

VIBE

ESTABLISHED 1993. AMPLIFIED 2013.

MEDIA KIT 2013



VIBE 20TH ANNIVERSARY LETTER FROM THE EDITOR



Since Snoop Dogg appeared on the cover of VIBE's inaugural issue in 1993, the brand has documented hip-hop music with depth and sophistication. VIBE chronicled Tupac's captivating life and investigated his tragic death; captured Jay-Z's musical evolution and corporate swag; offered a front row seat to the rise of Sean "Diddy" Combs, from promising rap producer to international mega mogul. VIBE watched the culture and its major players migrate from park jams to Park Avenue. Hip-hop and you don't stop indeed.

But it's always been more than beats and rhymes and rhythm and blues. For 20 years VIBE has been dedicated to covering the culture and lifestyle responsible for the music. We've showcased the seamless mixing of high and low fashion brands. Many automobiles and car customization movements owe their popularity to the creative sparks provided by hip-hop culture. Gadgets? We've communicated the message for the brands. And America's Icons? Clinton, Oprah, Jordan, Janet and more: we gave our readers a front-row seat and a look behind the velvet rope at their struggles and triumphs.

Nothing stays the same, however. Everything evolves, including culture. Musically speaking, our world has grown into a medium that transcends concrete jungles. It lives in the suburbs. It's firmly planted in Middle America. Your dad's hip-hop has sub-genres and sounds a lot different than it did in 1993. The walls that once separated genres have been torn down. It's why Drake, Kid Cudi, Ke\$ha, Lady Gaga, Skrillex and Kanye West touch all races and find fans among every socio-economic background.

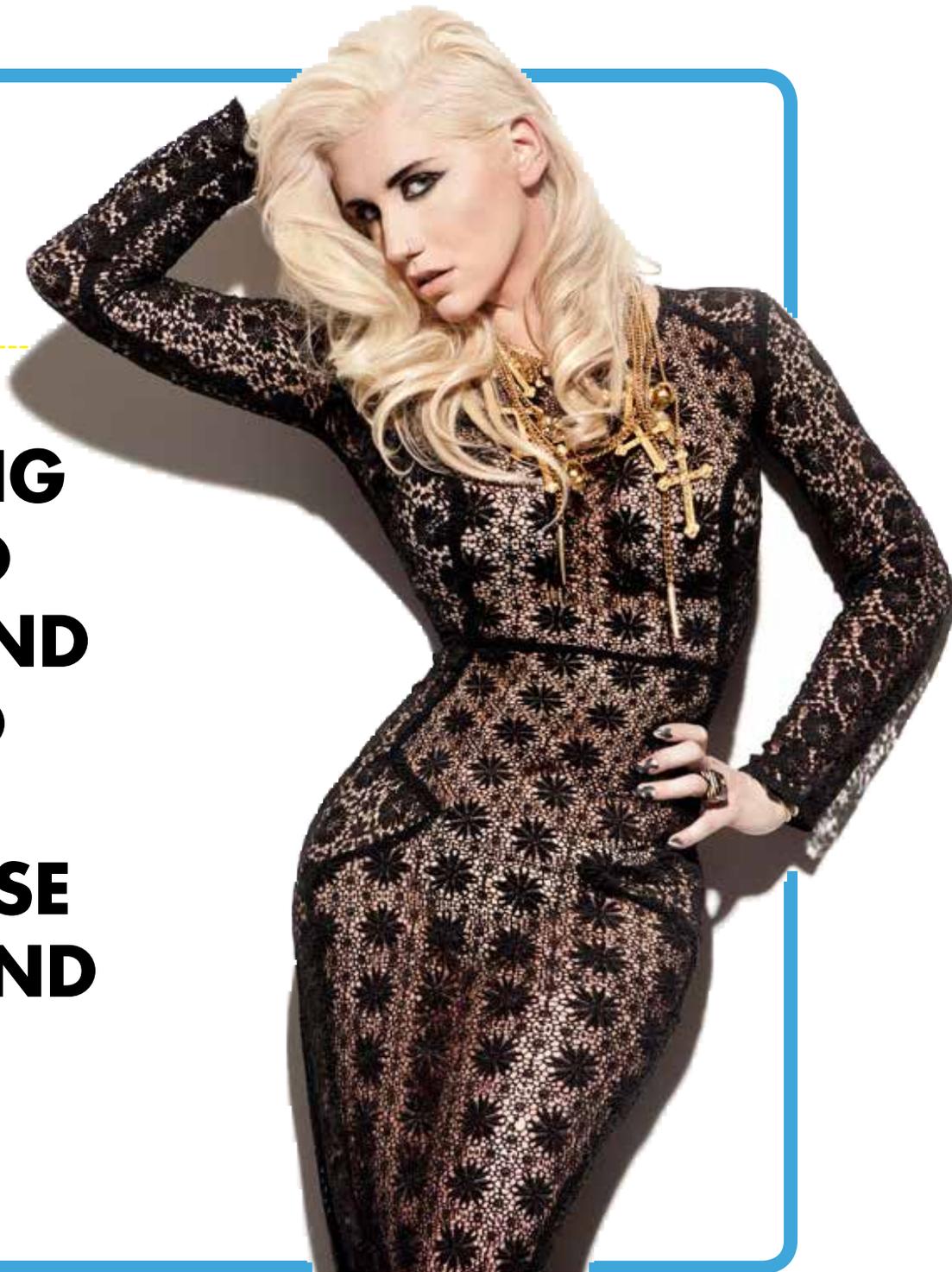
The VIBE man and woman have broad discerning tastes and can't be informed and engaged in neat conventional boxes. So we're expanding the scope, going big across multiple media platforms and products. Chances are you can appreciate a Leonardo DiCaprio performance as much as a Kevin Hart comedy show. You're down to watch LeBron James jump out of his kicks but you are just as eager to leap into a Jeremy Scott runway show. Yes yes, y'all, it don't stop. It evolves, it grows, it demands to be documented, it begs for context. VIBE has it all covered. Whether on your laptop, screen of your tablet, mobile device or within the pages of our flagship magazine, VIBE will keep you up to speed for another 20 years and beyond.

