



MEDIA KIT: 2012

OUR FOCUS:



- FAITH
- FAMILY
- BUSINESS
- WEALTH
- HEALTH

The Power Broker reaches 24,200 people across 6 media channels (print & DIGITAL), making us the most widely circulated magazine targeting Tampa Bay's fast-growing African American community. Our reach grew by 20 percent in 2011, adding 6,300 new readers to the family; and our audience of black high & middle-income consumers is the largest minority group on Florida's West Coast. Our growth is keeping pace with their rapid climb in affluence and size.

AFFLUENCE: African American income levels continue to grow faster than for white Americans. From 2000 to 2009, the number of black households earning \$75,000 or more grew 64% (12% higher than the overall population). Plus, the percent of households earning \$50,000 or less dropped, representing a **full upward income shift for black Americans.**

GROWTH: Minority population growth is so rapid, the Census forecasts that America will be a "majority minority" nation by the year 2040. Our Hispanic population has more than doubled since 1990, while the Tampa Bay area's African American population is growing 1.5 times faster than the overall population, with a growth rate outpacing white Americans by 2-to-1.

*Celebrating 7th
our Anniversary
in 2012*

WHAT'S INSIDE:

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contentCHANNELS & CIRCULATION



Power Broker readers stay connected to a continuous news stream through 6 content channels (print & DIGITAL). Magazine readers are 39% of our audience; while on-line readers (61%), connect to us through e-mail, facebook, Twitter, our website, and our new DIGITAL magazine (launching February 2012).

READERS: 24,233 people receive the PB thru at least 1 media channel
7,349* people receive the PB through more than 1 channel

*As of Quarter 1 2012

PB MAGAZINE (QUARTERLY)

Distribution of the **PB magazine** targets nearly the full income spectrum of African Americans; and 80 percent of magazine readers are distinct from our on-line audience. We distribute 10,000 copies to 5 counties each quarter, through 130 high-traffic retail & community sites, along with 50 of the bay area's largest majority-black churches, and 20 government agencies. Our targeted counties are Pinellas, Hillsborough, Polk, Manatee & Sarasota (listed in order of quantity distributed).

PB E-ZINE (WEEKLY)

The **PB e-zine** goes to the region's largest e-mail database of African-Americans, featuring 20 top news stories, events & opportunities each week. Our e-zine connects with 8,300 readers directly, and to 1,400+ people through partners who forward our e-zine (in its entirety) to their own subscribers.

PB ON-LINE (24/7 WEBSITE)

The **PB website** is the only 24/7 diary of news, events & opportunities, tailored for African-Americans in the region. Our website promoted 5,000 listings and feature advertisements in 2011, with an average 3,200 visits per month.

PB SOCIAL MEDIA (MULTIPLE-WEEKLY)

The PB is the only publication in the African American market with staff dedicated to our DIGITAL media channels. The PB ranks #1 among Tampa Bay's black-targeted media for highest e-mail subscriber count; and #2 for the size of our facebook family. We're also aiming for a top ranking for Twitter by 2013. **SOURCE:** "Top 10 Black Digital Media in Tampa Bay (Q1 2012)."

HOW READERS RECEIVE THE POWER BROKER

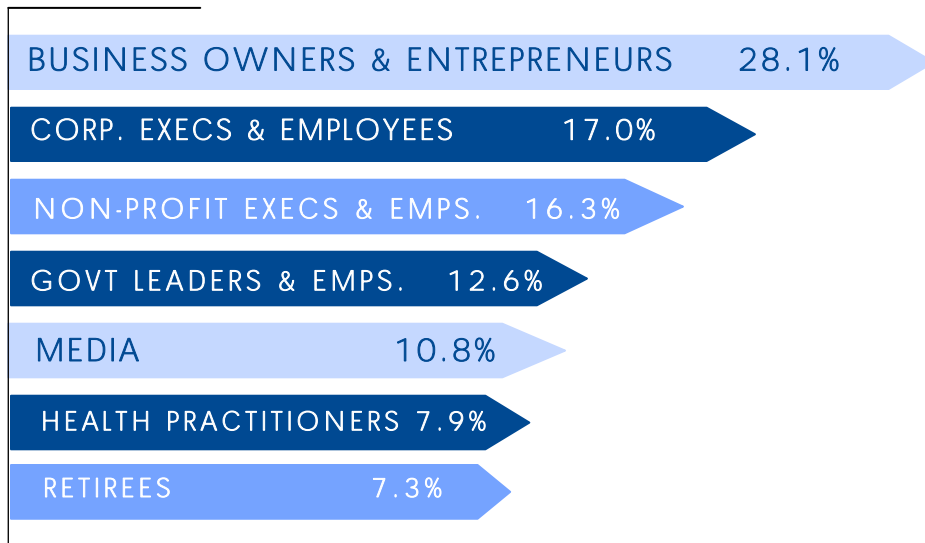
	DIRECT REACH	Partner & 2ndary CIRCULATION	TOTAL CIRCULATION	MONTHLY GROWTH
MAGAZINE	10,000	2,750	12,750	0.0%
E-ZINE	8,301	1,429	9,730	1.4%
FACEBOOK	5,050	545	5,595	4.2%
TWITTER	108	40	148	40.0%
ON-LINE	3,200	560	3,360	3.0%
TOTALS	26,259	5,324	31,583*	1.7%

