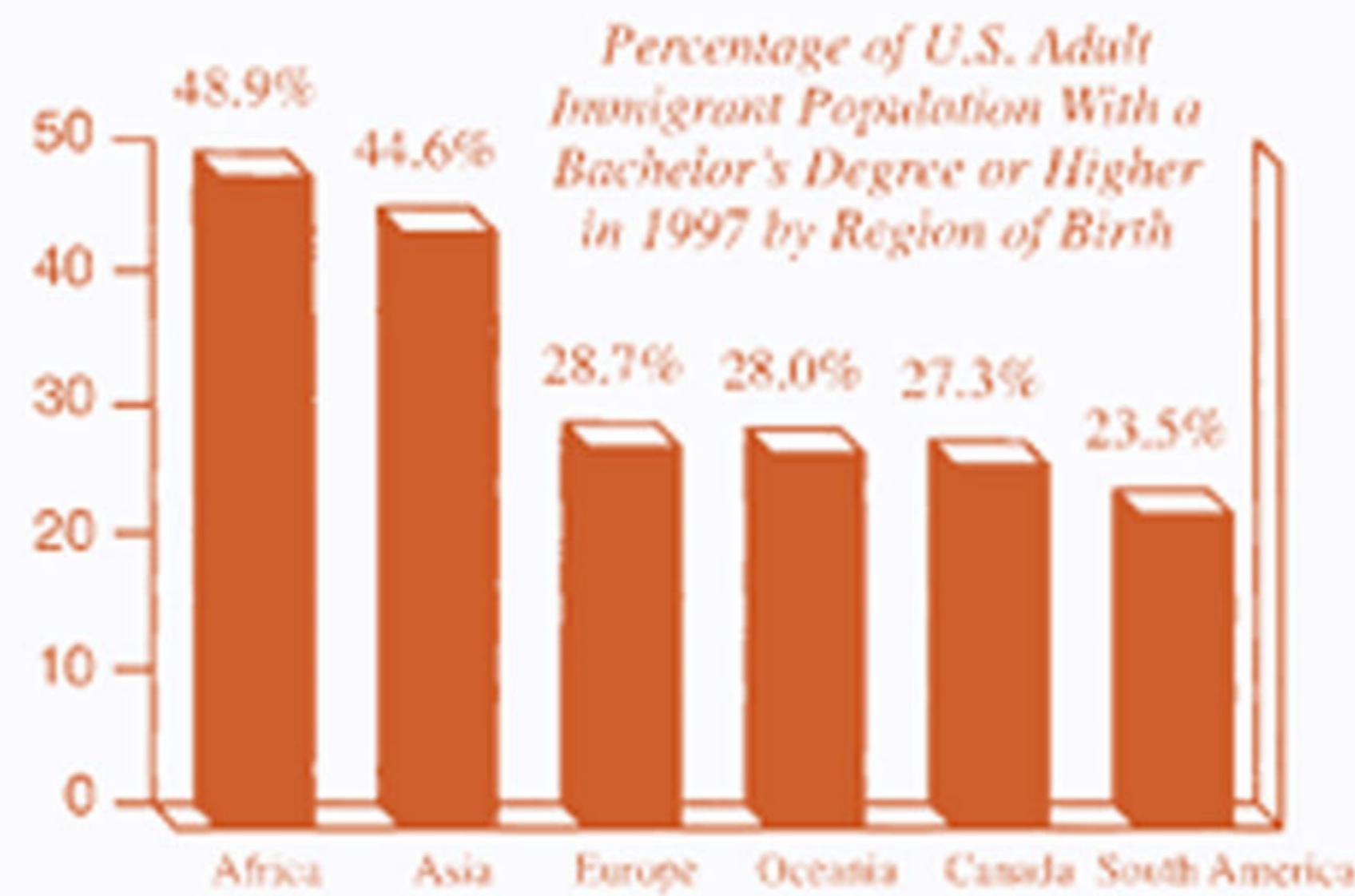
Orijin understands the power of social media and the magazine can be easily shared and embedded.

