

Ethio Beauty

M A G A Z I N E

Media Pack



THE MAGAZINE

Ethio Beauty magazine is an award-winning UK based unique publication that showcases the captivating essence of Africa.

The magazine is designed to engage, entertain and educate the world on all aspects of African fashion, culture and lifestyle with intelligent content and informative features.

Its Pan-Atlantic appeal has seen a steady growth in the number of readership around the world.

Ethio Beauty Magazine is fast becoming the ultimate destination for the latest on African fashion and beauty trends around the globe.

CIRCULATION DEMOGRAPHICS

Paid subscriptions:	2,000
Single Copy	23,000
Total Average Circulation:	25,000

Rate base	20,000
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Total Audience	100,000
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Median Age:	29
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Median HHI:	£24,000
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Gender - Female / Male:	72% / 28%
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Education - Any college +:	67%
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Employed - FT or PT	68%
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READERSHIP

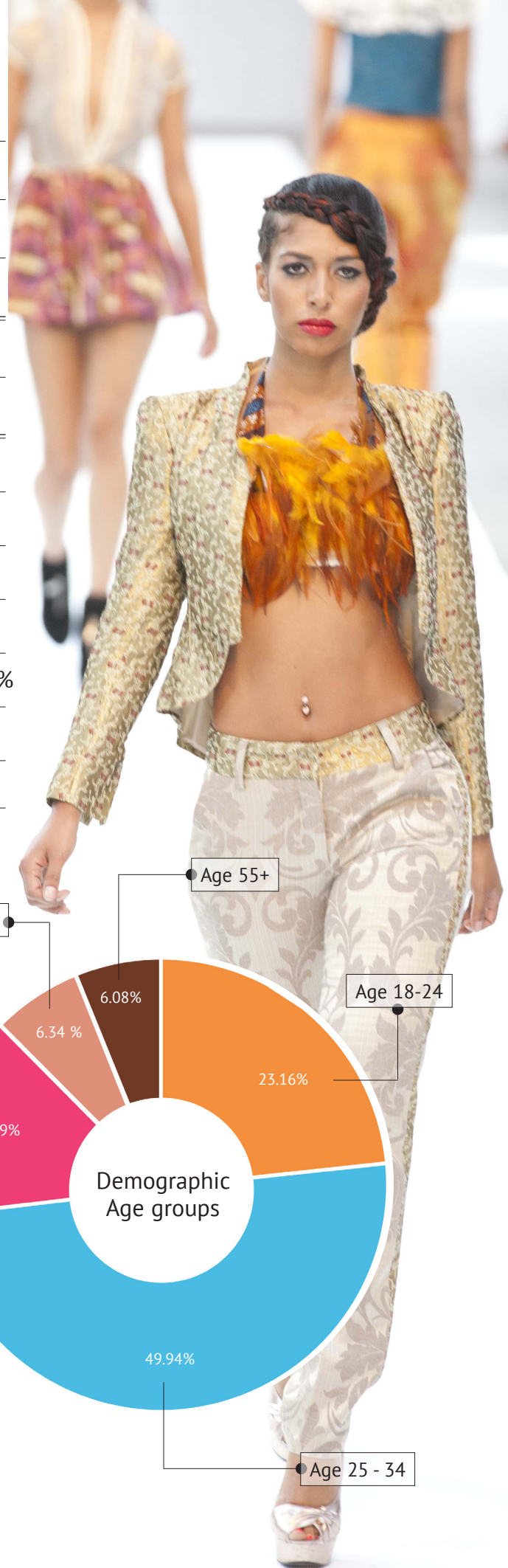
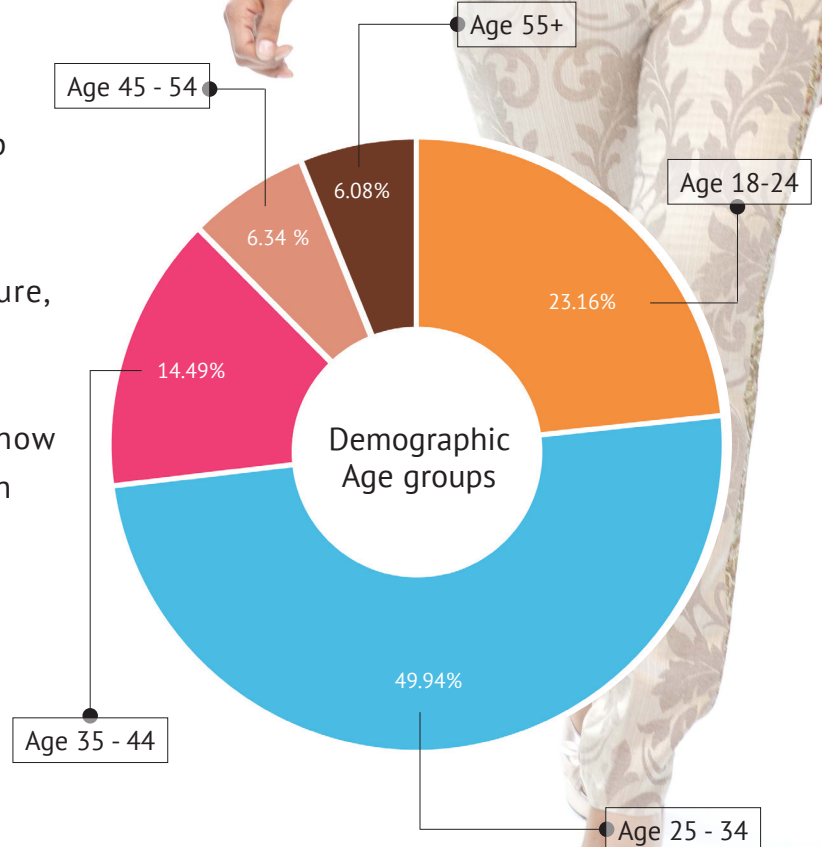
Ethio Beauty has a discerning readership who share an interest in the cultural and social developments of Africa. The magazine's mix contents of fashion, culture, lifestyle, business and entertainment appeals to young, educated and affluent readers who demand to be the first to know about what's hot and what's important in the African community.