*The unduplicated number of readers is 24,233, as of January 15, 2012

readerPROFILE

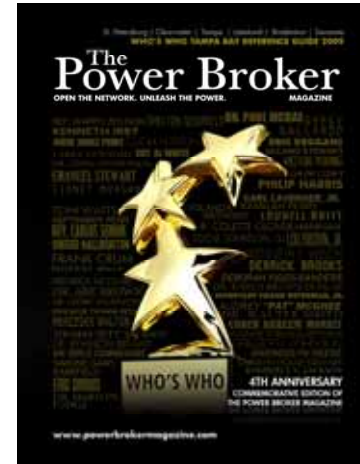


The majority of Power Broker readers are “doers,” movers and shakers. They’re the people who move the needle of progress for African Americans, within their families **and** on the broader landscape in business, the faith community, education, government and health. That’s because the PB team has faithfully cultivated distribution networks (e-mail, social media and physical) to touch a critical mass of leaders, entrepreneurs & activists.



OTHER SEGMENTS TRACKED IN THE PB DIGITAL NETWORK:

- Officers of majority-black & historically black organizations, including the “Divine 9” Greek fraternities & sororities
- Faith community leaders
- Officers of advocacy organizations & advocates
- Marketing, PR & Communications (and related) professionals
- Regional economic leaders
- Political figures & public officials



THE WHO'S WHO EDITION won accolades state-wide as a *first-of-its-kind*, featuring 2,000+ people who are leading in 13 sectors – from corporate board rooms and business to the “Greek” community and top elected officials, with flavorful features on little known sectors, such as entertainment & fashion. **The Who's Who** released in 2009 as a 4th anniversary commemorative edition.

BREAKDOWN OF BUSINESS OWNERS IN THE PB DATABASE

- BUSINESS & PROFESSIONAL SERVICES 21.5%
- ENTERTAINMENT INDUSTRY 16.4%
- RETAIL 10.6%
- REAL ESTATE & RELATED SERVICES 6.6%
- CONSTRUCTION 5.5%
- PROFESSIONALS (PHYSICIANS & ATTORNEYS) 4.9%
- ART, HISTORY & CULTURE 4.0%
- LEISURE, TRAVEL & TOURISM 3.3%
- OTHER 26.0%

GENDER

- WOMEN 57%
- MEN 43%

RACE

- BLACK OR AFRICAN AMERICAN 86%
- WHITE 7%
- OTHER 7%

GEOGRAPHY OF OUR DIGITAL READERS

LIVE IN TAMPA BAY REGION: 83%
LIVE ELSEWHERE IN FLORIDA: 13%
LIVE ELSEWHERE IN AMERICA: 4%



The Power Broker is the “most read” magazine targeting African Americans on Florida’s west coast, according to data published by our fellow media outlets. It’s also the longest-surviving magazine in its class. Why? The top secrets of our success include:

- **GROUNDBREAKING COVERAGE:** The PB is the “first” and “only” publication to trademark several editions. As examples, we were the first to rank the Top 30 black-owned businesses in Tampa Bay, and the first to publish a comprehensive black leadership reference guide..
- **CIRCULATION NETWORKS:** The PB team is faithful and diligent about building our distribution footprint (physical & DIGITAL) in order to maximize the number of people who read our content. That’s the only way to make a difference!
- **WE GIVE BACK:** The PB was created to help “connect, engage and inspire” more people in breaking new ground for African Americans. We give back through financial contributions, and free marketing services for community organizations that are making measurable strides for African Americans.