Jermaine Hall
VIBE Magazine
Editor in Chief

VIBE

MISSION

**VIBE IS THE LEADING
YOUTH-ORIENTED
ENTERTAINMENT AND
LIFESTYLE BRAND
INFLUENCED BY
CULTURALLY DIVERSE
MUSIC FANS AROUND
THE WORLD.**



WHY VIBE?

THE TRADITIONAL DEFINITIONS OF GENERAL MARKET AND MULTI-CULTURAL HAVE BLENDED. VIBE REACHES A DIVERSE MIX OF INDIVIDUALS AND GROUPS CONNECTED BY SHARED INTERESTS BUT ALSO DEFINED BY SPECIFIC TRAITS THAT MAKE THEM UNIQUE.

BORN AS A YOUTH LIFESTYLE BRAND, VIBE CONNECTS AND ENGAGES WITH TODAY'S DYNAMIC, MULTI-CULTURAL CONSUMER.

CELEBRATING OUR 20TH ANNIVERSARY IN 2013, VIBE CONTINUES TO CHRONICLE THE CELEBRITIES, SOUNDS, FASHION AND CULTURALLY-RELEVANT EVENTS STEMMING FROM OUR HIP-HOP ROOTS TO THE MODERN DAY CONVERGING MUSIC LANDSCAPE.

VIBE

VIBE PLATFORMS & DISTRIBUTION

VIBE

ARTICLES

VIDEOS

PHOTOS

LOCATIONS

ADVERTISING

SMARTPHONE

iPhone | Android | html5



TABLET + E-READER

iOS | html5



DESKTOP

Web Browser | html5



VIBE utilizes Access Interactive's cross-media content distribution platforms and products to streamline content publishing and advertising delivery.

VIBE

VIBE INTERACTIVE

VIBE Interactive is a powerful channel of 50 websites engaging consumers through music, entertainment, sports, culture and lifestyle. Each month, VIBE Interactive reaches over 12 million unique users. VIBE Interactive continues to build and add publishers on a monthly basis.

MUSIC. LIFESTYLE. ENTERTAINMENT.

