



2018 Media Kit

CTM is the Voice of Detroit



DETROIT'S URBAN
COMMUNITY SOURCE

CityTalk

Our Purpose

City Talk Magazine plays an important role in the communities we serve! By combining the power of numerous minority-owned businesses and providing knowledge of how to create, maintain and promote success using educational services and upcoming training programs to support our community. **City Talk Magazine** assists the City of Detroit with their encouragement of the retention and growth of local businesses. **City Talk Magazine** provides easy access to information about the nature and extent of community benefit programs and activities.

We take our responsibilities seriously and believe publication of this magazine displays activities to incorporate our institution's mission and core values. **City Talk Magazine** focuses on the

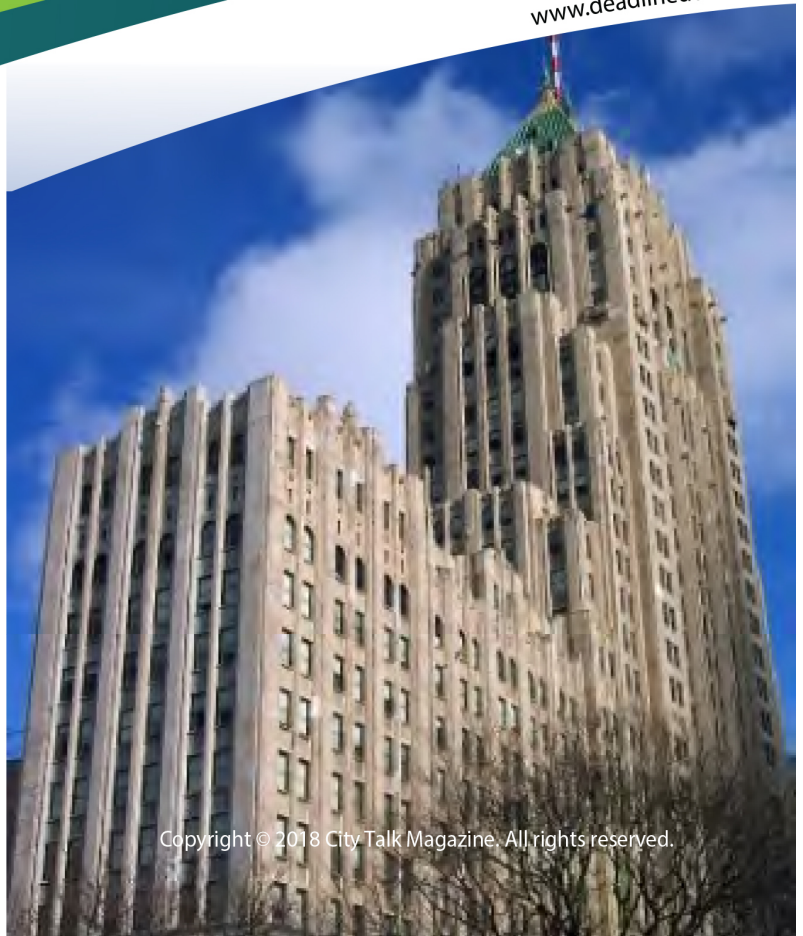
community and the need for structure of black professionals in the Detroit Metropolitan area. The purpose of **City Talk Magazine** is "Getting the word out about local black business." This encourages the community to shop at our stores and businesses. **City Talk Magazine** presents health-related research, the importance of family, a word of inspiration and ways to improve the lives of people in the community.

Our goal is to inspire the community to be a part and actively design projects that will promote advancement in our people. Our mission is to elevate the consciousness and energy of the community and develop new ways that our community can play a part in the success of Detroit.

Growth & Development

The magazine concept was developed by Katrina Brown after working with several entrepreneurs with failing businesses. The businesses were failing due to lack of organization and no business plan to structure their products and services. The community is in need of a magazine for advertising and support. This communication using expertise and hard work will develop into a support manual for the black community. The magazine is destined to become the largest business lifestyle publication in the state.