30% Discount if advertising in three consecutive issues.

Facts

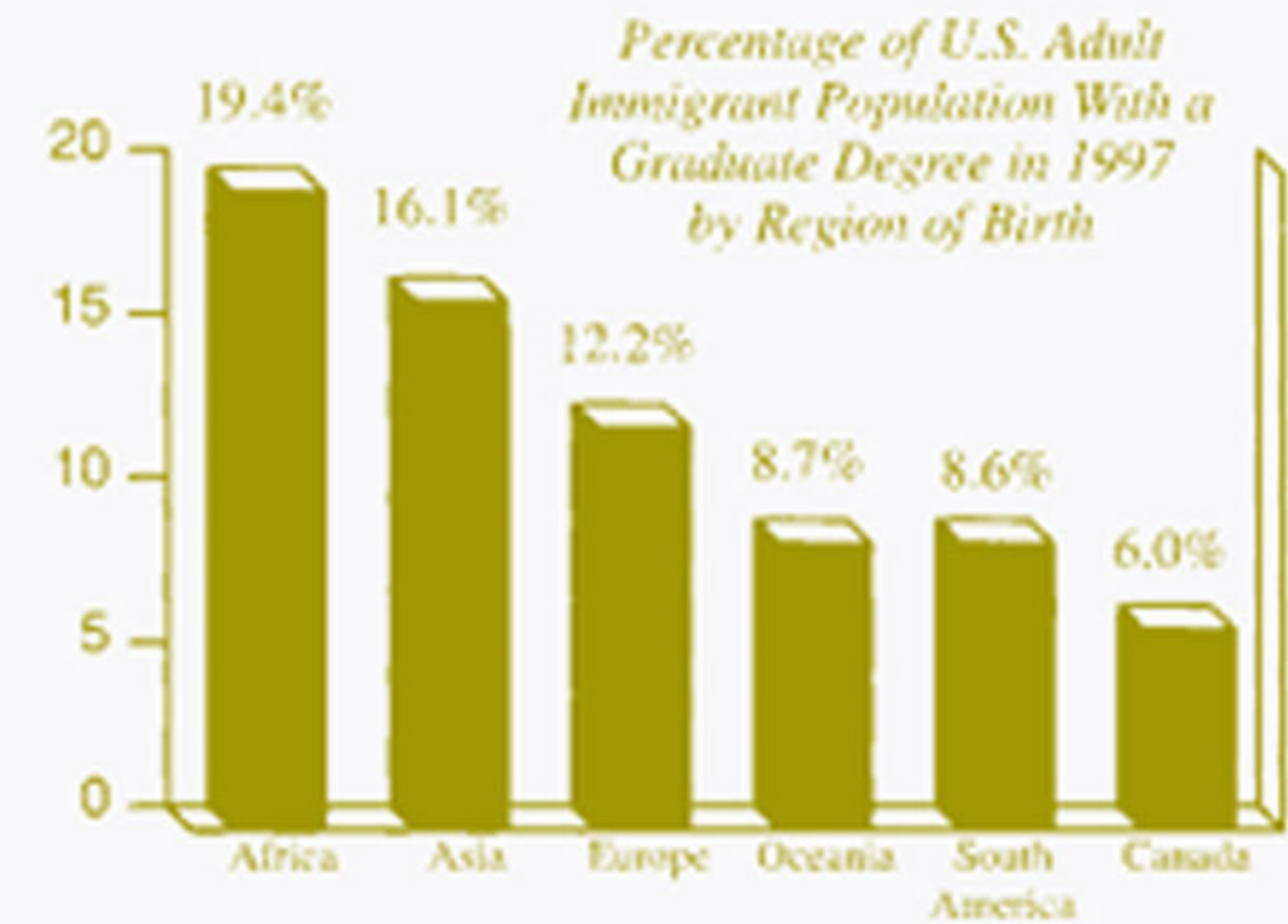
Key Facts & Figures

Africans Are the Most Highly Educated Immigrant Group in American Society



Source: U.S. Census Bureau. Chart © The Journal of Blacks in Higher Education

African Immigrants in the United States Are More Likely to Have a Graduate Degree Than Immigrants From Any Other Region



Source: U.S. Census Bureau. Chart © The Journal of Blacks in Higher Education.

