

BUILT FOR THE BUSINESS SIDE OF HIPHOP

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CONNEX

LIST



MEDIA KIT

www.ConnexList.com

Thank you for expressing an interest regarding marketing opportunities in *The Connex List* magazine. *The Connex List* is the premier business-tobusiness resource for the HipHop industry. Our magazine is published internationally three times per year. Additionally, our content is disseminated on an on-going basis from our e-business web site. Unlike other HipHop media properties, that are predominantly consumer-directed, *The Connex List* is, first and foremost, dedicated to the business side of HipHop. We reach 250,000 HipHop influencers with each printed edition.

Over the last nine years, we have written hundreds of articles covering an array of “How-To” topics, primarily to help independent HipHop artists avoid some of the pitfalls they may encounter when trying to make it in the music industry. Filled with articles written both by our editorial staff and contributed by industry professionals around the world, *The Connex List* remains the leading business-to-business resource for this important, hard-to-reach audience. As a result, *The Connex List* has become a critical “must read” for industry insiders.

Our readership is multi-ethnic and is made up of both genders. The audience’s age range is approximately 15 – 35 years of age. The printed version of *The Connex List* is distributed to retail HipHop Shops in all major US cities, as well as smaller areas upon request. All advertisements are listed simultaneously in both the hard copy version, as well as the online version of the magazine. Additionally, we have recently signed an agreement with Fat Beats, Inc., a major HipHop retailer, international vinyl distributor and a rapidly emerging independent label marketing and promotion company. This will provide *The Connex List* and its advertisers with a significantly higher level of awareness from and distribution to the most influential HipHop businesspeople on the planet.

If you would like to view the current edition of the magazine online, please log onto our website, www.ConnexList.com. In this media kit, we have included advertising rates and production specs. Please note that cross media arrangements, viral/buzz marketing and larger sponsorship opportunities are also available, given that our parent company, A.M.P. Entertainment, has a variety of media outlets at its disposal (print media, online, special events, etc.). If you have any additional questions regarding *The Connex List* after reviewing these materials, please contact us directly @ 1-800-994-TwinZ. Thank you for your time-- we look forward to the possibility of doing business with you.

Sincerely,

The Wonder TwinZ

The Wonder TwinZ
Editors-In-Chief
The Connex List

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Mission Statement

The Connex List was created in 1999 to fill a critical void in the HipHop business community that would continue to exist today without its presence—a legitimate, business-oriented HipHop media property, created by HipHop insiders, that both informs and entertains its readers. The magazine, along with its companion website, is considered an indispensable resource for artists, independent recording labels, product manufacturers and service companies that make up the international HipHop business community.

With substance and purpose, The Connex List informs and entertains a diverse audience of the most influential HipHop Heads with humor, information, culture and politics. The Connex List provides the right direction for a stronger and more positive HipHop culture.

The Connex List continues to be an original and unique publication, unlike any other music and/or HipHop media property. The core of the magazine, The Infamous Yellow Pages, is an indispensable resource for independent artists and industry insiders, providing regularly updated contact information.

We are committed to growing, providing essential business information to our readers, entertaining them, and promoting the positive side of HipHop Nation.

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Industry Testimonials



“*The Connex List* is necessary to the game. It’s authentic, informative and straight to the point.”

- MC Lyte
Rapper/Actress

“The Wonder TwinZ are onto something. *The Connex List* is just too useful to ignore. It is the best HipHop networking tool out there. This magazine has more connections in the HipHop community than anybody else out there. If you’re trying to reach that core audience, this is the place to do it.”

- Dana Shayegan
Rebel Marketing / Scion Marketing Rep



“*The Connex List* has steadily become an influential and key element to the growth of the hip hop community. Creating a bridge between those trying to get on and those staying up to date on what’s hot, positive and original. It is one of a kind. I was honored to be featured in the women’s issue, I’ve received nothing but props from folks in the street who read the interview. I must say *The Connex List* made sure to do me justice and made me look reaaaaallll good.”

