



Charlotte's #1 African-American Magazine

PRIDE



Media Kit



PRIDE COMMUNICATIONS INC. is the parent company of Pride Magazine, a respected, community-centered publication serving Charlotte, N.C., and the surrounding region. For more than three decades, Pride Magazine has stood as a positive, meaningful, and influential voice—telling compelling stories that inform, uplift, and reflect the spirit of our diverse community.

Pride publishes six issues each year, including Living With Pride, which highlights neighborhoods, real estate trends, stunning homes, and the lifestyles that define them. We also produce the Charlotte Multicultural Resource Magazine, featuring a comprehensive business directory that spotlights minority small business owners.

To give back to the community, Pride produced the Sunset Jazz Festival from 1990 to 2012. Today, it produces the Pride Awards, an annual event celebrating the achievements of outstanding African Americans.

pridemagazineonline.com



PRIDE MAGAZINE



Charlotte's No. 1
African-American
publication

EVENTS



Pride Awards
Wealth Creation Summit
Small Business Seminar



704-375-9553 • www.pridemagazineonline.com

PRIDE PUBLIC RELATIONS



Pride Public Relations is a full-service agency, where creativity is nurtured, results are celebrated and effective PR campaigns are developed.

PRIDE

M A G A Z I N E

Magazine Specs

Printing: Web offset at 150-line screen and saddle stitched.

Four-color process (no spot colors). Trim size: 8.5" x 10.875"

Ads Produced In House

Requested ads can be produced in-house for a fee. We will need the following:

Original artwork (photographs), original logos and original copy (hard copy or disk), as well as a rough layout idea or concept. Items that need to be recreated to properly reproduce will be billed at an hourly rate.

Established advertising deadlines must be adhered to in order to maintain accuracy and integrity.

Ad proof will be sent via e-mail in PDF format,

Digital Media Kit available upon request. Bundle packages, including both print and digital options, are also available



2026 Advertising Rates

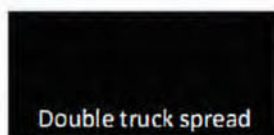
Ad Sizes	Rates & Frequency Discounts					
	1x	2x at 5%	3x at 10%	4x at 15%	5x at 20%	6x at 25%
PREMIUM POSITIONS						
Inside Cover	3,752	3,564	3,377	3,189	3,002	2,814
Opposite Inside Cover	3,304	3,139	2,974	2,808	2,643	2,478
Page 4	3,002	2,852	2,702	2,552	2,402	2,252
Page 5	3,002	2,852	2,702	2,552	2,402	2,252
Opposite Contents	3,468	3,295	3,121	2,948	2,774	2,601
Opposite Publishers Column	3,166	3,008	2,849	2,691	2,533	2,375
Opposite Mast	2,853	2,710	2,568	2,425	2,282	2,140
Opposite Inside Back Cover	2,908	2,763	2,617	2,472	2,326	2,181
Inside Back Cover	3,304	3,139	2,974	2,808	2,643	2,478
Back Cover	4,203	3,993	3,783	3,573	3,362	3,152
Full Page (includes bleeds & no bleeds)	2,735	2,598	2,462	2,325	2,188	2,051
½ Page (Vertical Only)	2,171	2,062	1,954	1,845	1,737	1,628
Premium-Masthead	2,438	2,316	2,194	2,072	1,950	1,829
¼ Page (vertical or horizontal)	1,608	1,528	1,447	1,367	1,286	1,206
⅓ Page (vertical or square)	1,147	1,090	1,032	975	918	860
¼ Page (one size only)	959	911	863	815	767	719

Issue & Theme:	Space Reservation Deadline:	Camera Ready Ad Due:	Magazine Delivered
Jan/Feb Men's	11/7/25	11/21/25	1/2/26
Mar/Apr Women & Family	1/9/26	1/23/26	3/1/26
May/June Business	3/13/26	3/27/26	5/1/26
July/Aug Multicultural	5/8/26	5/22/26	7/1/26
Sept/Oct Health & Education	7/10/26	7/24/26	9/1/26
Nov/Dec Living with Pride	9/11/26	9/25/26	11/1/26
Jan/Feb Men's 2027	11/6/26	11/20/26	1/2/27

*Deadlines are based on production and not when magazines are delivered.

Pride Ad Sizes

Width x Height



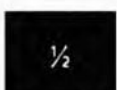
No bleed - 16.5" x 10.375"
Bleed: 17.25" x 11.125"



No bleed - 8" x 10.375"
Bleed - 8.75" x 11.125"



half-page vert.
3.625" x 9.875"



half-page horiz.
7.5" x 4.75"



one-fourth page
3.625" x 4.75"



one-third page square
4.875" x 4.75"



two-thirds page
4.875" x 9.875"



one-third page vert.
2.375" x 9.875"

Digital Files

- › All ads must be submitted in digital format. Film is not accepted. Files must be CMYK and Macintosh-compatible. Submit all ads as a high Resolution PDF; confirm the ad is press-ready and conforms to the requirements below. Ads not print-ready will not be accepted or will incur additional charges.
- › All fonts must be embedded.
- › For full-page bleed ads, be sure to extend graphics at least 1/8" beyond the trim marks on all four sides. Ensure live copy is at least 3/8" from trim. Trim size is 8.5" x 10.875" All photos must be 300 dpi.
- › Alternate Formats — Adobe Illustrator and PhotoShop (TIFF, EPS or JPEG) files are acceptable, but not preferred. All fonts must be converted to outline and saved as final print ready, CMYK, placeable file.
- › Media — Files may be submitted via e-mail, FTP site or on nonreturnable CD or DVD (Macreadable) disks. Label disk and printout with "PM-(advertiser name)." Call 704-375-9553 for the shipping address.
- › E-mail/FTP — Digital files may be submitted electronically by e-mail to the following address: advertising@pridecommunications.net. Put "PM-(advertiser name)" in the subject area of the e-mail.

