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# 2020 MAGAZINE MEDIA KIT

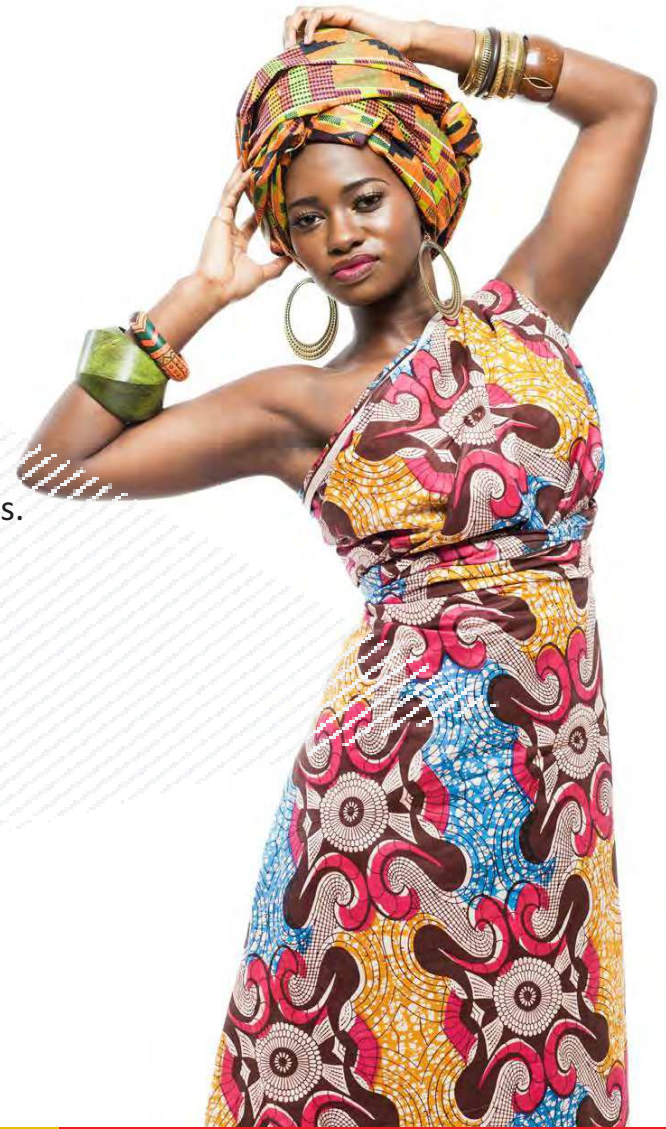


[www.funtimesmagazine.com](http://www.funtimesmagazine.com)



# Welcome to FunTimes,

A platform that represents the Mid Atlantic area's growing African, Caribbean, and African American communities. By using a positive, solution based editorial strategy, FunTimes Magazine celebrates the accomplishments of our community and elevates the dialogue about our identity as African descended people. We champion our history of greatness by providing content and events that align with our stated goals:





# Our goals

- Keep our audience connected to their roots.
- Hear and learn from successful African descended role models.
- Highlight resources that they can use to propel their success.
- A strong and vocal advocate of social, political and economic emancipation of all people of African Diaspora.

This Media Kit is a window to our organization, our readership, our plan to advance in the digital landscape. It shows how to engage our audience and the advertising opportunities that you can partake in. Work with you us!





# Our story

FunTimes originally started as a 12-page pamphlet of upbeat stories, comics and humor in 1992 during the Liberian civil crises. Its headquarters has since moved to Philadelphia and evolved into a 100-page full color magazine. Owing to COVID-19, FunTimes has migrated to an online publication! We have built a ladder of trust with our community that extends beyond the consumer/publication relationship; our audience IS our family.







# Join the FUNTIMES Membership

## Annual

\$ 20 / M O

### Informed Package

- ✓ Digital Downloads of all Issues for the year
- ✓ Access to the FunTimes Facebook Community
- ✓ Select 1 Digital Event a year

\$ 1 9 2 ( 2 0 %  
o f f )

\$ 3 0 / M O

### Tribe Package

- ✓ Digital Downloads of all Issues for the year
- ✓ Access to the FunTimes Facebook Community
- ✓ Select 6 Digital Events a year

\$ 2 8 8 ( 2 0 % o f f )

\$ 5 0 / M O

### Chief Package

- ✓ Digital Downloads of all Issues for the year
- ✓ Access to FunTimes Facebook Community
- ✓ Access to All Digital Events

\$ 2 8 8 ( 2 0 % o f f )

All packages are for a yearly commitment



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## PACKAGES

### Monthly Starter Package \$350

- Sponsor virtual event and product giveaway.
- Logo on marketing materials/ flyers for event.
- Business shout-out at event.
- Website banner ad