- Amanda Diva
On-Air Personality MTV2 & Sirius Satellite Radio

“*The Connex List* is the perfect outlet for our clients to reach tastemakers in the industry. If you want to create a buzz, *The Connex List* is the way to go.”

- Tresa Sanders
Tremedia President



“*The Connex List* is the most resourceful HipHop magazine out today. I’ve been a repeat advertiser for the last several issues. The amount of awareness I’ve received from placing ads in *The Connex List* has been overwhelming. It’s definitely in a class by itself.”

- Kool DJ Red Alert
DJ/Artist/Producer

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Regular Editorial Features

THE INFAMOUS HIPHOP YELLOW PAGES

The most comprehensive list of frequently updated, highly-approachable business contacts in the HipHop entertainment industry. Packed with names, phone numbers, email addresses and descriptions of events & services, The Infamous HipHop Yellow Pages are the backbone of The Connex List.

HOW-TO

Insightful articles written by industry professionals from around the globe, covering issues relevant to the HipHop culture and today's HipHop artist. Articles range in subject matter from choosing the correct microphone or making your beats bang, to registering your name and registering to vote.

ENTERTAINMENT GUIDE

Comprehensive coverage of upcoming music, DVDs, books, video games and all things entertaining.

ARTIST INTERVIEWS

In-depth interviews with some of the most interesting and well-known HipHop artists of yesterday, today & tomorrow.

POPS PUZZLES

HipHop Puzzles, Trivia, True & False, Word Scramblers & Word Searches

INSPECT DA GADGET

A technology review section that covers the latest releases of innovative personal technology products that are relevant to (and/or will be admired by) the influential HipHop businessperson.

KEY 8

Highly regarded, yet often overlooked, eight first-rate products and services that help make networking and succeeding in business; easier, more productive and ultimately more enjoyable.

THE GOOD LIFE

A quick glance at the finer things in life that help add the style to lifestyle. Beverages with seasonal recipes, travel destinations, automobiles, interesting homes and how they are furnished, etc.

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Readership

General

Hard Copy Circulation	50,000
Readers per Copy	5
Online Downloads	Approx. 200 per day
Total Audience	258,000

Demographics

<u>Gender</u>	
Male	78%
Female	22%
<u>Age</u>	
12-21	38%
18-21	23%
18-34	77%
18-49	87%
21-34	54%
35+	10%
Average Age	25.3
<u>Marital Status</u>	
Single	74%
Married/Other	26%
<u>Household Income</u>	
30000+	70%
40000+	48%
50000+	32%
75000+	20%
Average HHI	\$63,000
<u>Education</u>	
Currently at College+	51%
Attended/Graduated College+	37%
<u>Occupation</u>	
Employed	43%
Self-Employed	37%
Prof./Managerial	14%
<u>Home Ownership</u>	
Own Primary Res.	22%

Source: 2007 Readership Study

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Competitive Landscape

A major mistake that many publications, media properties and marketers of existing or new brands make is overstating their uniqueness, and insisting that they are a “one of a kind” brand, that “they really have no competition,” etc. But, in this case, we cannot find fault with making these statements. There is no other media property in existence that satisfies the business needs of the most influential members of the HipHop community like *The Connex List* does.

However, in the interest of helping marketers and/or the professional service companies that evaluate potential media vehicles for them, we have compared our readership figures and advertising rates to other more main stream, HipHop/Urban-focused publications, as well as other B2B/trade music publications that are not solely focused on the HipHop business community. We hope that this helps show that we are not only unique, but that we also offer great cost efficiency and value as a media buy. Please note that all readership figures and rates shown are taken from current rate cards that are on the publication’s web site, or from their media kit:

