

SPMG Media

2021/2022  
Content  
Placement &  
Marketing  
Opportunities



MEDIA KIT  
Effective January 1, 2021  
Rate Based: 1,200,000  
[www.spmgmedia.com](http://www.spmgmedia.com)

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## About SPMG Media

### Publicity | Content Creation | Placement | Marketing

SPMG Media is an emerging leader in content creation and marketing to the Consumers, Entertainment Industry and Faith-Based Community online, reaching 1,200,000+ subscribers/followers.

WE TARGET: Consumer, corporations, sponsors, urban/gospel radio stations, music labels, film producers, distributors, retailers, promoters, entertainment & new media, bloggers, local/regional/international media, websites, online services, business-to-business publications and audiences in hyper-local markets served.

Grounded by our core values and strengthened by our independence, we help clients communicate, engage and build relationships with their stakeholders.

We do this through our various platforms: Social Media (more than 10 separate platforms), Eblast, blog sites, websites, digital and print publications, mobile marketing, pitching to other media (TV/Radio/Print/Bloggers), writing and marketing press releases, article writing, video profile interviewing and Street Team Marketing.

Celebrating 18 years of success, SPMG Media looks forward to working with you, marketing for your: Brand, ministry, book, event, film, product and more!

#### COST EFFECTIVE:

- No additional direct mail cost
- Increase the effectiveness of your promotions
- Build customer loyalty through frequent communication
- Drive online and in-store sales through online and offline marketing

## About Gina Johnson Smith & Team SPMG Media

Under the steadfast direction of founder and CEO Gina Johnson Smith, the business of clients ranging from medium size to small community businesses, non-profits, entertainment, fashion, beauty, athletes, restaurants, corporations, health/fitness, medical professionals, music, modeling and more, have been fueled! International in scope, but personal in nature, SPMG Media is among the most respected publicity companies operating in Los Angeles today.

Our innovative methods result in increased public awareness that impact our client's bottom line. Our team's backgrounds include marketing, brand management, social media, the arts and journalism. Their combined contributions to our client roster create an array of opportunities for individual campaigns, bringing forth completely distinctive strategies.

## Audience Profile/Additional Information



**Authors & Artists Magazine** - This monthly magazine has an audience that targets industry professionals and entertainment enthusiasts that want to be in the know about Authors, Books, Music News, Music Festivals, Fashion & Fashion Designers, Film, Film Festivals, Actors, Indie Filmmakers, Museums, Art Galleries, Art News, Theatre News, Events, Upcoming Events and Event Coverage.

Available as digital download and print via subscription. Magazine imprint includes Bi-Weekly e-Blast and social media.

Look for Video/Audio interview format for late 2021/2022



**Christian Community Magazine** – This monthly publication has an audience that targets the Christian community and gospel industry professionals that want to be in the know about Christian News, Ministry Profiles, Gospel Industry News, Inspirational Articles from exciting new bloggers, Indie and Gospel Industry Music, Film, Theater, Events and Event Coverage.

Available as digital download and print via subscription. Magazine imprint includes Bi-Weekly e-Blast and social media.

Look for Video/Audio interview format for late 2021/2022



**SPMG Media People Magazine** - This monthly publication profiles individuals making positive impact in our world and communities via Business, Entertainment, Sports, Politics, Ministry, Community and more! Some are well-known, others are worth knowing. This is a great vehicle for individuals to be profiled for our more than 1.4 million subscribers.

Available as digital download and print via subscription. Magazine imprint includes Bi-Weekly e-Blast and social media.



**SPMG Media Nonprofit News & Events** - This monthly publication highlights what's happening with nonprofit organizations, foundations and charities around the world. The target audience for this imprint are foundations, private and public donors, volunteers and others that want to make a difference in the world. Sections include Articles, Grant Info, NP Profile, Event Coverage, Upcoming Events, Philanthropy, Fundraising, Digital Media, Foundations and Funder Profiles, NP the Biz and NP Directory.

