



# Welcome To The Neighborhood Brownstone Worldwide Media Kit

# 2025





Dear Valued Advertiser,

Greetings from Brownstone Worldwide! It's our pleasure to introduce you to our dynamic media ecosystem, encompassing [BrownstoneWorldwide.com](http://BrownstoneWorldwide.com), [CityScapeRadio.com](http://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







# 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

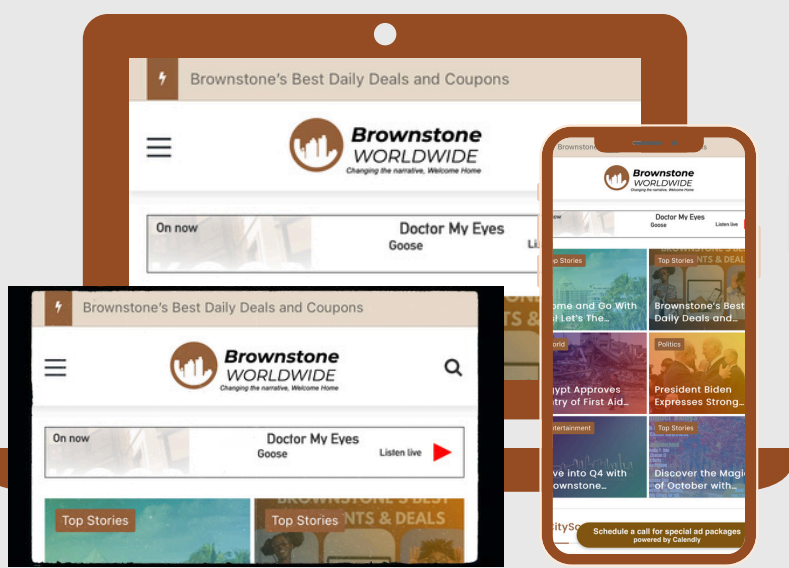
Male	30%
Female	56%
Other	14%

### Employment

Full Time	77%
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Average Income  
\$79,000





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

Where can you find The Neighborhood?

[BrownstoneWorldwide.com](http://BrownstoneWorldwide.com)

[CityScapeRadio.com](http://CityScapeRadio.com)

Brownstone Living Magazine

BWTV - [BrownstoneWorldwide.com/BWTV](http://BrownstoneWorldwide.com/BWTV)

Facebook - Brownstone Worldwide, Brownstone Living, CityScape Radio

FB Group - Brownstone's Best Daily Deals and Coupons

Instagram - Brownstone Worldwide

Tik Tok - Brownstone Worldwide

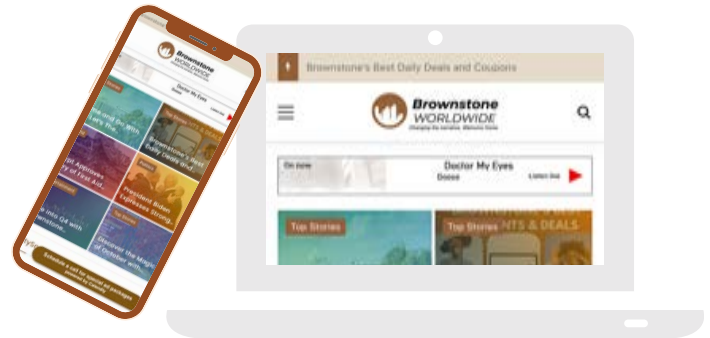
YouTube - BrownstoneWorldwide







## Brownstone Worldwide Digital Assets



**BrownstoneWorldwide**

*Monthly visits - 325,000*

**CityScape Radio**

*Monthly visits - 97,000*

**Brownstone Living Magazine**

*Monthly visits - 225,000  
and growing!*

**BrownstoneWorldwide.com**

**CONNECT TO OUR Growing DIGITAL FOOTPRINT**

✓ Magazine Ads

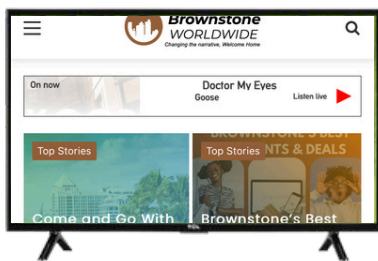
✓ Banner Ads

✓ Audio Ads

# Brownstone Worldwide

Become one of our neighbors  
with your contribution!  
Contact 770-468-1663

**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](https://BrownstoneWorldwide.com/BWTV) for video and CityScape Radio, accessible via the CityScape Radio app for audio content.

