



Welcome To The Neighborhood Brownstone Worldwide Media Kit

2024





Dear Valued Advertiser,

Greetings from Brownstone Worldwide! It's our pleasure to introduce you to our dynamic media ecosystem, encompassing BrownstoneWorldwide.com, CityScapeRadio.com, and Brownstone Living Magazine.

Founded in 2009, Brownstone Worldwide initially made its mark with engaging talk shows on various terrestrial radio stations. Since then, we've evolved to include the digital platform Brownstone Worldwide and the newly launched Brownstone Living Magazine. Our content is accessible 24/7, allowing us to continually engage and expand our community.

At Brownstone Worldwide, we're proud to serve a diverse and growing community of urban professionals. Our members, affectionately known as "Neighbors," enjoy a rich blend of news, politics, lifestyle, and entertainment. We offer a monthly content package that enriches our subscribers' experience, enabling them to fully embrace the "Brownstone Lifestyle."

Over the years, we've achieved significant milestones. We've provided daily news coverage, celebrated 50 years of Hip Hop culture, and forged strong connections within local communities across the United States. These initiatives help us spotlight "The People In The Neighborhood," a core aspect of our mission that we're deeply honored to uphold.

As we continue to grow, we recognize the vital role of our advertisers. We're excited to offer you the opportunity to access our platforms, connecting with our expanding audience throughout the year. We invite you to explore our journey, understand our community, and seize the chance to engage with our audience.

Welcome to the neighborhood, and we look forward to a fruitful collaboration.

Warm regards,

The Brownstone Worldwide Team



WELCOME TO THE



NEIGHBORHOOD



Brownstone Worldwide Assets

Audience Profile



Ages:

18-24 17%
25-34 23%
35-54 45%
over 54 13%

Education

College Grad/Graduate 63%
High School 37%

Gender

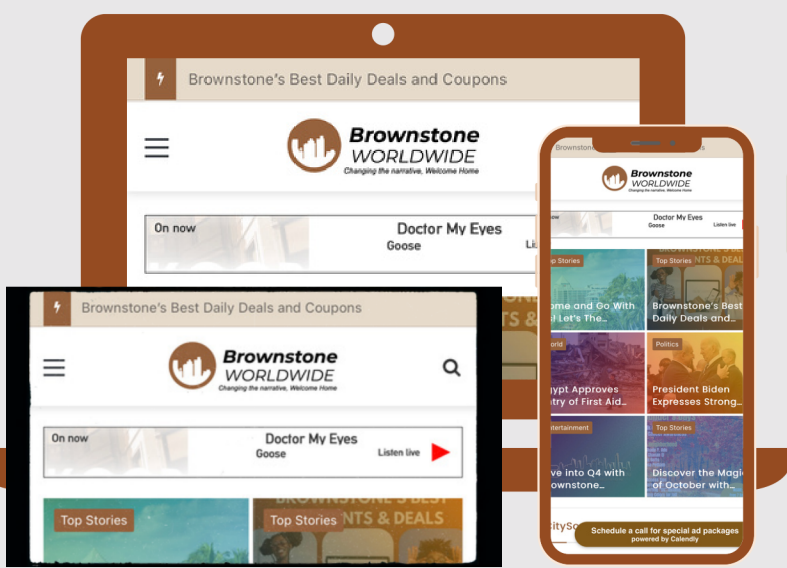
Male 30%
Female 56%
Other 14%

Employment

Full Time 77%

Average Income
\$79,000





Daily news and information,
podcasts shows and every
month Brownstone Living
Magazine

Where can you find The Neighborhood?

BrownstoneWorldwide.com

CityScopeRadio.com

Brownstone Living Magazine

BWTV - BrownstoneWorldwide.com/BWTV

Facebook - Brownstone Worldwide, Brownstone Living, CityScope Radio

FB Group - Brownstone's Best Daily Deals and Coupons

Instagram - Brownstone Worldwide

Tik Tok - Brownstone Worldwide

YouTube - BrownstoneWorldwide



BROWNSTONE LIVING

WELCOME TO THE NEIGHBORHOOD

In-Style Travel
LittleMissTravelers

Celebrate

01

Year of
Brownstone
Living
Magazine!