Files over 15MB will need to be uploaded to our FTP site:

www.sparkftp.com

User ID: prideads

Password: prideads1

Contact: 704-375-9553 for details.

Questions?

If you have any questions, please don't hesitate to call us. 704.375.9553



**Minorities
make up
59.5
percent of
Charlotte's
population**

PRIDE
MAGAZINE

Minorities Prevail

Who's dominating the scene? African-Americans are concentrated in the South (13.6percent of the total U.S. black population), and the percentage continues to grow. The African-American population grew faster than the total United States population. More young, upwardly mobile blacks are moving to Charlotte than any other city in the Southeast.

Charlotte is a vibrant, colorful city in more ways than one. Minorities make up 59.5% of the city's population according to the 2023 American Community Survey (ACS) by the US Census. Of that 35.2% are African American.

The 2023 ACS further breaks down Charlotte's minority population as follows: Hispanic/Latino, 15.3 percent; Asian 6.6 percent; American Indian/Alaska Native, 0.4 percent, Native American/Pacific Islander, 0.0 percent; and two or more races, 7.1 percent. In 2023, Charlotte's female population was more than 469,325 (51.5%), up from 381,000 in 2010.

Tremendous Buying Power

Based on income averages and proportional estimates, Black buying power in Charlotte proper likely exceeds \$10–15 billion annually. Charlotte's Black households contribute approximately \$4–5 billion annually in consumer spending power. According to the Selig Center for Economic Growth, North Carolina's African American buying power was estimated at \$75 billion between 2010–2020, with Charlotte being one of the largest contributors. The Charlotte-Concord-Gastonia MSA has a Black population of roughly 800,000, making up about 28–30% of the total MSA population. That buying power today is estimated at \$25–30 billion, and growing.

Companies offering products and services consumed by the African-American community maintain, and increase, market share by speaking directly to these buyers through advertising in Pride.

CHARLOTTE FAST FACTS

- Charlotte is home to the Carolina Panthers, Charlotte Hornets, Charlotte Knights, Charlotte Checkers, Charlotte FC, NASCAR Hall of Fame and Carolina Ascent FC
- Charlotte was ranked #5 out of 150 cities in U.S. News & World Report's 2024-2025 Best Places to Live.
- Charlotte added 15,600+ new residents in one year, making it the third-largest numeric population gain among U.S. cities.
- Mecklenburg County ranked #1 in visitor spending, capturing 17.3% of the total visitor spend in the state, according to the CRVA
- Charlotte Douglas International Airport (CLT) is one of the world's busiest airports—handling over 58 million passengers in 2024—and serves as a crucial hub for both domestic and international travel
- Charlotte is the second-largest banking center in the U.S., trailing only New York City. It's home to Bank of America's headquarters and Wells Fargo's East Coast offices

The same holds true for producers of luxury items, recreation facilitators and manufacturers of finer home and living products. Southern Black households are waiting to be captured by smart businesses with opportunities to sell quality goods and services that satisfy the African American quest for the good life.

The percentage of Black households earning \$200,000+ increased 138% from 2005–2013, largely outpacing the rate of the whole population (74%). Higher academic achievement has translated into increases in household income with 55% of all African-American households earning \$50,000 or more, and 38% earning above \$75,000. Growth in African-American household income is projected to continue.

A GOOD INVESTMENT

A new Nielsen analysis underscores why brands that build authentic relationships with Black consumers are best positioned for growth. Black America's buying power has climbed to \$2.1 trillion, up 2.4x since 2000, and continues to rise. Nielsen

PRIDE A PAGE -TURNER

Pride caters to middle- and high-income African Americans. Six issues are published each year: four editions of Pride, the Charlotte Multicultural Resource Magazine, and Living With Pride. Filled with business, education, health, fashion, and lifestyle content, Pride is the media source built to capture the African-American dollar.

WHY PRINT MEDIA?

Magazines remain a powerful, trusted touchpoint. 87% of U.S. adults engaged with magazine media (print + digital) in recent months, with reach "stable over the last four years." Among magazine readers, Black/African-American adults average ~4.9 print issues per month—out-reading the overall adult average. News Media Alliance MRI-Simmons

Between 50,000 to 75,000 people read Pride bi-monthly, of which 75% are women. The average Pride reader is between ages 35 and 64, college-educated, employed, and earns \$59,000+ a year. Over half of Pride readers work in white-collar positions and use Pride as a shopping guide, learning tool, and networking resource. In addition, 55% of African-Americans ages 18–54 with household income of \$50K+ say they would purchase or support a product if it's sold by or supported by a person of color/minority-owned business. (Pride internal audience survey; unchanged.)

15,000–20,000 magazines are distributed in metro Charlotte and surrounding areas, including Concord, Gastonia, and Huntersville, as well as Mint Hill, SC.

TARGET PROFILE

Target Profile (Charlotte - Huntersville and surrounding areas NC–SC Metro)

Estimated African-American population: 595,000 (about 21.9% of the metro). Data USA

Median household income (all households, metro): \$80,201 (ACS 2023). (Useful for overall buying power context.) Data USA

Median household income (Black households, City of Charlotte): \$56,146 (ACS 2019–2023 5-yr). (Closest race-specific local figure published; metro-level race breakouts require detailed tables.) Neilsberg

HOUSEHOLD INCOME

Household Income Distribution

(all households, metro):

Under \$50K: 30%
\$50K–\$100K: 29%
\$100K–\$200K: 27%
\$200K+: 14%

pridemagazineonline.com

