



MAGAZINE PROFILE

PUBLISHER:	Rock Point Communications
EDITOR-IN-CHIEF:	Brian Egerton
FREQUENCY:	Monthly
DISTRIBUTION:	African-American Barbershops
READERSHIP:	80,000 +

The Barbershop Digest is a full-color narrowcast niche publication, reaching African American men and men of color across a diverse section of demographics in the Metro Atlanta area. Revealing, entertaining and thought provoking, Barbershop Digest is a publication on the pulse of African-American men.

Barbershop Digest is metro Atlanta's only magazine with a focus on the culture that encompasses African-American men. We focus on entertainment, sports, politics, lifestyle, health and women. If the subject is discussed in the culture of the barbershop, we cover it with edgy provocative content and stunning visual images.

Composed by award-winning writers and graphic designers, Barbershop Digest contributors have written and designed for some of Atlanta's most popular publications.

EDITORIAL PROFILE

The editorial philosophy of Barbershop Digest celebrates African-American men in all of their diversity and unique traits. More than a publication filled with images of women, Barbershop Digest is the only full-color complimentary publication specifically for African-American men that achieves the delicate balance of our interests ranging from sports to stocks. African-American barbershops have historically been the gathering place where almost every African-American male will visit. Whether it's to exchange ideas, find the latest hit song, or hear a firsthand opinion about a product or service.

ADVERTISING ADVANTAGES

Barbershop Digest is the one, indispensable vehicle you need for targeting Atlanta's African-American head of households and discriminating spender. This consumer segment is vital to advertisers seeking to increase their marketshare. Barbershop Digest is distributed in barbershops and urban gathering places throughout metro Atlanta—the most effective place where consumers read and browse through publications while waiting in line for a haircut.

However, it is possible to have the publication mailed directly to a home or business for a special handling fee of \$26 per year.

CONTENTS

Each issue of Barbershop Digest covers a range topics of interest to African-American men. Our topics achieve the perfect balance for content that is of interest to men across the spectrum of the roughneck to the refined.

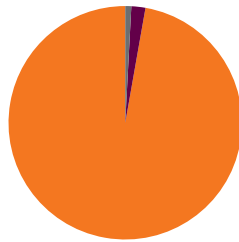
Section Features:

- **First Cut:** Monthly photo essay of a young boy getting his first haircut.
- **Tight Whips:** Photo essay showcasing unique automobiles.
- **Get Rich/Die Trying:** Financial help section covering topics from credit to stocks.
- **Sports:** Unique sports features written by a former Metro Atlanta sports editor.
- **The Hustle:** A special feature about successful African-American businessmen.
- **Food and Fare:** From simple man-food recipes to the fine art of cigars and premium spirits.
- **Cover Story:** Provocative and enlightening articles profiling interesting and successful individuals and hot-button topics.
- **Politics:** From Barack to Bush, this section ignites the powder keg of one of the most widely discussed issues in the barbershop.
- **Barbershop Beauty:** Artistically and tastefully photographed centerfold which celebrates the beauty of African-American women.
- **Staying Power:** Features dedicated to the health and longevity of African-American men.

Projected Reader Profile

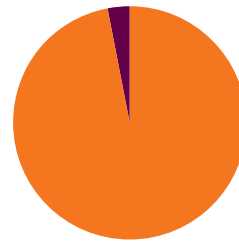
Race:

- African-American: 92%
- Other 6%
- White 2%



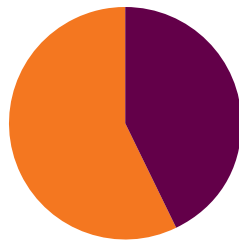
Sex:

- Male 93%
- Female 7%



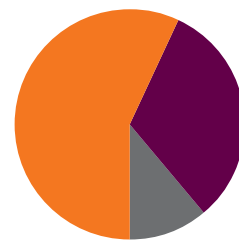
Marital Status:

- Married 57%
- Non-married 43%



Age:

- 18-34 57%
- 35-49 32%
- 50+ 11%



US Census Data 2000



AFRICAN-AMERICAN ANNUAL SPENDING

Apparel Products and Services	\$23.0 billion
Appliances	2.5 billion
Beverages (Alcoholic)	2.5 billion
Beverages (Non-Alcoholic)	2.5 billion
Books	326 million
Cars, Trucks and Motorcycles	32.6 billion
Computers and Related Equipment	1.9 billion
Consumer Electronics	3.5 billion
Contributions	12.3 billion
Education	6.2 billion
Entertainment and Leisure	2.7 billion
Food	56.5 billion
Gifts	7.9 billion
Health Care	18.0 billion
Household Furnishings and Equipment	11.9 billion
Housewares	973 million
Housing and related charges	145.2 billion
Insurance	16.2 billion
Media	6.0 billion
Personal Care Products and Services	6.5 billion
Sports and Recreational Equipment	900 million
Telephone Services	14.4 billion
Tobacco Products and Smoking Supplies	2.8 billion
Toys, Games and Pets	2.3 billion
Transportation, Travel and Lodging	4.8 billion