# Magazine Rates & Specifications

## Ad Specs & Rates - Rate Per Issue

Two-Page Full Spread (middle of magazine)	15" x 10"
Front Cover	8 1/8" x 10 3/4"
Back Cover	8 1/8" x 10 3/4"
Inside Back Cover	8 1/8" x 10 3/4"
Full Page	7" x 10"
1/2 Page Vertical	3 3/8" x 10"
1/2 Page Horizontal	7" x 4 1/2"
Quarter Page (1/4)	4.625" x 3.875"
Business Card	3.875" x 2.25"
Directory Listing (website)	Free

## Payment Information

Send Invoices to:

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Check Enclosed

Please mail checks to 385 S. Lemon Ave. #E236, Walnut CA, 91789

Credit Card (circle one)    Visa    MasterCard    Discover    AMEX

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

CVC Code \_\_\_\_\_

Name of Cardholder (Please print) \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

I agree that I shall pay agreed upon fees and that me, my company and corporation (if any) shall be liable for any and all such fees. I acknowledge and agree that, as a client, I will from time to time receive communications via direct mail, fax, text and/or email.

I have read and understand SPMG Media Ad Rates and Insertion Order Terms and Agreement.

Signature of Advertiser \_\_\_\_\_ Date \_\_\_\_\_

# Specification Configuration

## Two Page Spread



## Editorial Calendar

### Authors & Artists Magazine

January – The Indie Issue

February – Celebrating Black Creatives

March – Celebrating Women & Music

April – The Artist & Collectors Issue

May – Entertainment & Fashion Issue

June – Celebrating the Creatives

July – SPMG Media's 2021 Power 100/Funders  
(Special Issue – Includes printed/digital directory)

August – SPMG Media's 2021 Power 100/Creatives  
(Special Issue – Includes printed/digital directory)

September – Galleries & Museums Issue

October – The List: Publishers, Studios & Vendors

November – Author & Book Marketing Issue

December – Year in Review

### Christian Community Magazine

January – Faith Forward Issue

February – Celebrating Black Ministries

March – Women in Ministry Issue

April – The LIFE Issue (Easter)

May – Celebrating Mom's

June – Celebrating Dads

July – The Family Issue

August – SPMG Media's 2021 Power 100/Ministries  
(Special Issue – Includes printed/digital directory)

September – The List: Ministry Vendors

October – Ministry Music Issue

November – Building Global Partnerships

December – Year in Review

### SPMG Media People Magazine

January – The Entertainment Issue

February – Celebrating Black Entrepreneurs

March – Celebrating Women & Music

April – The Encouragers

May – Celebrating Asian Entrepreneurs

June – Celebrating LGBTQ Entrepreneurs

July – 30 People You Should Know

August – SPMG Media's 2021 Power 100  
(Special Issue – Includes printed/digital directory)

September – The Author Issue

October – The Politics Issue

November – The Indie Issue

December – Year in Review

### SPMG Media Nonprofit News

January – 50 Organizations on the Move

February – Celebrating Black Nonprofits

March – Women Making a Difference

April – The Philanthropy Issue

May – The List: Foundations

June – The List: Celebrity Charity Area of Interest

July – SPMG Media's 2021 Power 100/The Funders  
(Special Issue – Includes printed/digital directory)

August – The List: Fundraising Vendors

September – Focus on Board of Directors

October – The List: Grants

November – Marketing & Relationship Building

December – Year in Review

## 2020/2021 Closing Dates & Issue Cycles

SPMG Media Magazines are published monthly. They are dated by month and available to review by end of day the first day of the issue month. Closing Dates: All ad closings are two weeks (2 weeks) before issue date. All cover positions must be approved 3 weeks prior to ad close.

<b>ISSUE DATE</b>	<b>AD CLOSE</b>
JANUARY	12/18/20
FEBRUARY	01/18/21
MARCH	02/15/21
APRIL	03/18/21
MAY	04/17/21
JUNE	05/18/21
JULY	06/18/21
AUGUST	06/17/21
SEPTEMBER	08/18/21
OCTOBER	09/17/21
NOVEMBER	10/18/21
DECEMBER	11/17/21





## ADVERTISING INSERTION ORDER

Company Name \_\_\_\_\_

Primary Contact Name \_\_\_\_\_

Secondary Contact Name \_\_\_\_\_

Primary Email \_\_\_\_\_ Secondary Email \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Address (include city, state, zip) \_\_\_\_\_

\_\_\_\_\_

Website Address \_\_\_\_\_

Magazine(s) Requested \_\_\_\_\_

\_\_\_\_\_

## Newspaper Publications – Audience Profile/Additional Information

**South Bay Business Journal** - This Bi-Monthly (twice per month) eBlast/Publication (Digital) profiles businesses and B2B news in the South Bay Los Angeles area. This imprint enjoys more than 60,000 local subscribers in the service area. SBBJ distributes digital copies to subscribers twice per month via email and social media download.