VIBE.com
Bbook.com
CarltonJordan.com
GoodMusicAllDay.com
XclusivesZone.net
EbenGregory.com
HipHop-N-More.com
CurrentHipHop.com
RapBasement.com
ThyBlackMan.com
KarenCivil.com
TheRundown.tv
Sneakerfiles.com
Solecollector.com
DefPenRadio.com
DrewReport.com
Datpiff.com
SingersRoom.com
SoulTrain.com
Theybf.com

EDM
FistInTheAir.com
TheBurningEar.com
FreshNewTracks.com
FratMusic.com
TheKollection.com
ThisSongIsSick.com
GottaDanceDirty.com
ClubDanceMixes.com
EclecticRadio.nl
TheMixster.com
Remix-Nation.com
ThisisFanatical.com
WhiteRaverRafting.com
HerCampus.com
TheMusicNinja.com
DancingAstronaut.com
WhiteFolksGetCrunk.com
Boomrat.net
BlahBlahBlahScience.com
SkeetBeatz.com
Freshtronic.com
Beatmyday.com
Pandoric.com
Exklusiv.com
StoneyRoads.com
PeaceLoveEDM.com
NewTranceMusic.com

YOUNG AA WOMEN
VIBEVixen.com
Clutchmagonline.com
SandraRose.com
TheJasmineBrand.com
BallerAlert.com

**12 MILLION MONTHLY
UNIQUES**

**200 MILLION +
AD IMPRESSIONS**



VIBE

DIGITAL CAPABILITIES



HIGH IMPACT

Desktop

Interactive and Animated Skins
Expandable Headers
Super Leaderboard
Video Walls
Interactive Overlays

Tablet

Full-page experiential interstitials

Smart Phones

Full-page experiential interstitials

VIBETV

Pre-roll
Product integration opportunities
Branded videos

CONTENT MARKETING & SPONSORSHIPS

Dedicated sections and microsites
Social Media campaigns
Sponsored content items: articles, galleries, video

CROSS-PLATFORM

Optimized websites for Desktop, Tablet and Smartphone

Digital Magazine Editions for iOS, Kindle Fire, Nook and more

Dedicated iOS applications: VIBE for iPhone, The VIBE DJ Music Mixer App





VIBE Media is a strategic partner with AOL across their video platform, known as AOL On. This partnership gives VIBE access to distribute video across all of AOL On's media partnerships, the AOL On video portal, and over 40 AOL owned and operated brands, including Huffington Post & AOL Music. The video platform provides VIBE with the ability to serve and target pre-roll ads to the most relevant content.

- Reaching over 61 million unique viewers
- 30+ new VIBE branded videos per week
- Cross-platform video experience for desktop, tables and smartphones
- Pre-roll and product integration opportunities