- Millennials have a purchasing power of \$200 Billion – 15-17% of it spent online**
- African-American purchasing power predicted to hit \$1 Trillion by 2012***
- At least 2.8 million foreign born blacks*** *
- 2/3 born in Africa and Caribbean ****
- 1/3 in Africa, 4% in Europe, Canada... ****
- African Immigrants in the United States are the Nation's Most Highly Educated Group.

**The Journal of Blacks in Higher Education, No. 26 (Winter, 1999-2000), pp. 60-61doi:10.2307/2999156

** \$200 Billion Digital Millennials.

*** African-American/Black Market Profile, Drawing on Diversity for Successful Marketing.

**** Immigration and America's Black Population, No. 64 (Kent, 2007)

Demographics

Our Target Market

Orijin targets Millennials/Generation Y (born between 1978 - 1990) Upwardly mobile millennials of African descent

Our Audience

(Geographic & Demographic Data)

Age: 17-32 year-old trend-setters and early adopters of new products.

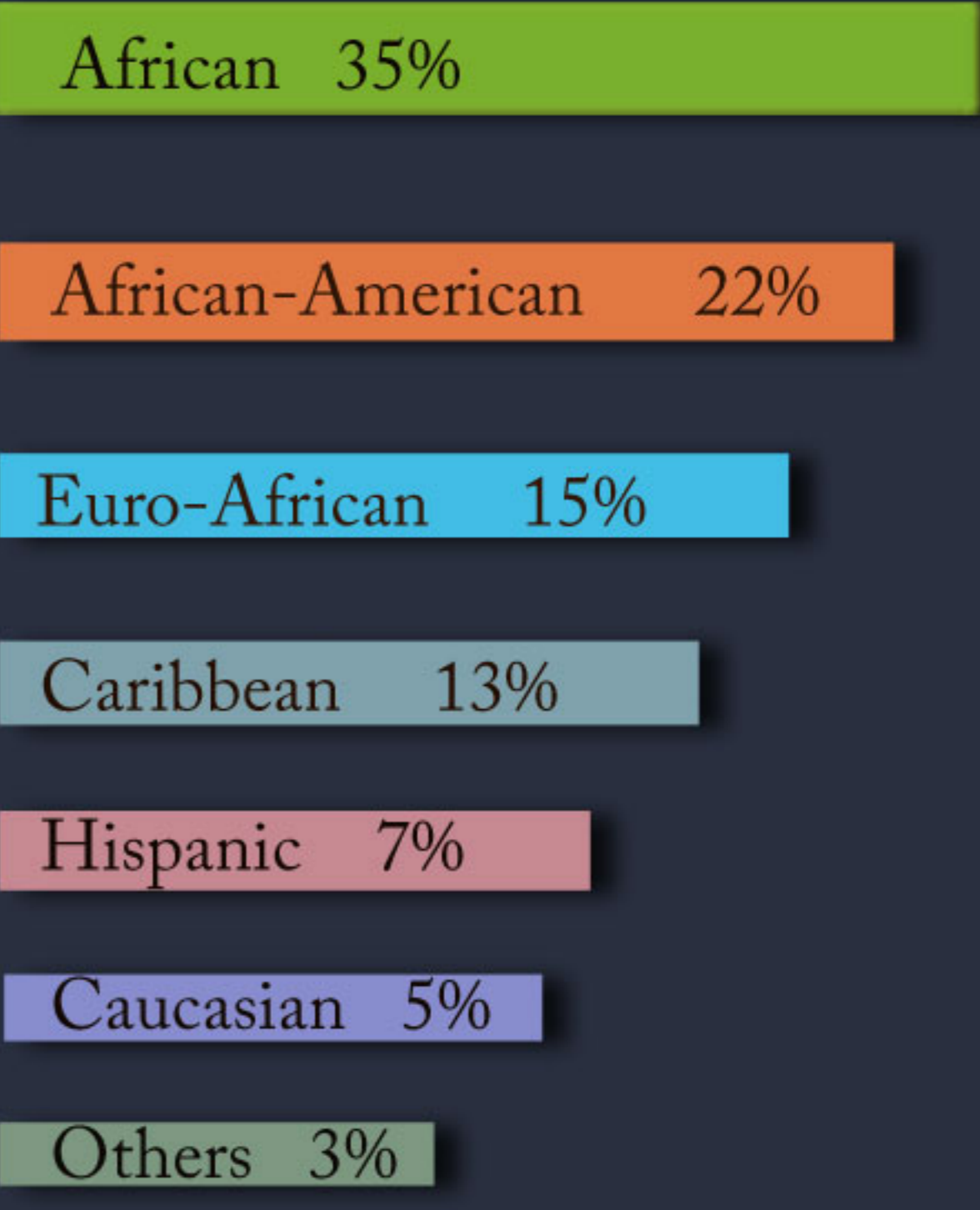
Reader Type

- Urban professionals
- Entrepreneurs and Business owners
- High School & College Students
- Graduates
- Open Minded Individuals
 - * Socially Aware
 - * Culture Oriented
 - * Community-Conscious
 - * Optimistic
 - * Self-Inspired

Gender

Male 47.2% Female 52.8%

Demographic Chart



Main Topics

Main Topics

My Orijin

Tracing the Roots
of Celebrities & Public
Figures.

Natural Beauty

Skin, Hair and Body Care

Business Focus

Economic Issues
Successful Business

A-Peek-Into

Travel and Tours

Coal Pot

Restaurant Reviews
Recipes

Roots and Culture

Culture, History Social life.