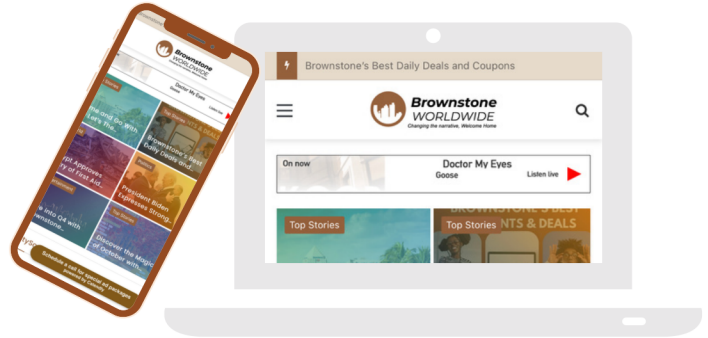
THE NEIGHBORHOOD
In-Style Travel LLC
LittleMissTravelers
Sweet Desserts with Cheer

MEET the GORINGS!

www.BrownstoneWorldwide.com



Brownstone Worldwide Digital Assets



BrownstoneWorldwide

Monthly visits - 35,000

CityScape Radio

Monthly visits - 23,000

Brownstone Living Magazine

*Monthly visits - 18,000
and growing!*

BrownstoneWorldwide.com

CONNECT TO OUR Growing DIGITAL FOOTPRINT

✓ Magazine Ads

✓ Banner Ads

✓ Audio Ads



2024 EDITORIAL CALENDAR

Issue	Topics	Closing	Material	On Sale
January	New Year, Vision Board, Get Healthy, Getting Organized, Divine 9, Exercise Routines, Eating Better	12 / 15 / 2023	12 / 18 / 2023	12 / 30 / 2023
February	Brownstone Loving, Self Love and Self Care, Home Renovations, Valentine's Dishes, Gift Ideas, Your Heart Health	1 / 12 / 2024	1 / 19 / 2024	1 / 26 / 2024
March	Women's Issue, Spring Break, Spring Cleaning, Employee Appreciation, Nutrition Month, Recipes that are healthy, Easter	2 / 17 / 2024	2 / 22 / 2024	2 / 26 / 2024
April	Financial Literacy, Earth Day, PB&J Recipes, Tax Season (Your Money), Prom Ideas, Children's Books, I Ain't No Fool, Fool (stories from readers)	3 / 17 / 2024	3 / 22 / 2024	3 / 26 / 2024
May	Memorial Day, Mother's Day, Cinco de Mayo, Get back outside, Prom, Mental Health, Mother's Day Gift Guide, May The 4th, Graduation, Sunny Brunch	4 / 17 / 2024	4 / 22 / 2024	4 / 26 / 2024
June	Juneteenth, Father's Day, Summer Emergency Kit, Father's Day Menu, Fight Summer Boredom, Summer Parties on a budget, more cool foods, summer jobs, Donuts,	5 / 17 / 2024	5 / 22 / 2024	5 / 26 / 2024