VIBETV

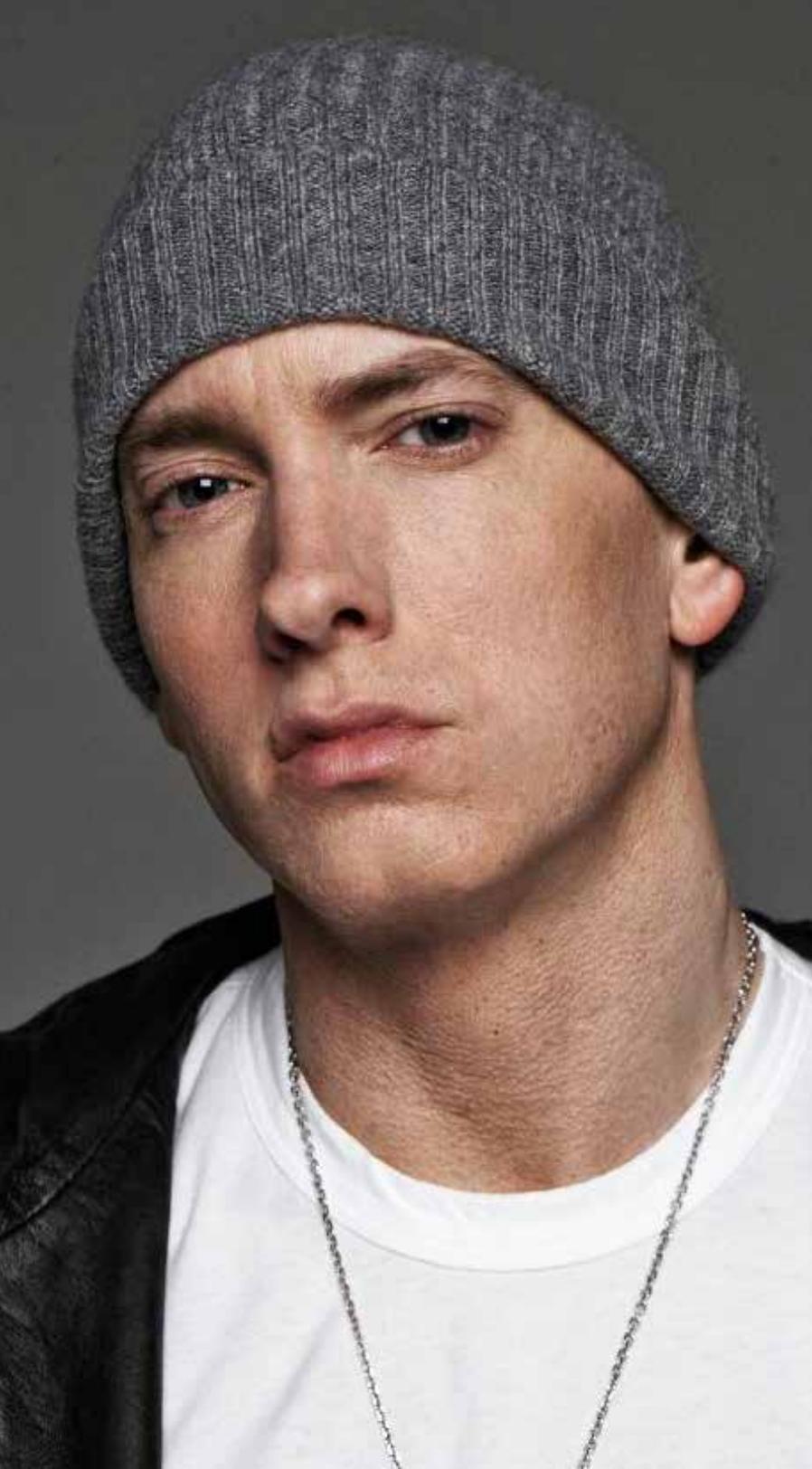
VIBETv is VIBE Media's premium video content distribution network. VIBETv produces and distributes entertainment, lifestyle, culture, and music content for today's youth audience. Video distribution platforms include VIBE.com, VIBEVixen.com, VIBE Interactive affiliate partners, AOL On, and YouTube. Through original branded content series, we integrate sponsorships with documentary, newsbreak, interview, events and live music footage.

Advertising opportunities include:

- Branded integration within content
- Channel category sponsorship
- Pre-roll

View the 20th Anniversary VIBETv Sizzle Reel
<http://sizzlereel.vibe.com>





PRINT

AUDIENCE

ADULTS

Men	55%
Women	45%

AGE

18-24	35%
18-34	67%
21+	82%
35+	29%
Median Age	30yrs

RACE

Black/African American	75%
White	15.9%
Spanish/Hispanic/Latino	12.4%
Asian	1%
Other Race	11.3%

ANNUAL SUBSCRIPTION

\$19.95

RATE BASE

250,000

SINGLE COPY

\$4.95

READERSHIP

2 Million

VIBE

MAGAZINE

EDITORIAL CALENDAR

ISSUE	SPACE CLOSING DATE	ON SALE DATE
FEBRUARY MARCH Fashion/Style Issue	12.20.2013	2.19.2013
APRIL MAY The List Issue	2.21.2013	4.16.2013
JUNE JULY Battle of the Sexes Summer Music Preview	4.25.2013	6.11.2013
AUGUST SEPTEMBER Annual Juice Issue 20th Anniversary	6.20.2013	8.13.2013
OCTOBER NOVEMBER The Comedy Issue	8.15.2013	10.8.2013
DECEMBER JANUARY Person of the Year	10.17.2013	12.10.2013