**South Bay Community News** - This Bi-Monthly (twice per month) eBlast/Publication (Digital) profiles local news, events and individuals in the South Bay Los Angeles area. SBCN distributes digital copies to subscribers twice per month via email and social media download.

**Inland Empire Business News** - This Bi-Monthly (twice per month) eBlast/Publication (Digital) profiles businesses and B2B news in the area that makes up the Inland Empire in California. This imprint enjoys more than 60,000 local subscribers in the service area. IEBN distributes digital copies to subscribers twice per month via email and social media download.

**Inland Empire Community News** - This Bi-Monthly (twice per month) eBlast/Publication (Digital) profiles local news, events and individuals in the area that makes up the Inland Empire in California. IECN distributes digital copies to subscribers twice per month via email and social media download.

### Areas of Focus for Community News

- **Business Focus** (Content Marketing – Includes 4 questions with answers, plus 2 photos and your contact information – Article start on cover bottom page - \$75)
- **What's Happening Around Town** (Upcoming city/county events – Cities/Counties in area served page purchase available - \$100 page/issue)
- **Community Focus** (Content Marketing – Individual profile - Includes 5 questions with answers, plus 2 photos and your contact information – Article start on cover bottom page - \$75)
- **Business & Finance**
- **Local Government**
- **Education & Sports**
- **Arts & Entertainment**
- **Home & Garden**
- **Tech**
- **Ministry News**
- **Local Deals** (20 - 4"x 5" Display ads available at \$30 each. Shared in digital publication, eBlast, website for 30 days and social media 3x per week) (2 – Full Page ads available at \$50 each. Shared in digital publication, eBlast, website for 30 days and social media 3x per week)
- **Calendar of Events** (Submit your events FREE. We will select 10 events for the digital publication)
- Send your press releases FREE ([spmgmedia@gmail.com](mailto:spmgmedia@gmail.com)) for publishing consideration in the digital edition, website, eblast and social media. To ensure inclusion, \$15)

### Areas of Focus for Business News

- **Business Focus** (Content Marketing – Includes 4 questions with answers, plus 2 photos and your contact information – Article start on cover bottom page - \$75)
- **People on the Move** (Promotions and Executive Profiles) (Submit paid inclusions - \$15 per submission)
- **Businesses News**
- **Chamber News**
- **Featured Employees** (Free submission)
- **Events**
- **Jobs**
- **Book of Lists:** Local Company Data and Contact Information (Available starting Dec. 2021 – Digital and Online) Constantly updated, Industry targeted data, monthly or annual access. Includes company contacts, contact info and revenue and employee count. Monthly access \$50, Annual access: \$299

## Social Media Imprints

*(FB, Twitter, Instagram, LinkedIn, Google+, Pinterest, Tumblr, YouTube, various blog sites)*

- SPMG Media
- South Bay Community News
- Inland Empire Community News
- Los Angeles Community News
- Authors & Artists Magazine
- Christian Community Magazine
- SPMG Media's People Magazine
- SPMG Nonprofit News & Events
- SPMG Media – UK News & Events
- SPMG Media – UAE News & Events
- SPMG Media – Brazil News & Events
- SPMG Media – Canada News & Events
- SPMG Media – Monaco News & Events
- SPMG Media – Italy News & Events
- SPMG Media – Egypt News & Events
- SPMG Media – Mexico News & Events
- SPMG Media – South Africa News & Events
- SPMG Media – Pakistan News & Events
- SPMG Media – Turkey News & Events
- SPMG Media – Australia News & Events
- SPMG Media – Philippines News & Events
- SPMG Media – Germany News & Events
- SPMG Media – France News & Events
- SPMG Media – Thailand News & Events
- SPMG Media – Japan News & Events
- SPMG Media – Atlanta News & Events
- SPMG Media – San Diego News & Events
- SPMG Media – Washington DC News & Events
- SPMG Media – Las Vegas News & Events
- SPMG Media – Dallas News & Events
- SPMG Media – Kalorama News & Events
- SPMG Media – Chicago News & Events
- SPMG Media – Miami News & Events
- SPMG Media – New York News & Events
- SPMG Media – New Orleans News & Events