Fisher Building
www.deadlinedetroit.com



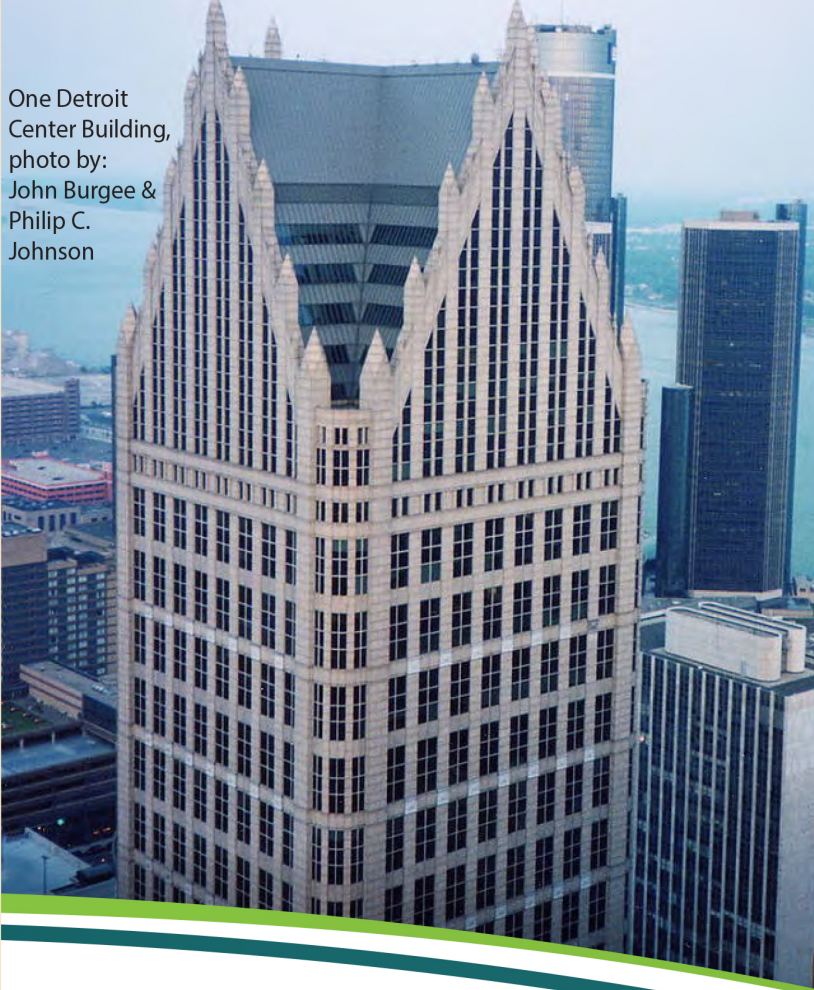
Copyright © 2018 City Talk Magazine. All rights reserved.

City Talk Magazine (CTM) is dedicated to upholding excellence, promoting positivity throughout the Metropolitan Detroit Area and "Bringing Back Pride in Detroit". Our magazine is the latest professional urban magazine to hit the Detroit Metropolitan communities. CTM was established in March 2007 to be locally distributed in the Detroit Metropolitan Area with a circulation of 7,000. By summer of 2007 through a carefully created networking distribution concept, the publication developed an audited circulation of 10,000.

City Talk Magazine is a local monthly publication that proudly gives voice to the culture and lifestyle of those who experience life in the communities of the Detroit Metropolitan Area. Using the knowledge of the community to understand relevant issues surrounding the city will help develop solutions for a stronger focus on the community. **City Talk Magazine** has a strong entrepreneurship focus and assists the community by keeping the cost of advertising very low. **City Talk Magazine** is a free monthly publication that will gain the respect of local and state government.