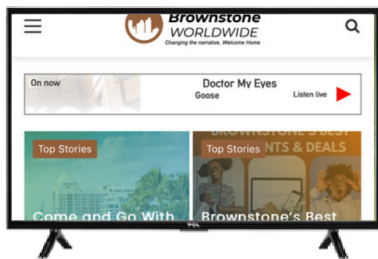
2024 EDITORIAL CALENDAR

Issue	Topics	Closing	Material	On Sale
July	Independence Day, perfect summer picnic, summer city getaways, meet the neighbors, National Parents, Summer programs for the kids,	06 / 15 / 2024	06 / 18 / 2024	06 / 26 / 2024
August	Black Business Month, Golf Month, Friendship Day, Recap The Summer, National Eye Exam, Thrifting, Back To School, Fav. Sr. Citizens	7 / 12 / 2024	7 / 19 / 2024	7 / 26 / 2024
September	Labor Day, Days of Gratitude, positive thinking, Fall Design & Decor, support local foodbanks, Int. National Day of Charity,	8 / 17 / 2024	8 / 22 / 2024	8 / 26 / 2024
October	Homecoming, tailgating, tail foods, cooler months, Annual Walk a Thon and Founder's Days, Breast Cancer Awareness, Fall fashion, Self Care In Cooler Months, Halloween	9 / 17 / 2024	9 / 22 / 2024	9 / 26 / 2024
November	Veterans' Day, Thanksgiving, Black Friday, Cyber Monday, Good Food, Giving Back, Travel during the holidays, Books to read,	10 / 17 / 2024	10 / 22 / 2024	10 / 26 / 2024
December	2nd Anniversary, Kwanzaa, Christmas, planning for 2025, Vision (Magic Book), Style, fitness and organization, Celebrate the holidays	11 / 17 / 2024	11 / 22 / 2024	11 / 26 / 2024

Brownstone Worldwide

Become one of our neighbors
with your contribution!
Contact 470-862-0313

The People In The Neighborhood
Pick one or choose all three to create, build
authority and continuity in one place!



BrownstoneWorldwide.com

Neighbors contribute insightful articles for the benefit of their wider community. These articles cover diverse topics including love, relationships, finance, food, frugal living, family matters, and faith. This initiative invites neighbors to engage with their local community by sharing their experiences and knowledge, fostering a sense of connection and community within "The Brownstone" virtual complex.

Brownstone Living Magazine

Neighbors have the opportunity to explore and share their knowledge on various topics in each edition of the Brownstone Living Magazine. This platform allows them to establish themselves as experts in their respective fields and offers a consistent space for the community to engage with and discover their contributions.



CityScape Radio

Neighbors of the Brownstone community have the chance to create their own podcasts and video shows, sharing them with both the local and global Brownstone audience. This opportunity allows individuals to showcase their personalities and connect more personally with others, enhancing their presence within the Brownstone Worldwide community.





Podcast Air Personality

Engage with the Brownstone community through BrownstoneWorldwide.com/BWTV for video and CityScape Radio, accessible via the CityScape Radio app for audio content.

Our podcast shows are organized into seasons, providing neighbors with a structured timeline to align their promotions, campaigns, and special offers effectively.

Season 1 2024
January 14 - March 19

Season 2 2024
April 9 - June 18

Season 3 2024
July 9 - September 17

Season 4 2024
October 8- December 17

BROWNSTONE LIVING
WELCOME TO THE NEIGHBORHOOD
AUGUST 2023

Dr. Michele Josey
Data Scientist
She's Got Next!

The Neighborhood
The Block Party Recap
Kesa Johnson
Antonio Eyez

Love Live Breathe
Unmasking Superwoman Syndrome
Recipes: Afro-Caribbean Flavors

Block Party on The Sea
Come and Go With Us!

Tips, Topics & Talk
In-Style Travel LLC
Katherine Beasley
Your Free Calendar
Crest Award Winner

The Block
The Shows
The Stories

www.brownstoneworldwide.com

2837 3154

Brownstone Worldwide Advertising Rates

Advertising Placement Pricing

Full Page	\$500
2 Page	\$700
1/2 Page	\$300
1/3 Page	\$250
1/6 Page	\$125

Brownstone Worldwide Banner Ads

Vertical Banner	\$50
Square Banner	\$40
Masthead Banner	\$70
Article Release	\$125 - 350 word article with two images and links backlinked to product or service
Press Release	\$175 - Submitted to press agencies on client behalf.
Release created by onsite staff	

Cover Position

1st Cover	\$2500
2nd Cover	\$1800
3rd Cover	\$1500
4th Cover	\$2000

CityScape Radio Ads

30 Seconds	- \$3.75 min 40 Spots
60 Seconds	\$6.50 min 30 Spots



Agency commissions are set at a rate of 15%. If payments are not made within a 30-day period, a finance charge of 1.5% per month will be applied to the outstanding balance. Please note that production premiums are not eligible for commission. The magazine's circulation encompasses both its print and digital formats. Advertisements that meet the full-run criteria will be featured in both editions. For additional options and upgrades, please consult with a sales representative.

