



MEDIA KIT  
2025

**PRIDE**

# PRIDE TODAY

Pride started out 34 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*

In 2021 during the height of Covid, Pride launched a new free mobile phone friendly digital magazine for men & women. It contains a mixture of some of Pride's top stories in summary form, alongside entertainment news and lifestyle features. The new Zine has many innovative features including allowing readers to translate the magazine into over 70 different languages and also the option to have the magazine narrated to them, so they can listen to it on the go. For advertisers the Zine allows them to add hyper links and non static ads to engage directly with our readers. The Zine is emailed to our database and allows readers to share the magazine openly. **Min Circulation 175,000**



## ***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 2024 in this arena. We give advertisers an opportunity to run posts alongside the other channels to get a full 360 degree marketing mix.



## ***The Oracle***

### ***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.

**P**RIDE 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.

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**

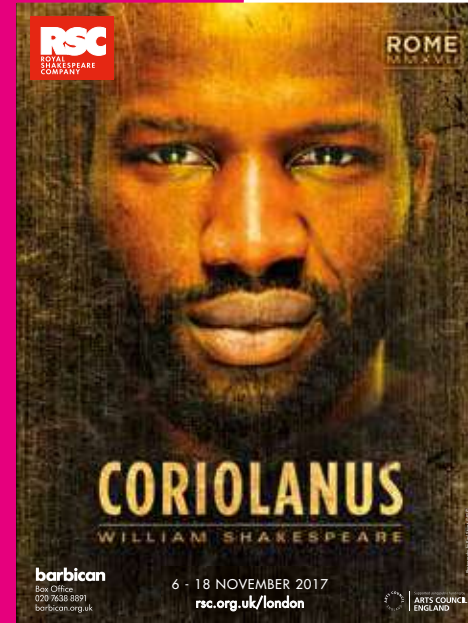
The image shows the front cover of Pride Magazine. At the top left, it says 'CELEBRATING 26 YEARS AT THE TOP!'. At the top right, the website 'PRIDEMAGAZINE.COM' is listed. The title 'PRIDE' is in large, bold, blue capital letters. Below the title, on the left, is a circular badge that says 'The Romance Issue'. On the right, there is a headline 'THE LOVE CENSUS' in red, followed by the sub-headline 'Lifting the lid on your sexy secrets'. The central feature is a large, stylized red script title 'Princess in waiting'. Below this, in a blue box, it says 'MEGHAN MARKLE EXCLUSIVE INTERVIEW'. Underneath that, a quote reads 'Most people could not tell I was half black'. The cover features a photograph of Meghan Markle, who is wearing a white button-down shirt and blue jeans. At the bottom left, there is a barcode with the number '9 770963 172052' and a small '0.7 >' symbol.

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# CAMPAIGNS



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