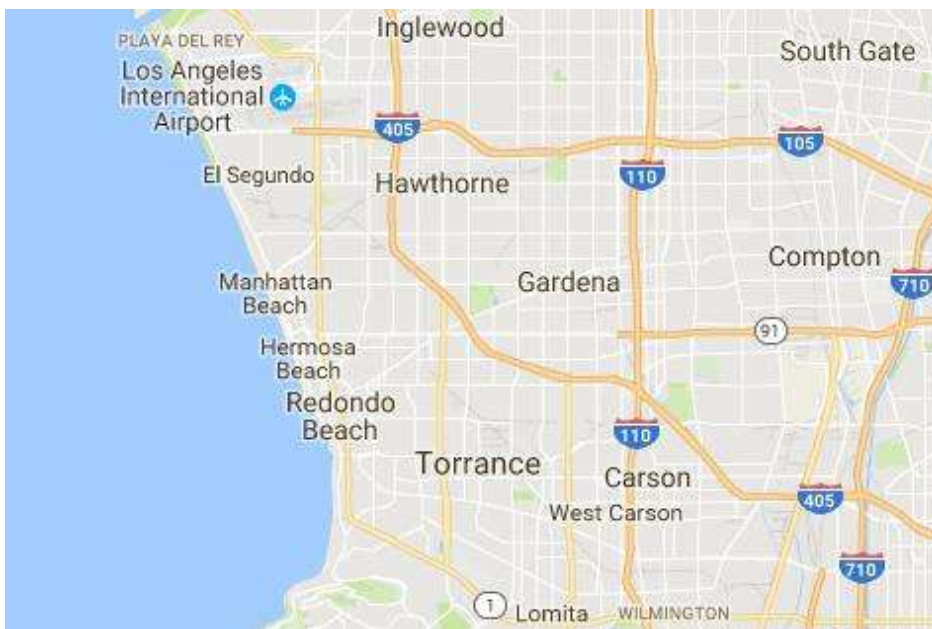
## Demographics

# South Bay Community News

## South Bay Business Journal

*Home of South Bay Community News, Los Angeles Community News, Inland Empire Community News*

## Serving the following South Bay Los Angeles Communities



CITIES: Redondo Beach, Torrance, Palos Verdes Peninsula, Palos Verdes Estates, Rolling Hills, Rancho Palos Verdes, Carson, Harbor City, San Pedro, Wilmington, Inglewood, Hawthorne, Gardena, Lawndale, Lomita.

## Market Demographics

<b>Sex</b>	Male	49%
	Female	51%
<b>Age</b>	25-64	77%
<b>Income</b>	\$50-100K	48%
	\$100K +	23%
<b>Education College</b>		77%

## Demographics

# Inland Empire Community News Inland Empire Business Journal

## Serving the following Inland Empire Communities

CITIES: Rancho Cucamonga, Ontario, Chino Hills, Montclair, Upland, Corona/Norco, Moreno Valley, Palm Springs, Temecula, Riverside, Riverside County Cities, San Bernardino County Cities, Pomona, Walnut, West Covina, Claremont, City of Industry and San Dimas

Some cities in the San Gabriel Valley



Inland Empire



## Market Demographics

### Inland Empire Community News Target Audience

- Population: 4,360,737 (M – 50.3% F – 49.7%)
- Average Age: 35.89
- Education – 33.4% Completed College Degree
- Married – 47.2%
- Own Home: 63%
- Median Household Income: \$56,615
- Average Residents Per Home: 3.34

SOURCE: 2020 AAM Quarterly Data Report

## Newspaper Specifications

SIZE	SIZE
FULL PAGE	10" X 12"
½ PAGE	10" X 6.25
1/3 PAGE	
¼ PAGE	
BUSINESS CARD	
CLASSIFIED	25 WORDS

## Additional Marketing Opportunities

### A LA Carte Services



## SPMG Media Paid Content Placement & Marketing

We know how important publicity can be and would like to offer you the opportunity to have a featured piece in one of our upcoming publications.