Source of data: Target Market News, Inc. US Census Data 2000



DEADLINES FOR 2008

ISSUE	AD RESERVATION	MATERIALS DUE	DISTRIBUTION DATE
Jan.	Dec. 2, 2007	Dec. 20, 2007	Jan. 2, 2008
Feb.	Jan. 2	Jan. 20	Feb. 1
Mar.	Feb. 2	Feb. 20	Mar. 1
April	Mar. 2	Mar. 20	April 1
May	April 2	April 20	May 1
June	May 2	May 20	June 1
July	June 2	June 20	July 1
Aug.	July 2	July 20	Aug. 1
Sept.	Aug. 2	Aug. 20	Sept. 1
Oct.	Sept. 2	Sept. 20	Oct. 1
Nov.	Oct. 2	Oct. 20	Nov. 1
Dec.	Nov. 2	Nov. 20	Dec. 1

2008 MONTHLY ADVERTISING RATES

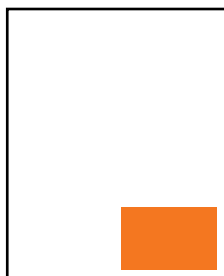
All content in Barbershop Digest is full-color. Here's a chance to display your product or service with bold graphics and sharp text. The ad rates below reflect prices for the 2008 advertising calendar year, which lasts from Jan. 1, 2008 through December 31, 2008. Design fees include one consultation with our graphics artist, electronic proof and up to three revisions if needed.

Ad Size	1X	3 X	6X	12X	Design fees
1/8-page	\$165	\$149	\$140	\$132	\$45
1/4-page	\$280	\$252	\$238	\$224	\$60
1/2-page	\$476	\$428	\$405	\$381	\$75
Full-page	\$810	\$729	\$689	\$648	\$150
Covers:					
Inside Front	\$1050	\$1030	\$1020	\$1000	\$150
Inside Back	\$1050	\$1030	\$1020	\$1000	\$150
Back Cover	\$1150	N/A	N/A	N/A	\$150

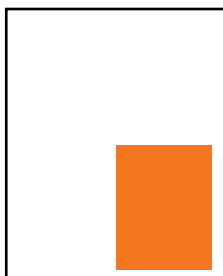


AD SPECIFICATIONS

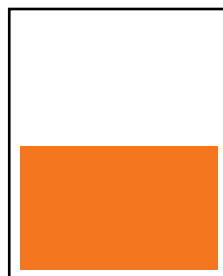
1/8-page
5" x 3.25"



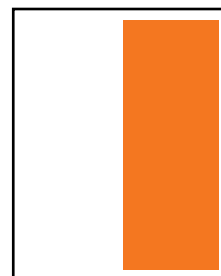
1/4-page
5" x 6.5"



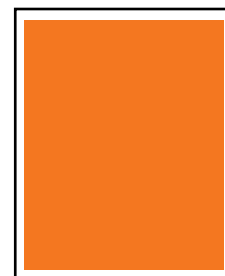
1/2-page horizontal
10.375" x 6.5"



1/2-page vertical
5" x 13"



Full Page
10.375" x 13"



Advertisers may submit ads in PDF, JPEG, or TIFF formats. Please email electronic ads directly to ads@barbershopdigest.com.

For FTP uploading instructions, contact ftp@barbershopdigest.com

Artwork resolution should be a minimum of 300 dpi. CMYK, no RGB files.

SUBMITTING CREATIVE MATERIALS

Barbershop Digest is a monthly publication. Any ads running in Barbershop Digest must adhere to the advertising standards of Rock Point Communications and add deadlines set forth in the current media kit as well as the correct ad specifications for the ad size chosen. The publisher reserves the right to refuse objectionable advertising.

Acceptable Ad Formats:

- JPEG
- PDF
- TIFF
- Adobe Photoshop (flattened)

Ads may be sent via electronic e-mail, FTP, or disk.

Send electronic versions to:
ads@barbershopdigest.com

For FTP upload username and password, please contact:
ftp@barbershopdigest.com

If you have questions on other available ad platforms, please contact your advertising representative. In some cases, additional fees may apply.

NOTE: When sending files, please ensure ALL SUPPORT and FONT FILES are included in your transfer media. We are not responsible for reproduction quality if art and images have resolutions of less than 300 DPI at 100% of their specified size. All files must be CMYK. We do not guarantee an exact color match to the art submitted. If the art is submitted as a any color mode other than CMYK we will convert the color mode to CMYK. If there is a color shift we are not responsible for that color shift.

Thank you for choosing Barbershop Digest as your advertising vehicle of choice.