By use of this publication, **City Talk Magazine** promotes community awareness, revitalization of the community and actively assists Detroiters in taking pride in our community. This "Detroit's Urban Community Source" encourages citizens to shop our neighborhood stores, local minority-owned businesses, and restaurants.

One Detroit Center Building,
photo by:
John Burgee &
Philip C.
Johnson



City Talk Magazine welcomes your organization to support our mission. The community benefits we provide are employment opportunities, industry trends, tips and techniques from business professionals and city highlights. The magazine invites Community Leaders to be involved, as partner's not just subjects. Using the knowledge of the community to understand relevant issues surrounding the city will help develop solutions for a stronger focus on the community. Connecting with Community Leaders provide a direct line of communication for the Detroit Metropolitan area. Our main focus is getting the word out about influential and positive issues that affect the overall growth of the City of Detroit.

City Talk Magazine believes by providing information and issues surrounding the community, we encourage our readers to become a positive part of the revitalization. Detroit lets continue to transform and promote the advancement of Detroit. Now is the time to form a united front. Together, we will become stronger and smarter and plan for our future.



DETROIT!

Let's focus on making the success of City our passion and vision. Stand up and show LOVE for DETROIT....

Contact CTM with questions, information or to send press releases to community@citytalkmagazine.com

City Talk Magazine

City Talk Magazine is proud to announce **City Talk Video Magazine**

Our team will produce recorded interviews, infomercials, venues, grand openings, concerts and expos.

Schedule your interview, **TODAY.**

For your convenience, we have our very own on-site studio for recordings.

Host your very own podcast on City Talk TV. Contact us for scheduling and additional details.

Advertise on City Talk Video Magazine:

- Leaderboard
- Box Ads
- Full banner
- 15 second commercials
- 30 second commercials
- Infomercials
- Display Ads

For information CTM's advertisement, print, online, video magazine and City Talk TV visit www.citytalkmagazine.com or sales@citytalkmagazine.com

**“...reaching 40,000
Metro-Detroiters monthly”**

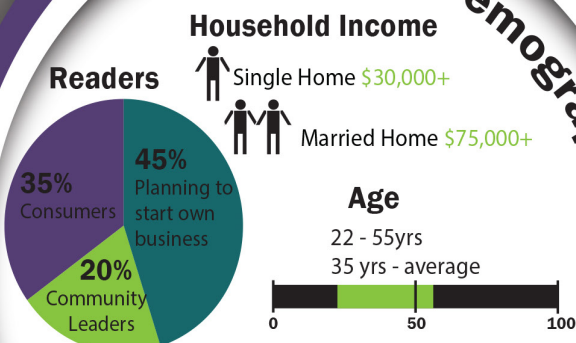
Distribution

CITY TALK, a free local magazine, is distributed by bulk drop-off. 10,000 copies are printed and distributed monthly. On average each issue is read by 4 individuals; reaching 40,000 Metro-Detroiters monthly.

After July 2009, **City Talk Magazine** will have developed an audited circulation of 20,000, which will increase readers to 80,000 in the Detroit Metropolitan Area. Copies are offered at over 150 locations, including the following types of businesses and organizations: restaurants, hotels, casinos, professional offices, salons and other black owned businesses in the Detroit Metropolitan area.

*Subscriptions are available for the cost of postage only.

Target Demographics



Advertisement

RATE CARD

Back Page.....	\$800.00
Full Page.....	\$700.00
1/2 Page.....	\$400.00
1/4 Page.....	\$200.00
1/8 Page.....	\$125.00
Business Cards.....	\$75.00

Contact info in Black Business
Directory \$15.00 for 3 issues
Employment Information/Opportunities
\$10.00 for 2 issues
Design Services available starting @
\$65.00

* Business Marketplace

Business contact information is listed in
our online business marketplace for a one
time cost of \$15.00.

Banner Ad (468x60) for \$50 that runs on
web for 30 days.

