



## AG DIGITAL MEDIA KIT

Afrikan Goddess is the fastest growing online publication dedicated to portraying the accomplishments of women of African descent!



**Afrikan (AG) Goddess**

Afrikan Goddess grants you access to a unique, specific, and often times, overlooked demographic and readership - African men and women!

## The Sassy, Classy, Intelligent African Woman



Is within Your Grasp

*Advertise Now and Get Noticed!*

# Afrikan Goddess

[afrikgoddess.ag@gmail.com](mailto:afrikgoddess.ag@gmail.com)

### WHY ADVERTISE WITH AFRIKAN GODDESS?

#### Quality Content



#### Noella Coursaris Musunka

The Model with a Heart for Humanity

The Reasons are Simple:

- ✓ Afrikan Goddess is the fastest growing online publication dedicated to a unique, specific and dedicated readership.
- ✓ Afrikan Goddess boasts of great content on a wide range of topics and issues.
- ✓ Afrikan Goddess readers are located in all corners of the globe
- ✓ Afrikan Goddess is a vibrant, active publication.

#### Candid Talk



Must African Women Know how to Cook? [Read Article»](#)

#### Career and Money



All You Need to Know About Credit Card Reform. [Read Article»](#)

#### Love & Relationships



Find out Why this Author is not Intrigued with African Marriages. [Read Article»](#)

#### News and Opinions



Check out What's New in Opinions, Editorials, and News in this Column. [Read More»](#)

#### Movers & Shakers (New!)



Dr. Asha Rose Migiro is First on our List of African Women Movers and Shakers. Find out all About this Very Influential Woman. [Read Here»](#)

**African women (and men) live in virtually every country on earth! From East to West, North to South! Your chances of reaching them with AG are second to none!**

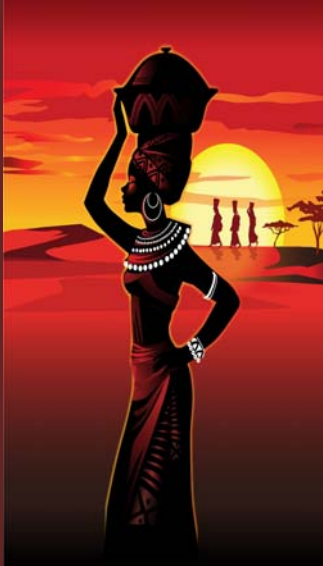
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AFRIKAN GODDESS DEMOGRAPHICS

Afrikan Goddess has readers logging in from all corners of the world, so you're sure to reach customers wherever you cast your advertising net. Here are a few statistics about our demographics.

<p>Afrikan Goddess began circulating its subscription <i>e-newsletter</i> less than six months ago. To date, the newsletter boasts over 500 subscribers; and counting.</p>	<p><b>ETHNICITY</b></p> <ul style="list-style-type: none"> <li>90% of African Descent</li> <li>5% of European Descent</li> <li>3% of Hispanic Descent</li> <li>2% Other</li> </ul>	<p><b>AGE GROUPS</b></p> <ul style="list-style-type: none"> <li>67% 25-35</li> <li>20% 36-55</li> <li>10% 18-24</li> <li>3% 55 and older</li> </ul>
<p>Ever increasing Unique Visits/Month to the online magazine!</p> <ul style="list-style-type: none"> <li>87% Females</li> <li>13% Males</li> </ul>	<p><b>EDUCATION</b></p> <ul style="list-style-type: none"> <li>78% College Degree or Higher</li> <li>20% In College</li> <li>2% High School Graduates</li> </ul>	<p><b>CAREER</b></p> <ul style="list-style-type: none"> <li>65% Professional</li> <li>24% Blue Color Workers</li> <li>10% Entrepreneurs</li> </ul>
	<p><b>GEOGRAPHICS*</b></p> <ul style="list-style-type: none"> <li>55.4% United States</li> <li>10% United Kingdom</li> <li>6.6% Belgium</li> <li>6.2% Canada</li> <li>4.7% Ghana</li> <li>3.9% France</li> <li>3.9% Germany</li> <li>3.5% Nigeria</li> <li>1.6% Norway</li> <li>1.2% Russian Federation</li> <li>Others make up remaining %</li> </ul>	<p><b>OTHER USEFUL FACTS</b></p> <ul style="list-style-type: none"> <li>Site visitors spend an average of 25 minutes for each visit.</li> <li>Site visitors also go through an average of 5 pages per visit.</li> </ul>