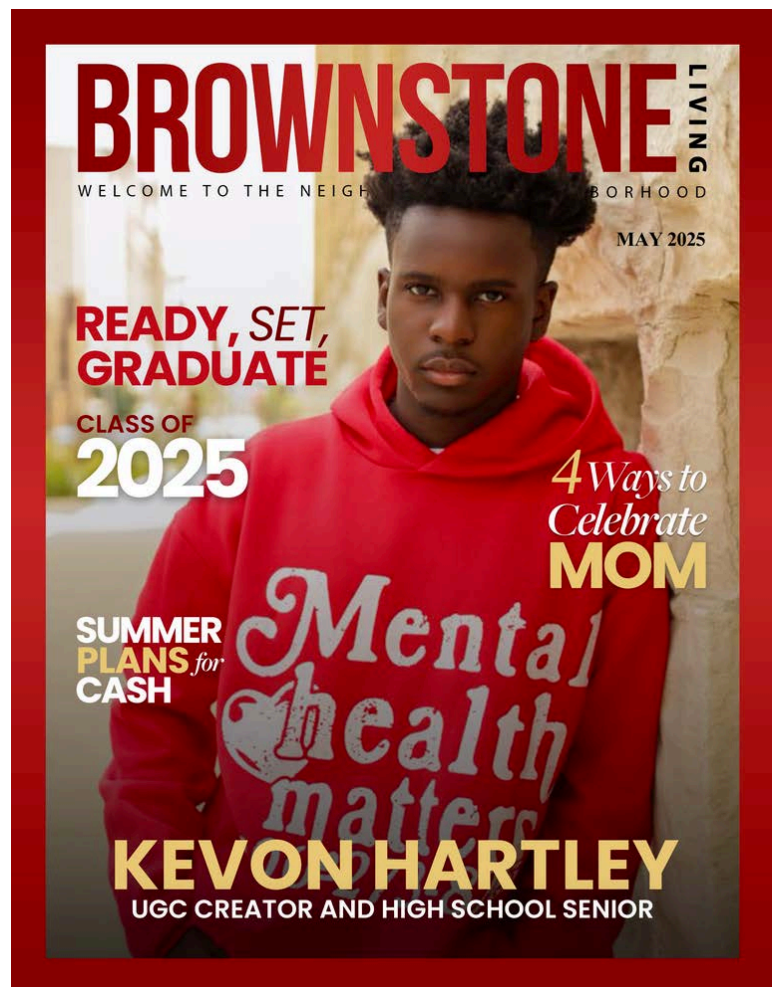
Our podcast shows are organized into seasons, providing neighbors with a structured timeline to align their promotions, campaigns, and special offers effectively.

**Season 1 2025**  
**January 14 - March 19**

**Season 2 2025**  
**April 9 - June 18**

**Season 3 2025**  
**July 9 - September 17**

**Season 4 2025**  
**October 8- December 17**





# 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](mailto:sales@brownstoneworldwide.com)

Office 770-468-1663

BrownstoneWorldwide.com

# Deliverables

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

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

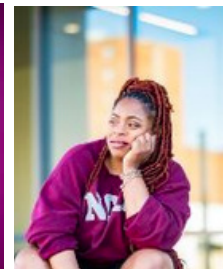


## News & More



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

## CityScape Radio



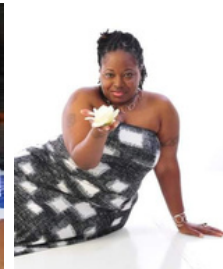
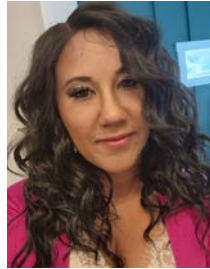
Digital Magazine, Print  
Magazine