THE POWER BROKER LEGACY FUND

The new Power Broker Legacy Fund will make its inaugural round of grants in 2012, through “named” gifts honoring people who’ve led progress for African Americans in Tampa Bay. More details releasing in February of 2012.



OUR FOCUS:



FAITH
FAMILY
BUSINESS
WEALTH
HEALTH

Pictured above (left to right): Past Editions of the Power Broker focus on **EDUCATION** (cover of The Top 20 edition, featuring 20 high-achievers under age 20, 2012), **ART, HISTORY & CULTURE** (cover of The Art Evolution edition, 2007) **POLITICS** (cover of The Primary Vote Edition, 2006) **COMMERCIAL DEVELOPMENT** (cover of The Innovation Edition, 2006), and so many other areas where new things are happening.

DIGITAL CONTENT CHANNELS



National research sources say African Americans use digital media **more & more often** than other Americans. Compared to other race groups, African Americans are 50 percent more likely to get their news online than in print; they are twice as likely to use Twitter daily; have a higher facebook usage; and have the nation's highest Smartphone penetration as a platform for internet access. The PB DIGITAL media channels give advertisers 5 touch points to reach & engage African-American consumers.

(SOURCES: NIELSEN MEDIA, BLACK ENTERPRISE, PEW RESEARCH CENTER)

[PB WEBSITE]

REACH

VISITS/MONTH	3,200
PAGE VIEWS	TBD*
VISITS/MONTH	TBD*
AVG TIME SPENT	TBD*

FREQUENCY

UPDATES	6 days weekly
AVG UPLOADS	85 weekly

CONTENT

The Power Broker website promoted over 5,000 listings & features in 2011, including:

- **EVENTS** : The most popular page on the PB website as people check for upcoming events
- **BREAKING NEWS**: Hot news topics with an African American perspective – local & national – updated daily
- **OPPORTUNITIES**: Job, career, business, and other money-related opportunities & resources
- **SPONSOR SPLASH PAGES**: Available selectively to advertisers

*More complete traffic data releasing Q1 2012

[PB E-ZINE]

REACH

SUBSCRIBERS	8,301
READER & PARTNER FORWARDS	1,429*
	*Weekly

FREQUENCY

RELEASES	1x weekly
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CONTENT

Our Digital Media Director hand-picks 20 new items to feature on each week's e-zine:

- **TOP NEWS**: National and local headlines on business, politics, faith, sports, entertainment & more
- **TOP EVENTS**: 10 spotlighted events
- **TOP OPPORTUNITIES**: 3 new prime opportunities
- **SPONSOR FEATURES**: Special content sponsored by advertisers & partners to bring readers new insight

[PB SOCIAL MEDIA]

REACH

FACEBOOK	5,050
TWITTER	108*
	*(Launched December 2011)

FREQUENCY

RELEASES	4 x weekly
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CONTENT

PB readers respond most when we bring them new opportunities & resources and breaking news that they don't get from mainstream media channels.

The Top 5 on-line responses by PB readers come from:

- Job/Career Opportunities
- Discounts
- Advocacy Action Items
- Free Promotions
- Hot News Items

[DIGITAL magazine]

The PB will launch its very first DIGITAL magazine Feb 29th 2012 through media channels reaching 16,200 people. Readers can also download a PB iPad App for instant access to the magazine, with easy links to featured advertisers.

THE PB'S TOP RANKING

The PB ranks #1 among Tampa Bay's black-targeted media for highest e-mail subscriber count; and #2 for the size of our facebook family.

SOURCE: "Top 10 Black Digital Media in Tampa Bay (Q1 2012)."



2012 advertising RATES



MAGAZINE

	Corporate	Small Biz & Gov't	Non-Profit
Edition Sponsor (see right column)	\$2,400	\$1,850	\$1,475
Back Cover	1,400	1,100	900
Inside Covers (1 Back + 2 Front)	1,300	1,040	850
Full Page	1,000	750	575
Half Page (Vertical or Horizontal)	600	470	385
Quarter Page End-Cap	400	300	240
Double Business Card	N/A	150	150
Spotlight Sponsor*	300	250	200

*For Health & Business Sections, plus "The Latest & Hottest" Calendar

E-ZINE

	Corp, Small Biz + Gov't	Non-Profit
Top Banner	\$199	\$179
Bottom Banner	109	98
Headline (top left)	149	134
Top Feature (top right)	109	98
Sub-Headline (bottom left)	109	98
Sub-Feature (bottom right)	59	49
YOUR EXCLUSIVE E-BLAST	\$750	\$525

ON-LINE

	Corp, Small Biz + Gov't	Non-Profit
Top Banner (Leaderboard)	\$209	\$189
Right Banner	169	149
Middle Banner	99	89
Bottom Banner	149	134
FEATURE Event	119	109
FEATURE Opportunity	99	89

*Rates for 7-day run

SOCIAL MEDIA

	Corp, Small Biz + Gov't	Non-Profit
facebook invite or post	\$199	\$179
Tweet (Not yet priced)	TBD	TBD

The PB has the lowest full-color rates in the market.