Fashion & Style

Fashion Reviews & Tips

Breathe

Health and Wellness.

Sports Talk

World Sports

RateCard

Online Digital Magazine Rate Card

Average Traffic per Issue:

* 6,000 monthly visits

* 30,000 monthly page views

Frequency:

10 issues per year

Circulation to:

Over 10,000 email list
Over 25,000 Social Network friends & Fans

Accepted file format:
.jpg .psd .png .ai .tiff

Acceptable File Delivery:

- CD/DVD •USB
- Email (8MB or less).
- Use Web base digital delivery such as yousendit.com for large file (Over 8MB)

Email Address:
ads@orijinculture.com

Mailing Address:
121 Earlington Road,
Havertown Pa, 19083

Tel: 215.609.0171

	Frequency			
	1X	2X 10%	3X 15%	4X 20%
Level 1 (First 2 inside pages)				
Inside Full Page	\$761	\$685	\$647	\$609
Inside 2 Page spread	\$1,370	\$1,233	\$1,165	\$1,096
Level 2 (10 following pages)				
1 Page	\$660	\$594	\$561	\$528
2 Page spread	\$1,188	\$1,070	\$1,010	\$951
Level 3 (20 following pages)				
1 Page	\$609	\$549	\$518	\$488
2 Page spread	\$1,097	\$988	\$933	\$878
Level 4 (30 following pages)				
1 Page	\$558	\$503	\$475	\$447
2 Page spread	\$1,005	\$905	\$855	\$804
Level 5 (remaining pages)				
1 Page	\$507	\$457	\$431	\$406
2 Page spread	\$913	\$822	\$777	\$731

Ads Specification for Online Digital Magazine:

[All dimensions are in pixels]
[Resolution=150dpi]

1Page Size =1300(L) X 950(W)
2Page Spread Size=1300(L) X 1900(W)

RateCard

Print Magazine Rate Card

Orijin Print Issue
Collector's Item
(Publication Date
December 20th, 2010)

Circulation/Distribution
45,000

Orijinal Perspectives
from Orijinal Thinkers.