SALES CONTACT DETAILS

Telephone: +44 (0) 20 3734 2159

Sales Executive: Abenezzer Kempente

Email: A.Kempente@ethiobeauty.com



Content

AIDESHO'S DESIGN

Fashion designer: Aida Ababa, Ethiopia

"I believe I am successful because I am following my dream and doing what I love."

Life takes you where you want to go and does not give you a choice. Using the way of life, I have been successful in my career. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love.

The more time you give a substantial effort and attention to your career, the more successful you will be. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love.



ZANZIBAR



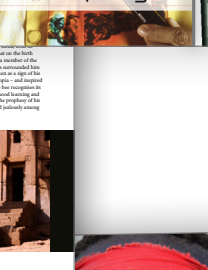
Just give you the right amount of courage to take a leap. The more you take a leap, the more you will achieve. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love.



ROCK LEGEND

An architectural mystery, the attraction, curiosity – and vision... I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love.

What's in your make up bag?



You can tell a lot about a girl by her make up bag. The more she has, the more she is into it. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love.

Makeup is a form of art. It is a way to express yourself. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love.

Mursi Tribe

A unique tribe of the Omo Valley. Where it is occupied by fearless male Doga figures and girls with lip plate to signify their beauty. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love.

Golden Goddess. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love. I have been successful in my career because I am following my dream and doing what I love.

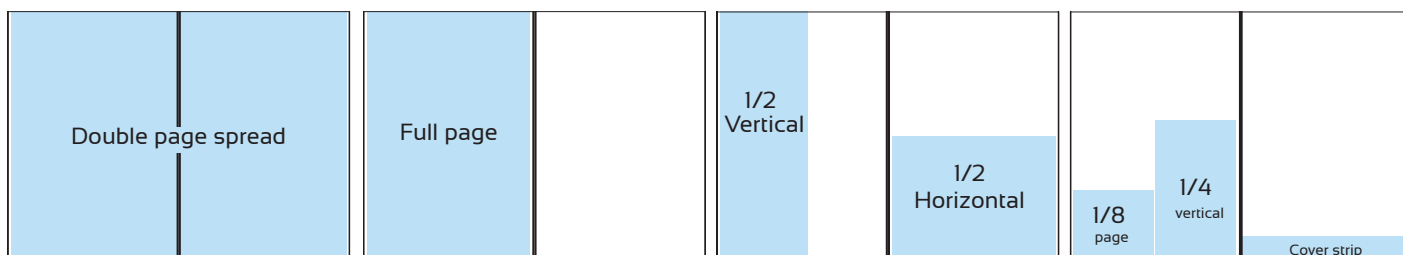


Inside Ethio Beauty

HERE ARE SOME EXAMPLES OF SOME OF THE CONTENTS THROUGHOUT THE PUBLICATION.