### Tribe Package \$700

- Monthly starter
- Social media platform ad

### Gold Influence \$1,500

- Tribe Package
- Speaking opportunity at event.
- Business editorial/articles

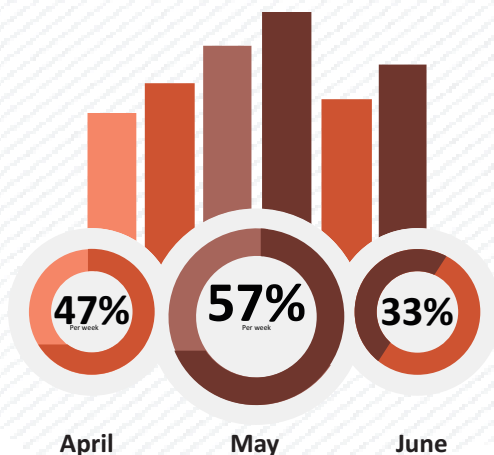
EST. 1992  
**FUNTIMES**  
CELEBRATING AFRICA AND THE DIASPORA



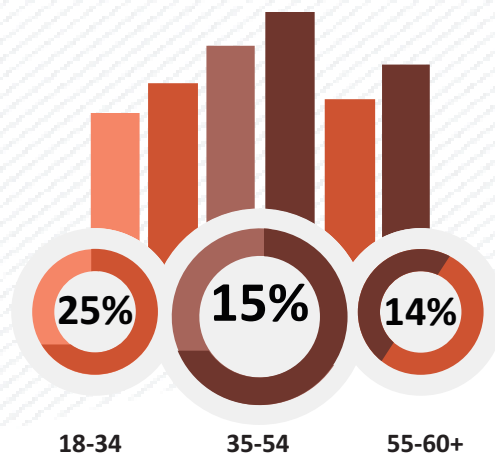
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# Our Reader Ship

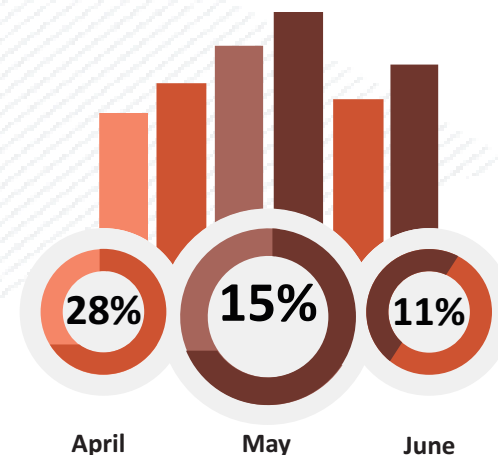
Our audience stretches across multiple demographics.



Website **Gender** Demographic  
April, May and Jun 2020



Website **Age** Demographic  
April, May and Jun 2020



Website **Age Demographic Per Session**  
April, May and Jun 2020



# engaging

## Audience and Marketing Opportunities

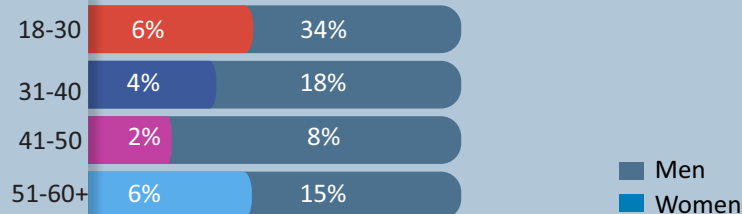
We are a trusted information source for our community. We cherish this relationship and we request you to value this access. These packages below will allow you engage with our audience and showcase your products and services. Let us know which custom fit you prefer.

**Website advertisement/banner ads**

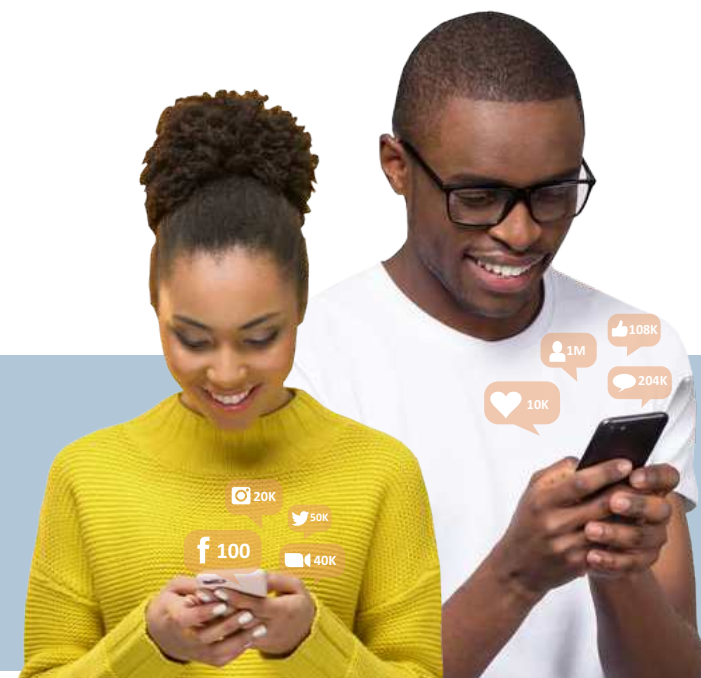
**Social media platforms**

**Virtual event sponsorship and product giveaway**

**Business editorial**



Estimated Facebook Gender Engagement June 2020





# Virtual event calendar

FunTimes compliments our virtual publication with virtual events. Our calendar is adapted to the magazine's editorial focus and responsive to trends. Join us as a speaker, sponsor or advertiser offering raffle giveaways.

## Time the Event is Occurring

First Friday in February  
First Friday in April  
First Friday in June  
First Friday in August  
First Friday in October

## Name of Event

30 Under 30 People to Watch  
Black Women Icon  
Black Men Icon  
HBCU Influence Award  
Black Professional Organization Award