*\*Geographic's Stats based on site visits in the last 30 days (as of 11/13/09)  
All other stats based on recent subscriber and user survey (10/01/09)*

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### WHAT WE ARE ABOUT

#### Where Outer Beauty Meets Inner Beauty

Afrikan Goddess is all about portraying the intelligence, substance, sophistication and sass of modern African women. We cover a wide range of issues that affect the daily lives of African women the world over.

### Who We Are

Afrikan Goddess acknowledges that there's a goddess in every woman - a female power so forceful and unique that has been silenced by years of unfair criticism and inferiority complexes imposed by outside influences. Global misrepresentations and silent criticism from people the world over has been prevalent for years. Afrikan Goddess seeks to empower African women the world over to reclaim their power, and to reclaim their sense of skin-pride, natural intellect and rich cultural heritage.

### Our Mission

- Bring to the limelight the amazing achievements of African women.
- Encourage African women to openly and freely discuss issues that affect them.
- Enhance awareness of the rich cultural heritage of African women.
- Introduce the unique elegant beauty and lifestyle of African women.
- Encourage the expression of creativity and ideas through writing.



### Our Vision

At AG, we hold a strong conviction that education and empowerment of women are investments vital to any progressive society. In that light, we strive to empower African women to transform and reinvent themselves through positive thinking and self-assertion. Our publication encourages African women to express their creativity and ideas through writing, and serves as a platform for meaningful discussions and exchange of ideas.

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## OUR AD RATES



Afrikan Goddess is a free online publication!

We are driven by Passion, not by Profits!

We are driven by Readers' Trust, Faith, Support, and Growth, not Market Trends!

Because our Primary focus is our Readers, we deliver Results!

These are the reasons why Afrikan Goddess is standing tall, standing strong, and delivering on its promises! Because we are confident in what we deliver, we can afford to deliver affordable ad rates that yield positive results for advertisers!

## Standard Sizes/Rates

Banner	Dimensions	File Size	Rate
Top Banner	728 x 90	20KB	<b>\$180</b>
Medium Square (side)	300 x 250	20KB	<b>\$150</b>
Small Square (side)	250 x 250	20KB	<b>\$50</b>
Bottom Banner	728 x 90	20KB	<b>\$100</b>
Skyscraper	160 x 600	20KB	<b>\$200</b>
Directory Links	n/a	n/a	<b>\$100 for 6 month runs</b>

**Note:** Ad rates displayed above are monthly rates. Ads run on site for a duration of four (4) continuous weeks. Prices advertised are for ad space only. Ads submitted for display on AG must be pre-designed to meet the above specifications, and must meet IAB standards. *Placement of ads will be determined according to ad space availability.*

*Advertise Now and Get Noticed!*

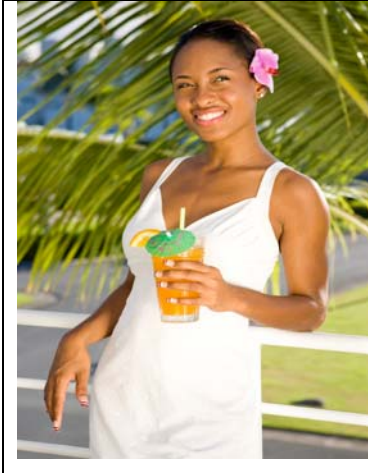
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Afrikan Goddess (AG) Online Magazine

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## Thank You!

Thank you for taking the time to learn about AG, what we offer, what we're about, and what we have to offer you. We appreciate the time you took to visit us. Please contact the AG team should you have any further questions about our services and advertising rates. You may also contact us if you are interested in other available advertising and partnership avenues. We look forward to partnering with you.

Sincerely,

N. Amma Twum-Baah  
Founder/Publisher/Editor (AG)

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