## Brownstone Living Magazine



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

## Events Programs



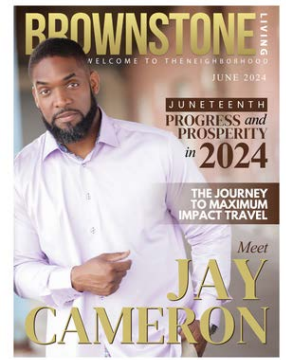


# Brownstone Worldwide

## SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

Contact 770-468-1663

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



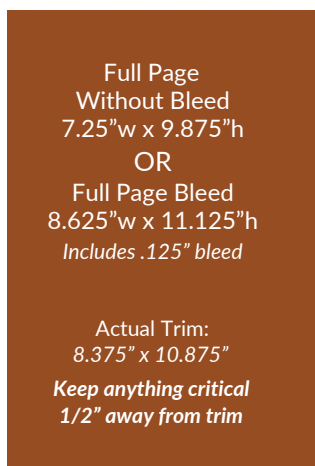
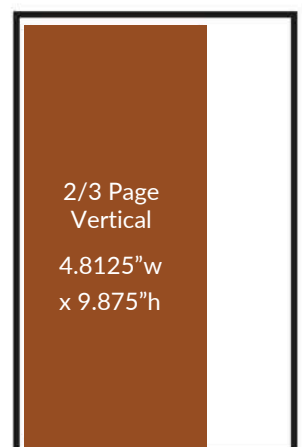
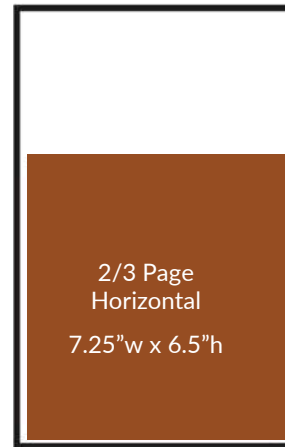
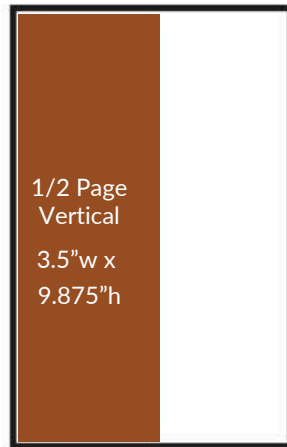
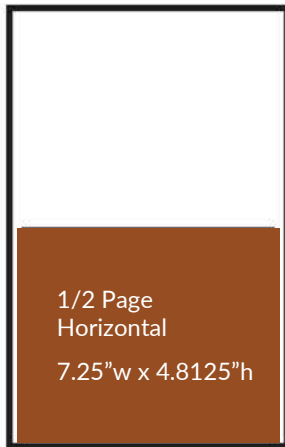
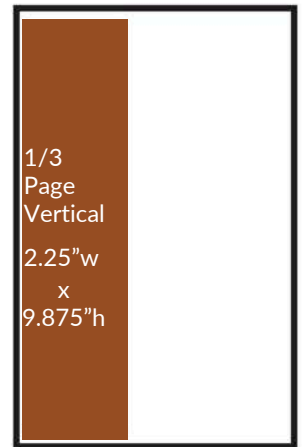
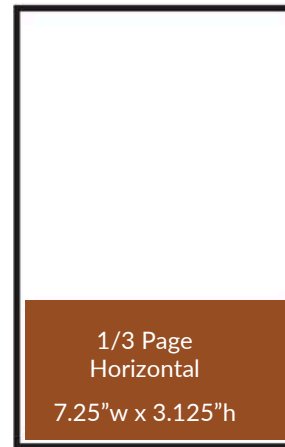
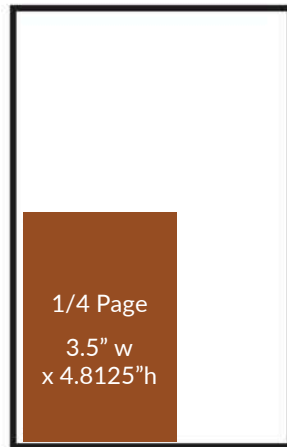
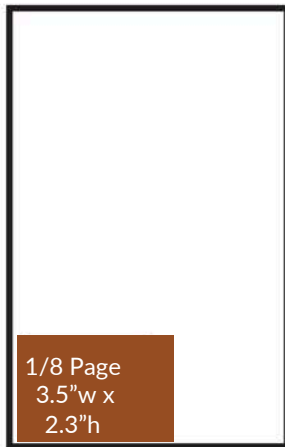
# MAGAZINE ARTWORK SPECS



**Brownstone**  
WORLDWIDE

THANK YOU for advertising  
with Brownstone Worldwide

## Advertisement and Image Sizes



## FILE REQUIREMENTS

- Files should be submitted electronically via email to [art@brownstoneworldwide.com](mailto:art@brownstoneworldwide.com)
- Emailed files should be no larger than 10 MB in size and compressed into a single file (*if file is larger, please submit via DropBox*)
- Artwork should be submitted in high resolution format, camera-ready CMYK at 300 dpi or higher
- Accepted file types: PDF, JPEG, TIFF, or EPS

QUESTIONS? Email our art and design team at [art@brownstoneworldwide.com](mailto:art@brownstoneworldwide.com)!



# 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:

[ads@brownstoneworldwide.com](mailto:ads@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](mailto:sales@brownstoneworldwide.com)

### Content

[content@brownstoneworldwide.com](mailto:content@brownstoneworldwide.com)

### Sponsorship

[sponsors@brownstoneworldwide.com](mailto:sponsors@brownstoneworldwide.com)

### Advertising

[ads@brownstoneworldwide.com](mailto:ads@brownstoneworldwide.com)

### Art

[art@brownstoneworldwide.com](mailto:art@brownstoneworldwide.com)







**Welcome To The Neighborhood**

**BrownstoneWorldwide.com**

**CityScapeRadio.com**

**Brownstone Living Magazine**