What's your Orijin?



Magazine Ads Rates

Inside front cover - \$2,542

Inside 2 page spread - \$4,702

Inside back cover - \$2,392

Outside back cover - \$2,625

Full Page - \$1,661

2/3 Page - \$1107

1/2 Page - \$831

1/3 Page - \$554

1/4 Page - \$416

Art Specifications

Design Specifications For Print Magazine

Orijin magazine works with these software applications:
Adobe InDesign, Illustrator & Photoshop. Below are the required settings. Any others are not Acceptable unless converted to press-quality PDF

Settings (Applies to all files including PDF's)

Mode:	Resolution:	Bleed:	Trim:
CMYK	300 dpi min.	0.125	0.25

Dimensions:

Full Page
7-1/2" X 10"
Bleed:
8-5/8" X 11-1/4"

2-Page Spread
15-1/4" X 10"
Bleed:
17-1/2" X 11-1/4"

2/3 Page
4-7/8" X 10"
Bleed:
5-1/2" X 11-1/4"

1/2 Page Horiz.
7-1/2" X 4-7/8"

Bleed:
8-5/8" X 5-1/2"

1/2 Page Vertical
4-7/8" X 7-3/8"

Bleed:
5-1/2" X 8"

1/3 Page Horiz.
4-7/8" X 4-7/8"

Bleed:
5-1/2" X 5-1/2"

1/3 Page Vertical
2-7/8" X 10"

Bleed:
3-1/2" X 11-1/4"

Submission Specifications

Orijin Magazine accepts ONLY Digital copy

Acceptable File Formats

•.Jpg .psd .png .ai .tiff

PDF files :

- Files Must be supplied as CMYK to Graphic
- ALL fonts embedded
- Registration marks embedded
- Overprinting is turned OFF

Acceptable Advertising File Delivery:

- CD/DVD •USB •Email (8MB or less).
- Use Web base digital delivery such as
yousendit.com for large file (Over 8MB)

Email Address: ads@orijinculture.com

Mailing Address: 121 Earlington Road,
Havertown Pa, 19083

Telephone Number : 215.609.0171

Please Note: Disks will be returned upon request &
any unused images will not be stored.

Past Issues



Legal

Legal

It is the advertiser's responsibility to provide acceptable proofs. Orijin Entertainment does not assume any responsibility for color loss and pixilation of images provided.

Artwork prepared or altered by Orijin Entertainment in any way is under the complete ownership of the magazine and cannot be reproduced in total or part without the written consent of the publisher.

Orijin Entertainment assumes no responsibility for the return of artwork unless specified in advance by the advertiser in writing.



- Payment is due by the 20th of the month preceding the insertion
- Orijin Entertainment reserves the right to refuse any advertisement for any reason.
- Placing an advertising order is considered acceptance of the publisher's advertising policies herein. Advertisers will be presumed to have read this information and there will be no further notice.
- The publisher assumes no liability if for any reason it becomes necessary to omit any advertisement.
- No cancellations or changes made by the advertiser or agency will be accepted after closing date. Cancellations or changes after this time will be due and billable.
- No conditions, printed or otherwise, appearing in any order, billing or copy instructions that conflict with the publisher's state policies will be binding on the publisher.
- Frequency contract clients are required to notify us of any ad changes by the closing date or your last ad will be repeated or the space will be forfeited. Deadlines and street dates may change with a 30-day advance notice.
- No guarantee of specific positioning is made unless specified in the advertising agreement.
- No ad will run without a signed insertion order.

Orijin

O r i j i n

C u l t u r e