ADVERTISING SPECIFICATIONS

Space	Bleed	Trim	Live
Double page spread	366 x 256 mm	360 x 250 mm	350 x 240 mm
Full page	183 x 256 mm	180 x 250 mm	170 x 240 mm
1/2 horizontal	183 x 128 mm	180 x 125 mm	170 x 120 mm
1/2 vertical	93 x 256 mm	90 x 250 mm	85 x 240 mm
1/4 vertical	93 x 128 mm	90 x 125 mm	85 x 120 mm
1/8	93 x 64 mm	90 x 61 mm	85 x 56 mm
Cover strip	180 x 6.5 mm	174 x 3.5 mm	174 x 3.5 mm



ARTWORK INFORMATION

Camera-ready ads should be supplied digitally in one of the following formats: JPEG, TIFF or press PDF with all fonts embedded and spot colours converted into CMYK. Images should be no less than 300dpi at print dimensions and CMYK.

We can accept art work via email and CD-R, preferably in Apple Macintosh format.

Advert copy to be set, can be supplied by email as a single Microsoft Word document with images or logos as separate JPEG, TIFF or Press PDF attachments.

For any artwork related information or if you have any further queries, please contact Ethio Beauty creative department at: **creative@ethiobeauty.com** or visit our website: <http://ethiobeauty.com/advertising/artwork>

ADVERTORIAL ARTICLE

To be eligible for the advertorial article advertising rates listed, advertisers must conduct business internationally and have product or service that are genuine, ethical and beneficial to our readers.

All advertisers must be able to provide a sample of their product or service for a review to Ethio Beauty editorial team. Contact **editorial@ethiobeauty.com** for more information.

Some products or services maybe subjected to approval of the appropriate regulatory body. For instance medical products or services. Please contact the Sales Executive to assure whether your product or service falls within this category.

ADVERTISING ORDER FORM

Please insert your details below:

Company Name	Address	Contact Person
Contact Number	Contact Email Address	

Advertising rates

Please tick the appropriate boxes below:

	<input type="checkbox"/> £ - GBP	<input type="checkbox"/> € - EUR	<input type="checkbox"/> \$ - USD	<input type="checkbox"/> ETB	<input type="checkbox"/> NGN
Inside front double spread	<input type="checkbox"/> 2,500	3,002	4,176	81,041	686,936
Inside back double spread	<input type="checkbox"/> 2,000	2,401	3,340	64,833	549,549
Premium double page spread	<input type="checkbox"/> 1,500	1,801	2,505	48,624	412,161
Outside back cover	<input type="checkbox"/> 3,000	3,602	5,011	97,249	824,323
Double page spread	<input type="checkbox"/> 1,200	1,441	2,004	38,899	329,729
Inside front cover	<input type="checkbox"/> 1,000	1,200	1,670	32,416	274,774
Inside back cover	<input type="checkbox"/> 900	1,080	1,503	29,174	247,297
Premium full page	<input type="checkbox"/> 800	960	1,336	25,933	219,819
Full page	<input type="checkbox"/> 700	840	1,169	22,691	192,342
Cover strip	<input type="checkbox"/> 400	480	668	12,966	209,909
Advertorial article - 2 pages	<input type="checkbox"/> 2,000	2,401	3,340	64,833	549,549
Advertorial article - 4 pages	<input type="checkbox"/> 3,500	4,203	5,846	113,458	961,710

Series and Discounts in %

<input type="checkbox"/> 1X	<input type="checkbox"/> 2X	<input type="checkbox"/> 3X	<input type="checkbox"/> 4X	<input type="checkbox"/> 5X	<input type="checkbox"/> 6X	<input type="checkbox"/> 7X	<input type="checkbox"/> 8X
N/A	2%	5%	8%	11%	14%	17%	20%

Special Positions

Talk to our sales staff about special positions and series discounts.

Client comments

Ethio Beauty Comments

All advertisements are subject to payment before the date of publication to Ethio Beauty Ltd account only.

If you decide to cancel the advert before two weeks of publication date, a 50% of full payment will be refundable.

No cancellation will be accepted within two weeks of publication date.

Please complete and return this form to Sales Executive, Abenezer Kempente: A.Kempente@ethiobeauty.com

Date: _____ Name: _____ Signature: _____