Acceptable File Formats

- PDF (Must have embedded fonts)
- Adobe Photoshop (EPS,TIFF or PSD, convert all fonts to shapes)
- Adobe Illustrator (EPS, convert all fonts to outlines)
- Adobe InDesign (must include all linked images and fonts)
- JPEG (hi-resolution)

**** All images used in ads must be high resolution at 300 dpi in CMYK color mode ****

**** EPS, TIFF, JPEG and PDF formats can be submitted via email. Please send in a CD of InDesign documents along with support files; which includes all linked images/fonts ****

**** All materials must be accompanied by a clearly marked color proof ****

* City Events

Let's come together and Show Love for our City. If you are having an event/program in the Metropolitan Detroit Area, please forward an email with date, time, location and event flyer to email@citytalkmagazine.com - This is free advertisement.

Contacts

Sales/Advertising

(313) 270-2272 or Toll Free (888)
501-5576 (EXT. 100)
advertise@citytalkmagazine.com

Graphic Design Services

Detbbs@gmail.com

Promotions, Editorial, any additional information

City Talk Magazine @
(313) 693-9793 or Toll Free (888)
501-5576
info@citytalkmagazine.com

CTM CEO/Editor-In-Chief

Katrina Brown
katrina@citytalkmagazine.com
(313) 550-9200

City Talk Magazine

20410 W. 7 Mile Rd.
Detroit, Michigan 48227
Fax: 888-501-5578
www.citytalkmagazine.com
Info@citytalkmagazine.com

Sales/Staff

Katrina Brown- *Editor-In-Chief*
KC Burns- *Creative Director*
Anais Oroz- *Graphic Designer*
Shante Roberts- *Promotions Director*
Dranessia Messiah- *Program Director*
Allison David- *Marketing Director*
Allison David, Cohen Johnson- Brian Williams *Photographers*

Cover Photographer unknown

Copyright © 2018 City Talk Magazine. All rights

reserved.

ADVERTISE ON THE WEB! www.citytalkmagazine.com

CITY TALK MAG TV

City Talk Mag TV is a new marketing channel to promote your online store and author looking to promote your book, record and podcast, blog business, new releases, music, webinars, seminars and workshops. City Talk Mag TV Podcast advertising is when a podcast host favorably endorses your product or service on their podcast (video show downloaded or streamed from the internet) or Everything Detroit Podcast. In most cases the podcast host will endorse your brand with a 30 or 60 second audio ad read during the beginning or middle part of their show. City Talk Magazine makes it easy to shop different advertising methods from a variety of podcasts in one convenient location. Most podcasts ads are published within 7-10 days and publishing information will be available and provided upon completion.

Let City Talk Mag TV produce your:

- Video Podcast
- Pilots
- Promos
- Commercials
- Plays
- Web Series
- Infomercials

City Talk Mag is available for the above services starting @ \$175.00 per Episode or recording. Minimum of eight (8) Episodes or shows for Podcast and Web series. All services are complete in production and editing in our on-site studios or on location. All features will be live on City Talk TV, your very own YOUTUBE Channel, and your website.

Special Business Opportunity

Three (3) Month Advertising Special \$1000

- Full size ad in City Talk print and on-line issue
- 1/4 ad in EDDM (distributed to 5000 zip Codes in Detroit)
- 30 Sec Ad Commercial (Viewed on Comcast, U-Verse and City Talk TV)
- In-Store feature (Host of Everything Detroit comes to your location and for interview or feature)
- Web link to their website (click on ad in CTM on-line publication and re-direct to your website)
- Commercial on youtube, comcast Uverse (...)
- Business sponsors segment of City Talk Mag Podcast
- Podcast recorded and edited (4 @ 30 Minutes or 2 1 hour shows)

Get ready Detroit..... Be the Star of you own.....

PODCAST



A. YOUNG
L CENTER

Spirit of Detroit by
Mariah Tyler