QUARTER PAGE END-CAP
11" TALL, SPANNING THE FULL HEIGHT OF THE PAGE, 2.625 INCHES WIDE

HALF PAGE
11" TALL, SPANNING THE FULL HEIGHT OF THE PAGE, 3.75 INCHES WIDE (VERTICAL HALF PAGE ADS ALSO AVAILABLE)

FULL PAGE
A FULL-COLOR FULL-PAGE AD MAKES MAXIMUM IMPACT

RATE ELIGIBILITIES:

+ **Corporate** - entities at \$25 million+ in yearly revenue + **Small business** - at or below \$25 million + **Non-profit** - below \$2 million (those at \$2+ million use Small Biz rate) + **Faith organizations** use non-profit rate, regardless of revenue + **Political ads** billed at Gov't rates

EDITION SPONSOR:

+ Back Cover + Inside Cover or Full Page + Editor's Note Thanks

DISCOUNTS & TERMS:

+ 5% OFF for any combo of 3+ ads + 5% OFF for pre-release-payment + Payments due net 10 days of invoice/tear sheet + Interest on past due balance at 5% per 15 days + Pre-payment required for new advertisers **AGENCY** + Commission granted on all sales at 15% for recognized agencies

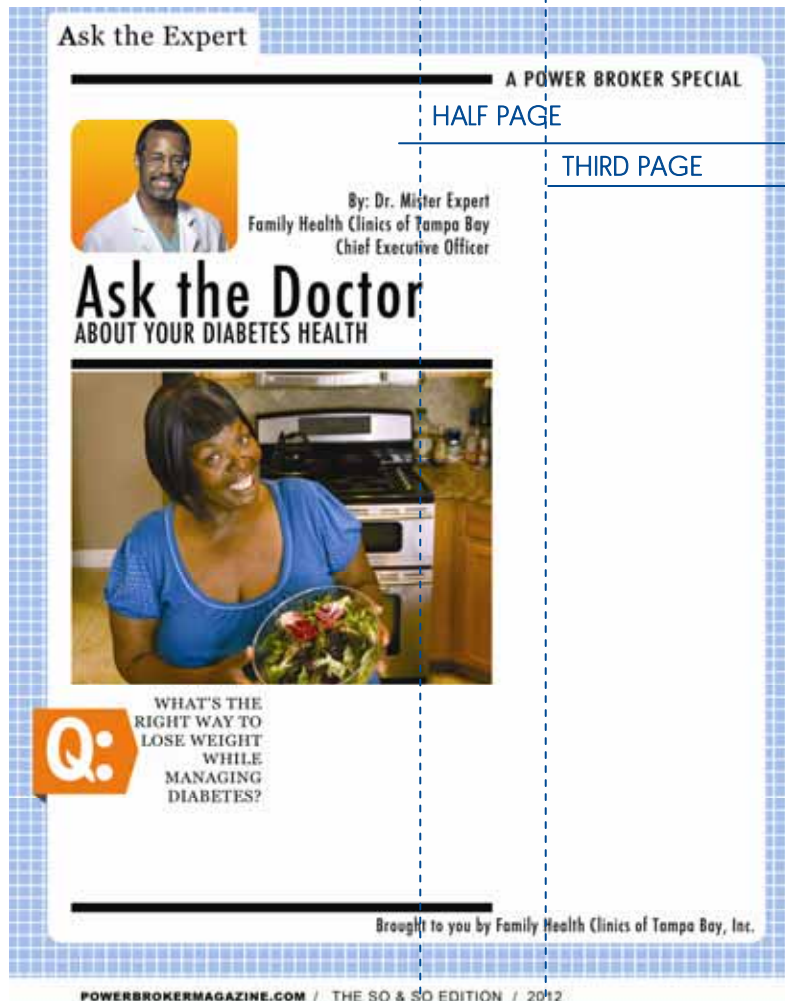
DESIGN FEES:

+ See page 9

SPONSOR OPPORTUNITIES



"ASK THE EXPERT" (NEW IN 2012)



By popular demand, the Power Broker now offers 2 sponsored column opportunities: the **"Ask the Expert"** column for advertisers to brand their organizations as expert resources (this space is ideal for physicians & health experts, attorneys, wealth advisors, faith leaders, and others who can bring our readers unique insights & expertise); and the **"Have you heard?"** column to spotlight people & things that are new to Tampa Bay.

