

MEDIA KIT
2021

PRIDE



PRIDE TODAY

Pride started out 30 years ago as a small magazine insert of a national newspaper and has grown into a multi-layered multiple channel brand, offering clients the opportunity to engage with our audience in many different ways to gain maximum impact.



The Matriarch *The Printed Magazine*

Being in continuous monthly print since 1990, Pride is the lifestyle bible of the black British women. The Guardian referred to Pride as dominating the black women's media landscape for over 2 decades and today the printed issue still has a readership of over 100,000 readers. It is a magazine that can be controversial, challenging as well as informing and entertaining its readers every month for now over 30 years.

The Hipster *The Digital Magazine*

The digital version of Pride is available for those who prefer reading from a screen. It contains all the content of the main magazine in an easy digital format and allows clients to embed video adverts and more eye-catching alternatives to a static print ad, if they so wish.





The Young Pretender *The Pride Zine*

From February 2021 Pride is launching a new free digital magazine which will be both for men and women. It will contain some of the Pride’s top stories albeit in summary form, but be clearly for both genders. It will encourage some to buy the full magazine and allow those who no longer believe in paying for content to remain part of the Pride magazine family. The Zine will contain client ads and be freely down-loadable from the website site and emailed to our email database. Min circulation 250,000



The Mass Communicator *The Pride Website*

Pridemagazine.com launched in 1997 is currently receiving just over 410,000 unique viewers a month. The site is updated daily and is one of the main sources of news and information targeting men and women in the black community in the U.K. Here clients have the choice to run MPU ads or banners or advertorials amongst other options and is a great way of getting in front of our audience quickly



The Influencer

The Social Media platform

Pride has steadily been building its social media channels and will be pushing further in 2021 in this arena. We give advertisers an opportunity to run posts alongside the other channels to get a full 360 degree marketing mix.



The Sage

The Email database

Pride currently has a database of just over 119,000, verifiable and ratified. We are also able to break this down further to age ranges, social profiles and gender for specific targeted advertising. Adding another layer to a marketing campaign.

Pride has been at the forefront of the black community now for three decades, from organizing shoots back when Beyonce was nothing but our young fashion model to having an exclusive interview with Meghan Markle when few knew who she was, Pride has been a pioneer. We have always known that our readers want to be targeted by advertisers. It makes a statement. It says you are important to us and for a group that has often felt marginalised such as statement has impact.

After a campaign with Ford Motor car company we were told that dealerships actually had people coming in with the magazine saying they wanted to test drive because they were so impressed to be targeted by such a brand.

The black community often feel that BME faces in ads does not mean they are being targeted, often they believe it is because the advertiser wants to be seen to be diverse or even just cool and in vogue with the new zeitgeist but this does not mean they actually are looking to target them. However advertising to them in their own medium means the advertiser is speaking directly to them and leaves no room for ambiguity.

As Pride moves into our fourth decade we have continued to evolve for our readers and clients. While we started out as a Print title we have become so much more and offer clients an easy, cost effective and bespoke range of options across our range of media channels which now reach approximately half a million people.

The BME community has never been an homogenous group although they have sometimes been treated as such, and these range of channels create more opportunities to engage with this fast growing and influential demographic through a brand that has been the cornerstone of their community for most of, if not all of their lives.

Choose Pride

CELEBRATING 26 YEARS AT THE TOP!

PRIDEMAGAZINE.COM

PRIDE

July 2017 £3

The Romance Issue

THE LOVE CENSUS 2017

Lifting the lid on your sexy secrets

Princess in waiting

MEGHAN MARKLE
EXCLUSIVE INTERVIEW

'Most people could not tell I'

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