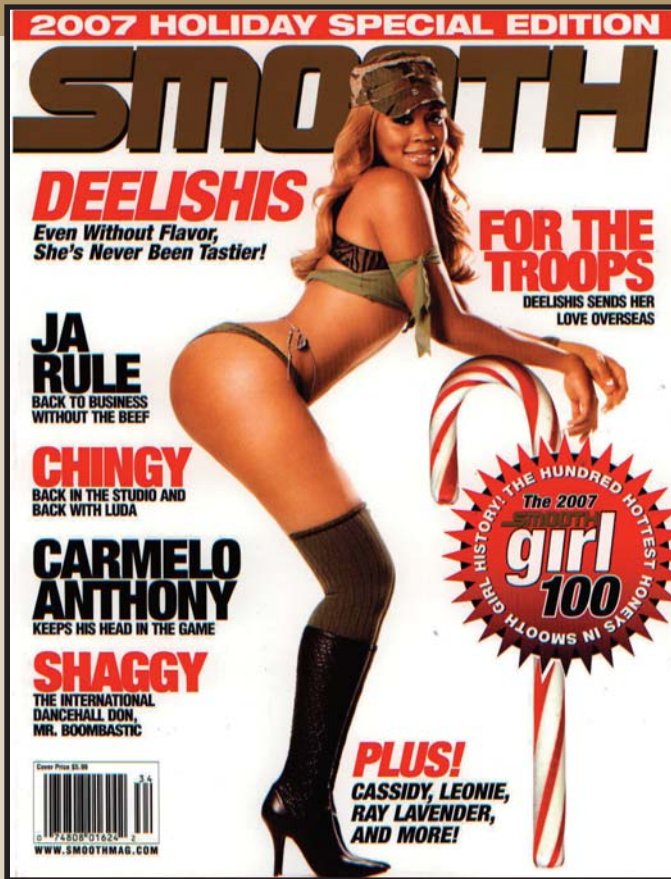


# Smooth



## Smooth

Smooth is a magazine for men, which covers the areas of interest which include women, sex, entertaining, sports, cars, clothes, electronics and lifestyle.

With substance and purpose, Smooth entertains and informs a diverse audience of Black men with humor, news, culture and politics.

## Smooth

Published 6x year  
1.2 Million Readers  
200,000 Circulation

## ADVERTISING RATES

Display Rates:  
\$325.00 per inch

Classified Rates:  
\$9.95 per word / 14 word minimum

## ABOUT THE READERS

Men: 83%  
Women: 17%  
Average Age: 30.3  
Average HHI: \$44,000  
Attended/Graduated College: 63%  
Employed: 78%

## HOW TO PLACE YOUR AD

Simply complete the order form and fax it back to us at (352) 597-6201 or mail it to:  
**AMERICA'S MediaMarketing**  
13169 Jacqueline Rd.  
Brooksville, FL 34613

<u>ISSUE</u>	<u>CLOSE DATE</u>	<u>ON-SALE</u>
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*If you have any questions, please call your representative:*

*Or call (800) 675-7636*

THE RIGHT MOVES FOR TODAY'S MAN!

# SMOOTH

## ▶ EDITORIAL STATEMENT

**SMOOTH** is a general interest magazine for young men who want a little spice tossed into the usual mix of news and entertainment reporting. **SMOOTH** features A-list celebrities and promising newcomers who help us take our readers on a wild ride. **SMOOTH** is comprised of edgy articles on music (hip-hop, R&B, and more), film, politics, technology, fashion, sports, and, of course, sex. Naturally, every issue features sizzling layouts of gorgeous women from around the globe!

THE RIGHT MOVES FOR TODAY'S MAN!

# SMOOTH

## EDITORIAL CALENDAR

Issue	Theme	On Sale	Space Close	Art Due
Issue #45	Annual Black History Issue	01/26/10	11/05/09	11/16/09
Issue #46	Hollywood Spectacular	04/06/10	01/14/10	01/25/10
Issue #47	Summer Music Special	06/08/10	03/18/10	03/29/10
Issue #48	The Sex Issue	08/10/10	05/20/10	05/31/10
Issue #49	The SMOOTH Girl 100	10/05/10	07/15/10	07/26/10
Issue #50	The Caliente Issue, Holiday Gift Guide, Holiday Game Guide	11/30/10	09/09/10	09/20/10

THE RIGHT MOVES FOR TODAY'S MAN!

# SMOOTH

## DEMOGRAPHICS

Target	Young African American Males
Target Age	18 to 34
Comparative Titles	Maxim, XXL, & Vibe
Total Audience	875,000

### AUDIENCE DEMOGRAPHICS

	Audience	Composition
<b>Gender</b>		
Male	726,250	83%
Female	148,750	17%
<b>Marital Status</b>		
Single	630,000	72%
Married	245,000	28%
<b>Household Income</b>		
Up to \$35,000	131,250	15%
\$35,000 - \$75,000	481,250	55%
\$75,000 & Over	262,500	30%
Median HHI: \$54,000		
<b>Age</b>		
18 - 24	218,750	25%
25 - 34	516,250	59%
35 - 49	87,500	10%
50 +	52,500	6%
Median Age: 26		
<b>Education</b>		
Currently Attending college	271,250	31%
College Educated	490,000	56%
<b>Employment</b>		
Employed	551,250	63%
Professional/Managerial	157,500	18%
<b>Home Ownership</b>		
Own primary Res	446,250	51%
<b>Race</b>		
AA	665,000	76%

Source: Robden Marketing Associates, Princeton, NJ

**THE RIGHT MOVES FOR TODAY'S MAN!**

# **SMOOTH**

## **CIRCULATION AND DISTRIBUTION**

<b>Frequency:</b>	<b>6X per year</b>
<b>Rate Base:</b>	125,000
Total Paid Subscription	14%
Total Single Copy Sales	86%
ABC Audit:	June 2006
Subscription Rate:	\$19.95 per year
Single Cover Price:	U.S. \$6.99; Canada \$7.99

### Projected National Distribution Channels:

7-11, A&P, Barnes & Noble, Borders Bookstores, Hudson News Terminals, King Kullen, K-Mart, Kroger, Pathmark, Ralph's, Rite Aid, Safeway, Target, Walgreens, Walden Books, Wal-Mart Canada and U.S., Newsstands

Sources: Curtis Circulation Company, LLC and Robden Marketing Associates