FULL PAGE (600 words, 2 photos)

HALF PAGE (300 words, 2 photos)

THIRD PAGE (200 words, 1 photo)

ALL INCLUSIVE PRICING:

Your order of an "Ask the Expert" column includes (see page 6 for prices):

- Your choice of 4 layout options
- Your column featured in both our print & DIGITAL magazines
- Your option to release the column via the PB e-zine as a SPONSOR SPOTLIGHT for \$99 (see below)
- Your digital high-quality versions of the column to use in other marketing & outreach programs

Request "Ask the Expert" tips & ordering instructions at reachout@powerbrokermagazine.com.

OTHER SPONSOR SPOTLIGHTS

MAGAZINE SPONSOR SPOTLIGHT (See rates, page 6)

Your logo at top of page and 50-word paragraph at the footer, naming you as a sponsor for quarterly health or business features, or on "The Latest & Hottest" 2-page calendar of upcoming events & milestones.

E-ZINE SPONSOR SPOTLIGHT \$99

Your headline, logo, photo, 75-word lead paragraph, and live link to your content (positioned in the right column of our e-zine)

SOCIAL MEDIA SPONSOR SPOTLIGHT \$99

Your headline, logo, photo, 50-word lead paragraph, and live link to your content (released as an Invite, Wall Post or status update) via facebook, or as a tweet via Twitter.

special OPPORTUNITIES

EXCLUSIVELY FOR NON-PROFITS



If your organization is making a positive difference, the Power Broker wants to be a partner to you on two levels. First, our non-profit partners benefit from a relatively low-cost, high-impact way to reach and engage more people. The PB offers affordable tools to promote your mission, and we combine a host of in-kind, free and value-added supports for your marketing & outreach programs.

Second, the Power Broker Legacy Fund makes gifts and grants to “mission-critical” organizations that are leveraging partnership & collaboration as tools to make a tangible difference for African Americans.

WHAT WE DO FOR NON-PROFITS

The PB is playing a central role in the marketing & outreach programs of leading agencies in the region by helping them:

- Recruit volunteers & partners
- Engage consumers in on-line platforms, such as surveys, webinars, and e-forums
- Generate RSVPs & ticket sales for major events
- Spotlight their successes to our readers
- Brand their organizations as an expert or value-added resource
- Recruit potential staff or board members
- Solicit quotes & bids from vendors

HOW WE WORK WITH NON-PROFITS

We work with non-profits to reach their short-term goals (such as program recruitment) as well as year-round. All of our advertising & services offer a non-profit discount. To request a conference call or meeting to discuss your needs, please call our Publisher at 727-866-0873.

SPECIAL SERVICES:

SOCIAL MEDIA GROWTH: The PB can help you grow your agency’s on-line network by uploading content to your facebook and Twitter families, and by developing tools and strategies for increasing your base of fans and followers.

CONTENT FOR MARKETING TOOLS: The PB maintains a continuous stream of news, events & opportunities, and can tap into that stream to provide you a wealth of content to use in your own newsletters and other marketing tools (print and DIGITAL).

SPECIALTY PUBLISHING: The PB team can develop your publications, such as your own electronic newsletter, press releases, annual reports, impact analyses and other tools that win support for your mission.

TOTAL ACCESS & SUPPORT: The PB makes its partners a priority by promoting their news, events & opportunities ***across-the-board*** through 6 media channels, in order to continuously brand & market your agency.