**SPMG Media's Paid Content Placement** can be published in one of our many publications, blogs, websites and more!



The package is affordable and can provide ongoing exposure with search engine optimized articles/videos/audio that be a tool in your consistent press coverage. Often our pieces are picked up by CBS, NBC, ABC, CNN, OWN and other national media outlets.



## **Paid Content Placement Package includes:**

- Article written, including 2 - 4 photos, with contact information to drive traffic to website, event, etc.
- Article included in one of the following SPMG Media publication (each publication enjoys more than 300,000 email subscribers: ***Authors & Artists Magazine, Christian Community Magazine, SPMG Media People Magazine, SPMG Media Nonprofit News***).
- Article included on appropriate SPMG Media website & blogsites (all articles search engine optimized).
- Article shared on at least 4 SPMG Media social media sites
- Article converted to both PDF and jpeg for client use
- 5 Printed copies of the article
- 1 Printed copies of the magazine

***You are free to share this article with other publications and bloggers to expand your exposure.***

## **The package above: \$225**

Reprints of article or publication available at additional cost.

Let me know if you have an interest in our Paid Content Placement or Marketing programs. Email us with your number – [spmghmedia@gmail.com](mailto:spmghmedia@gmail.com) - then call me at 909-942-0388 **(please text as well as we receive a lot of spam calls!!)**

Follow me on Facebook at <https://www.facebook.com/ginajohnsonsmith.spmghmedia>





**Press release – \$225 Basic Media Distribution \$300 + inclusion in Yahoo News**

- Written and distributed (targeted international, national, regional or local media contacts and subscribers)

**eBlast**

alone.

- **E-Blast – \$99.00 each**

- We have more than 1 Million subscribers and have lists that include internationally, nationally, regionally and local! We target your blast to targeted audience. This is a dedicated Blast with your information

- **Social Media Content Marketing – \$75 monthly**



Our content marketing is designed to get your information out consistently to your potential buyers. We share through more than 10 social media sites to more than 500,000 individuals. We provide you with the views for your posts for the month. Includes 3 post per week

through SPMG Media social media sites.

As Influencers, SPMG Media Social Media Content Marketing emotionally connects our followers to a brand because we talk about the brand through our personal words rather than marketing-speak. This carries more weight than just marketing. Your rate includes our personalized statement about your event/business/product/service, along with 1-2 photos, with a link included to the website of your choice. Your endorsement is included on FB (we have more than 10 pages there alone!), Twitter, LinkedIn, Google+, Instagram, Pinterest and our SEO (search engine optimized) WordPress sites that serve more than 50,000 followers. Not only this, you'll gain an additional 50,000 from our 120 partner followers that have more than 3,000 friends of their own. This partnership expands your reach by more than 200,000 impressions. Studies indicate that people have a higher rate of response to offers presented 4 – 6 times over a course of 3 months.



- **Mobile Marketing – \$100 weekly**
  - This new way of marketing allows our more than 500,000 opt in subscribers to get your information through their phones. **Great for special deals and events!**

- **One-Sheet Created - \$199**  
 A One-Sheet,” is a one or two-sided 8½ x 11” graphically-designed sheet typically used by professional speakers or others in business to highlight their topics, testimonials, published books and experience. Its purpose is to give potential clients a quick and easy summary of your experience to help in decision making.

**Examples:**



- **Press Kit Created - \$500**

A press kit is like a resume for your company. In it is a collection of company information and articles put together to address questions from the media, investors, potential clients and others. The goal of the press kit is the same as all other marketing that a company does. It should grab the reader's attention, make a lasting impression and create enough interest that they will contact you for more information or be prepared to book you. **Your fee includes a designed PDF press kit ready for print, as well as an online press kit that can be found when someone searches for you online.**

**Examples:**