VIBE

RATES

PRODUCTION SPECS

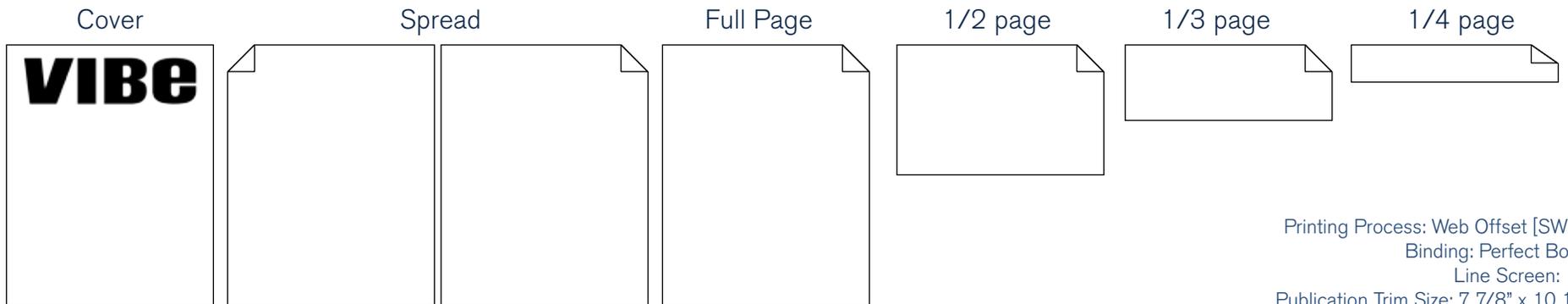
4-COLOR	1x	3x	6x	12x
Full Page	30,000	29,400	28,800	28,200
1/2 page	18,000	17,640	17,280	16,980
1/3 page	12,000	11,760	11,520	11,280
1/4 page	9,000	8,820	8,640	8,460
Cover 2	36,000			
Cover 3	34,500			
Cover 4	37,500			

4-COLOR	BLEED	TRIM	LIVE AREA
Spread	16 1/4" x 10 3/4"	15 3/4" x 10 1/2"	15 1/4" x 10"
Full Page	8 1/8" x 10 3/4"	7 7/8" x 10 1/2"	7 3/8" x 10"
2/3 Vertical	5 3/8" x 10 3/4"	5 1/8" x 10 1/2"	4 5/8" x 10"
1/2 Horizontal Spread	16 1/4" x 5 3/8"	15 3/4" x 5 1/8"	15 1/4" x 4 5/8"
1/2 Horizontal	8 1/8" x 5 3/8"	7 7/8" x 5 1/8"	7 7/8" x 5 1/8"
1/2 Vertical	4" x 10 3/4"	3 3/4" x 10 1/2"	3 1/4" x 10"
1/3 Vertical	2 7/8" x 10 3/4"	2 5/8" x 10 1/2"	2 1/8" x 10"

B/W	1x	3x	6x	12x
Full Page	24,000	23,520	23,040	22,560
1/2 page	14,000	14,112	13,824	13,536
1/3 page	9,600	9,408	9,216	9,024
1/4 page	7,200	7,056	6,912	6,768

These sizes are in inches, width by height, and allow for 1/8" trim on all four sides. Keep live matter 1/4" from trim. Allow 3/16" safety at gutter of each page for type running across gutter. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. A ruled proof should be supplied for positioning purposes.

FRACTIONS	
1/8"	.125"
1/4"	.25"
1/2"	.50"
5/8"	.625"
7/8"	.875"



Printing Process: Web Offset [SWOP]
 Binding: Perfect Bound
 Line Screen: 150
 Publication Trim Size: 7 7/8" x 10 1/2"

VIBE MAGAZINE IS EVERYWHERE

PRINT

With targeted newsstand placement and direct to publisher subscriptions, VIBE Magazine has effective distribution to core consumers.

Strategic distribution at music festivals, fashion conventions and industry events has ensured that VIBE content and advertiser messaging reach the core music and entertainment enthusiasts where they are most engaged.

ON THE WEB

Reaching approximately 3 million unique visitors across desktop, tablet and smartphone devices, VIBE digital content is defining music and entertainment culture while reaching today's most influential consumers.

DIGITAL EDITIONS

The print magazine comes to life in an interactive form featuring imagery optimized for retina display, full articles, and enhanced photo gallery and video features. The digital magazine will expand to additional tablet and e-reader devices in 2013.



VIBE



VIBE has a rich history of relationships with breaking and iconic artists. VIBE maintains a dedication to youth culture and lifestyle.

As an important part of the marketing mix for the 20th anniversary in 2013, a calendar of multi-platform programs and brand relevant events have been identified for advertisers to uniquely tap into the VIBE audience in a collaborative way.

Whether you are looking to build customer relationships, increase brand awareness and loyalty, encourage interaction and product trial, create memories or increase return on marketing investment, VIBE 360° programs and events offer a focused and cost-effective vehicle.