Contact us for additional tailored advertising packages
sales@brownstoneworldwide.com

Office 870-862-0313

Deliverables

Connecting The People in The Neighborhood”
through multiple media platforms within
The Brownstone

Website, Social Media Platforms,
Newsletters, Turn Key Promotions,
Digital Marketing



News & More



Podcast Programming, online
advertising and sales, website,
digital app

CityScape Radio



Digital Magazine, Print
Magazine

Brownstone Living Magazine



Community Events, Outreach
Programs, Health & Wellness
Programs,
Educational Initiatives

Events Programs



Brownstone Worldwide Events & Programs

The Block Party
Featuring the
Brownstone's Best Quality Award

Brownstone Worldwide
Battle of The Choirs

Holiday Gifting



Community Efforts

Brownstone Worldwide participates and supports
our own scholarship fund
and adopts
children during the holiday season

Brownstone Worldwide

SPONSORSHIP & PARTNERSHIP
OPPORTUNITIES

Contact 470-862-0313

The People In The
Neighborhood
take care of their
community



BWTV

- Podcasts and shows

Giving Back To

- Students,
- Communities
- Families

- Making Access To Media Easier



BROWNSTONE LIVING

LIVE THE BROWNSTONE LIFESTYLE

Financial Literacy
Register For The
Financial Summit!

Love Live Breathe
LeAnne Dolce
Nicole Johnson
Autism Awareness

Tips Topics and Talk
It's Spring Again!
Aaliyah Collier
Satonya Payne

Hang out in The Block
The "Stories"
Spring Activities
Your Letters To Cullen

Get your free
April
Calendar/Planner
Insert!



THE NICOLE JOHNSON
GIRL YOUR MONEY MATTERS

WWW.BROWNSTONEWORLDWIDE.COM

The Founder's Circle

Act Fast to Reserve Your Place in the Growing Brownstone Worldwide Community Before Rates Increase! Seize this exceptional chance to highlight your business to the expanding base of Brownstone Worldwide enthusiasts, spanning listeners, viewers, readers, and followers.

Opt for one of our expertly tailored introductory advertising packages NOW. Hurry, as time is limited and prices are set to rise shortly!

Need more information or interested in a personalized package?

Reach out to us RIGHT AWAY at 470-862-0313.



Production Requirements

Brownstone Worldwide welcomes advertising in a variety of formats suitable for both print and digital platforms.

Digital Advertising Material Specifications

Standard Media: Advertisements in image format such as .jpeg, .png, .gif, or .html files.

Rich Media: For dynamic or interactive advertisements, submissions must be made at least 10 business days before the intended publication date.

Text Ads: Textual advertisements must be precisely formatted and submitted within 3 days prior to their scheduled launch.

Note: Advertisers bear the responsibility for ensuring their submitted materials are correctly formatted and optimized.

Print Submission Guidelines:

All documents prepared for Brownstone Worldwide must be created to match the bleed dimensions of the reserved ad space. A 1/8" bleed is required on all four sides of the document.

It is important to ensure that no live text is placed within 1/8" of the trim size, which translates to 1/4" from the bleed edge. All submitted files must use CMYK color, and ICC Profiles should not be embedded to ensure accurate color matching. Adherence to SWOP guidelines is required, and the total area density of the files must not exceed 300%.

For ad material submissions, please send them to:

advertising@brownstoneworldwide.com

You can reach out to us from Monday to Friday, between 9 a.m. and 5 p.m. EST, for any inquiries regarding the preparation or submission of digital material.





CONTACTS

Sales

sales@brownstoneworldwide.com

Content

content@brownstoneworldwide.com

Sponsorship

sponsors@brownstoneworldwide.com



Paulette Y. Clark

National Sales & Promotions
paulette@brownstoneworldwide.com

Cullen A. Carey

National Sales & Promotions
cullen@brownstoneworldwide.com





Welcome To The Neighborhood

BrownstoneWorldwide.com

CityScapeRadio.com

Brownstone Living Magazine