UNIQUE & EXCLUSIVE EVENT MARKETING

OPPORTUNITIES: The PB is a major partner, investor or sponsor for two dozen initiatives, projects and events each year; on a selective basis, we allow our non-profit advertisers to use these events to brand and market their organizations to large audiences. ■

closingDATES

& SPECIFICATIONS

SPECIFICATIONS

MAGAZINES & CLOSING DATES

QTR I: THE TOP 50 MAGAZINE

Featuring the Top 50 black & Latino CEOs and corporate executives in Tampa Bay

DEADLINES > | orders: Feb 17 | copy: Feb 20 | release: Feb 29

QTR II: THE STYLE EDITION

Revealing the secrets of the region's top beauty, hair, fashion and décor industry players

DEADLINES > | orders: Apr 13 | copy: Apr 18 | release: May 2

QTR III: PRESIDENTIAL EDITION

With the latest election action on Florida's west coast, particularly among African American voters

DEADLINES > | orders: Jul 13 | copy: Jul 18 | release: Aug 1

QTR IV: Black Holiday Edition

Showcasing the best in African American traditions and shopping

DEADLINES > | orders: Oct 26 | copy: Oct 31 | release: Nov 14

DIGITAL CLOSING DAYS

- E-ZINE – copy due each Monday for release on the following Thursday
- ON-LINE – copy due each Monday for posting by the following Thursday
- FACEBOOK & TWITTER – no deadlines apply
- DIGITAL MAGAZINE – same deadlines apply as for the magazine

MAGAZINE	Non-Bleed Sizes		Bleed Sizes	
	Inches	Inches	Inches	Inches
Double Truck	14.875	x 10.125	17.5	x 11.25
Full Page	7.5	x 10.125	8.75	x 11.25
Half Page Horizontal	7.5	x 4.875	8.75	x 5.625
Half Page Vertical	3.75	x 10.125	4.375	x 11.25
End Cap	2.625	x 10.125		
Double Biz Card	3	x 3		

DIGITAL CHANNELS

e-zine	online	Pixel Size
Your Exclusive Eblast		720x690
Top & Bottom Banner	Top Banner	720x170
Headline – incl. Sub-Headline	Right Banner	320x220
Feature – incl. Sub-Feature		135x180
	Middle Banner	320x220
	Bottom Banner	468x60
	Feature	300x250

MORE MAGAZINE DETAILS

FINISHED TRIM SIZE & PAGE COUNT: 8.5" X 11"/Typically 64 pages

BINDING: Perfect Bound

PAGE WEIGHT: Cover 80 to 100 lb + Text 60 to 70 lb

COLOR: Full color, through and through; designs in CMYK palette

RESOLUTION/FILE TYPES: 300 dpi+; high res images and fonts required + PDF preferred; .JPG, .GIF, .TIF accepted

DIGITAL AD WEIGHTS/RESOLUTIONS: + 72 dpi & 40 K file size preferred

DESIGN FEES: PB designers can create your ads. Design fees* \$125 FP, \$80 HP, \$55 QP, \$40 DOUBLE BIZ *Fees are for design only; if creative services are needed, they will be quoted separately by the designer

SUBMISSION: PRINT ADS reachout@powerbrokermagazine.com (FTP available); AND DIGITAL ADS Kimberley@powerbrokermagazine.com.

GENERAL: All copy subject to Publisher's approval.

QUESTIONS: Eddie Johnson, III at 727-244-3861 or Ejohanson3@gmail.com



THE POWERBROKER TEAM:

Gypsy C. Gallardo EDITOR-IN-CHIEF
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Carl Lavender, Jr. CONSULTANT, THE POWER BROKER LEGACY FUND
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Ersula Knox-Odom & B. Melendez WRITERS

PUBLISHER GYPSY C. GALLARDO

Gypsy's life and career are dedicated to the advancement of black Americans, and to the development of the **practical models** and **momentum** needed to reach the goal of black equality.

She is an "activist publisher" who also holds executive positions with trailblazing organizations in the fields of media, advocacy, economic & commercial development. Among them, she is a Vice President of Urban Development Solutions, Inc., recognized for its pioneering work in inner-city commercial development; a Vice President with International Enterprise, the firm responsible for implementing Florida's first statewide microbusiness financing program; and is President of Urban Market Ventures, a group spearheading a new grocery store chain designed for majority-minority markets.

She is a graduate of Harvard's Kennedy School of Government with a Master in Public Policy and dual concentrations in Political & Economic Development and International Trade & Finance; and received her BA from the Whitney Young College of Leadership at Kentucky State University.

Gypsy was appointed in 2008 by Governor Charlie Crist to the Florida Council on the Social Status of Black Men & Boys, and is Co-Chair of The PACT - an advocacy and organizing group committed to harnessing the power of collective action to achieve equality for black people. She is the recipient of dozens of awards for innovation, service and leadership. Her pride and joy are the four children she raised, who include two nephews. She is "Auntie" to 13 beautiful children.

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