

# TALKHOUSE

**TALKhouse Magazine** is a new and exciting commerce magazine. **TALKhouse Magazine** keeps business people and aspiring entrepreneurs poised on the pulse of the latest trends in business and pop culture. In addition to being a printed publication, the magazine is also found *online* with additional pictures and more in-depth coverage of attention grabbing topics. The website is updated regularly and reaches millions.

This quarterly, **must read** magazine is aimed at the entrepreneur and urban professional. **TALKhouse** is distributed as a business insider's guide to investments, healthcare, contracting, policy, and more. **TALKhouse Magazine** is distributed free. Distribution will be channeled, but not limited to viable offices, not for profit organizations and their members, bookstores, college campuses (students and faculty) and small businesses. Globally, it reaches as far as France, Ghana, Kenya, Jamaica, Australia and Canary Islands.

Currently, we are offering space for advertisements in the magazine and online. The ads are full page to quarter of a page and in color. See your ad on the desks of small businesses and entrepreneurs to be, and in a premiere publication! Attached are sample content and a cost page at the end of this document. We, at **TALKhouse**, look forward to hearing from you.

# TALKHOUSE

## 2008 Media Kit

### **FOR MORE INFORMATION**

Contact your Account Manager  
Or Thomas Alford, Ad Sales Director,  
Thomas@talkhousemagazine.com.  
(202) 277-1277

### **OVERVIEW**

- Mission Statement
- Editorial Management
- Editorial Coverage
- Awards

### **PRODUCTS**

- TALKhouseMag.com
- TALKhousemagazine.com

### **AUDIENCE**

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### **RATES**

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### **PRODUCTION SPECS**

- Print
- Online

# TALKHOUSE

**TALKhouse** Magazine is a groundbreaking publication for pioneering individuals that are not afraid to take the path less traveled. Through in-depth interviews and articles, **TALKhouse** delivers insightful tips and knowledge to its readers that touch on multiple areas of interest. From business to health, we present bold and modern ideas. When you need ideas to enhance your local community or to start a multi-million dollar franchise, people choose **TALKhouse** Magazine.

## Influence

**TALKhouse** is the most personal and detailed item in economic publishing. It is soon to be the authoritative tome for generations to come.

## Setting

**TALKhouse** draws parallels between entrepreneurship and opportunity. **TALKhouse** has the ability to connect to a vast range of people globally.

## Power

**TALKhouse** offers a wide range of scopes and opinions. Read what you need here.

## Reach

**TALKhouse** identifies with varying generations ultimately tying them together. The publication presents four editions each year.

## Brand

**TALKhouse** gives the people something to talk about it. **TALKhouse** shapes and determines trends.

# TALKHOUSE

## [Departments](#)

*Publisher's Letter*

*Dear TALKhouse*

*Special Features*

*Finance & Economy*

*Policy*

*Contracting*

*Health & Tech*

*Entrepreneurship*

*On the Rise*

*Book Review*

*Living*

*Telecom*

*Events*

*Backtalk*

# TALKHOUSE

## [Upcoming Opportunities](#)

Winter 2008 Issue (Ad close end of October, 2008)

Spring 2009 Issue (Ad close end of January, 2008)

Summer 2009 Issue (Ad close end of April, 2009)

Fall 2009 Issue (Ad close end of August, 2009)

Insertion orders cannot be cancelled after closing dates

**Send insertion orders and digital ad material to:**

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TALKhouse Magazine  
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# TALKHOUSE

## Introductory Net Advertising Rates for Print – Full Color

Full Page	\$2,200	One Year Package (4 Issues) \$8,000 \$800 off! Great deal.
2 page Spread	\$4,000	One Year Package (4 Issues) \$14,000 \$2,000 off! Great deal.
Inside Front Cover	\$3,000	One Year Package (4 Issues) \$11,000 \$1,000 off! Great deal.
Inside Back Cover	\$3,000	One Year Package (4 Issues) \$11,000 \$1,000 off! Great deal.
Back Cover	\$3,500	One Year Package (4 Issues) \$12,000 \$2,000 off! Great deal.

Inquire about print/online combinations and half page and quarter page ads.  
*No additional charge for bleed ads*

## Mechanical Specs

Space	Full Page	Spread
Non-bleed/Live Image	8 x 10.5	16.5 x 10.5
Trim	8.5 x 11	17 x 11
Bleed	8.75 x 11.25	17.25 x 11.25
Linescreen	175	175

Insertion ads are also great! Feel free to email [Thomas@talkhousemagazine.com](mailto:Thomas@talkhousemagazine.com) about them.

## Net Advertising Rates for Online – Clicks Per Impression

Ad type	Size	Cost (CPM)	Goal (CPM Sold)	Ad Cost
Leaderboard	728x90	\$30	300	\$9,000
Medium Rectangle	300x250	\$25	300	\$7,500
Full banner	268x60	\$20	300	\$6,000
Smaller ads	TBD	\$15	300	\$4,500

Have questions? Would you like you to know our **monthly rates**? Feel free to email [Thomas@talkhousemagazine.com](mailto:Thomas@talkhousemagazine.com)

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## Distribution Channels

Elected State Officials  
Book Stores  
Coffee Shops  
Family Residences  
Professors of Business  
HBCUs  
National Black Chamber of Commerce  
NBCC Members  
NBCC Chapters, including Global chapters  
Graduate Business Schools  
Procurement Officers  
Airports  
Subscriptions

## Our Market

75% 18-49 Years Old  
65% African American  
20% Hispanic  
15% Other  
70% College Educated  
International  
Enjoy Alcohol Responsibly  
Travel  
Interested in Politics  
Enjoy Reading  
Go to the Movies