PUBLICATION	BASE CIRCULATION	TOTAL READERSHIP	PAGE FOUR COLOR (OPEN RATE - \$)	BASE CIRCULATION CPM (\$)
Vibe	425,000	6,650,000	88,170	207.46
The Source	400,000	5,623,000	33,580	83.95
XXL	300,000	N/A	20,850	69.50
Murder Dog	200,000	N/A	3,400	17.00
Remix	5,000	N/A	5,775	128.33
Music Connection	80,000	N/A	2,460	30.75
DJ Times	21,000	N/A	* 3,965	188.81
The Connex List	50,000	258,000	1,500	30.00

* = Assumes a jr. page 4C unit, as the publication is tabloid size (approx. 12" x 19")

As the numbers clearly indicate, The Connex List is a very efficient and effective way to reach an audience that can make or break a brand—insiders and influencers who define which products and trends are in, and which are out.

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Advertising Rates And Dimensions

Premium Position Advertisements **Per Issue**

<i>Agency Commission:</i>	15%
Inside Front Cover 2 Page Spread	\$ 4,000
Outside Back Cover	\$ 3,700
Inside Back Cover 2 Page Spread	\$ 4,000

Cover ad positions are fixed and cannot be cancelled.

Four Color Advertisements **Per Issue**

Two Page Spread	\$ 2,200
Full Page	\$ 1,500
Half Page	\$ 1,000

Additional fees may apply for special positioning requests.

YELLOW PAGE ADS:

Advertisers committing to a minimum of one four color page in three issues of The Connex List will receive a free 1/5 page ad in the Infamous HipHop Yellow Pages.

Additionally, the following rates apply for yellow page ads:

Yellow Page Advertisements **Per Issue**

Standard Listing:	\$ 23
Bolded/color type Listing:	\$ 53
1/5 Page Display Ad:	\$ 500

Dimensions:

Ad Sizes	Width	Height
Two Page Spread	11.0"	8.5"
Full Page	5.5"	8.5"
Half Page Horizontal	5.0"	4.125"
Half Page Vertical	2.5"	8.25"

(For 2 Page spreads & full page ads, PLEASE add 1/4" bleed to all sides, with all text and images at least 1/4" from all edges.)

**** Please set all files at 300DPI and send all files in .TIF format.**

Please make checks payable to: *The Connex List, Inc.*

Contact Information:

The Wonder TwinZ (800) 994-8946
 E-Mail: info@WonderTwinZ.com

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Non-Traditional Opportunities

Being a business-to-business resource, *The Connex List* prides itself on offering innovative placement, exposure and/or sponsorship opportunities to marketers, in addition to more traditional advertising packages. These opportunities can take a number of forms. Examples include:

- Integrated, cross media programs with exposure, sponsored content/editorial, sampling opportunities, etc., in *The Connex List*, on The Wonder TwinZ/A.M.P. Entertainment web site and at The Wonder TwinZ' special events and release parties
- “Custom” editorial opportunities, either in an existing featured section, or in a new section that would be created with synergies for the sponsor in mind
- Ability to have the Wonder Twinz and other top DJ's from around the country offer marketers a concert/“Club Crawl” event for sponsorship purposes Please note that these and many other opportunities exist, and are dependant on level of commitment by a marketer.

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Advertising Insertion Order Form

Primary Contact:

Name: _____
 Title: _____
 Company Name: _____
 Address: _____
 State: _____
 Zip Code: _____
 Phone #: _____
 E-mail Address: _____

Accounting/Billing Contact:

Name: _____
 Title: _____
 Company Name: _____
 Address: _____
 State: _____
 Zip Code: _____
 Phone #: _____
 E-mail Address: _____

Space Confirmation:

Ad Unit Size: _____
 Issue Date: _____
 Cost: _____
 Positioning Requests: _____
 Other Requests: _____

Method Of Payment:

Check Enclosed
 Credit Card:
 AmEx Visa/Mastercard Discover Other: _____

Card # _____

Expiration Date: ____/____

Please note: Do not send cash. For regular advertisers who have established a credit/payment history with A.M.P. Entertainment/The Connex List, an invoicing arrangement may be discussed as well.

Authorized Signature

_____ Date: ____/____

 Name (Print)

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