

**FAR**

**FAR ABOVE RUBIES**

***Media Kit 2012***

***Real Life, Real Women, Real Issues***



***“Don’t let anyone clip your wings when you have been created to soar.” (Pastor Joseph Prince)***

Min. Carenda is a vibrant, pulsating and charismatic motivational speaker, minister, and entrepreneur. Carenda is a native of Baltimore, Maryland and graduated from Baltimore Polytechnic Institute. She received her BA degree in Business Marketing from the Fashion Institute of Technology in Manhattan, New York. Currently, Carenda is the President and founder of Far Above Rubies Magazine ([www.faraboverubiesmag.com](http://www.faraboverubiesmag.com)) which launched June of 2008. Far Above Rubies magazine is purposed to be a women’s guide to spiritual growth and holistic development. As Carenda leads her FAR staff, the magazine has had the opportunity to feature women of inspiration such as First Lady Michelle Obama, and Victoria Osteen (First Lady of [Lakewood Church](#)). Above Rubies has been highlighted as the [Get ‘Em Girls](#) of the week (a division of Simon and Shuster publishing company and [On Daily Balance with Kim Jacobs](#) that airs as a Nationally Syndicated Program on The Word Network. Far Above Rubies was also the 2011 recipient of the Black Essence Business Award. One of Far Above Rubies’ future business goals is to start a summer curriculum for youth and young adults who have a passion in developing their writing and entrepreneurial career.

Currently, Carenda has launched a 501c3 called Girl’s Empowerment Movement Inc. GEM Inc is dedicated to enhancing the quality of life for young ladies ages 14-18 who have faced multiple challenges in their lives. Through activities which will educate, motivate, empower and improve their overall self esteem, GEM will be able to equip them to embrace their future, and shine bright within their calling, community and career. Not only is Carenda an entrepreneur, she is also an author of a poetry book entitled, “[Soul of a Poet](#).” Her hobby turned debut literary release includes themes such as inspiration, love, pain, and the vicissitudes of life. Carenda has always had a passion for poetry and has been writing unpublished works for over ten-years. Her next book is scheduled to launch Winter 2012. Carenda is a licensed Minister and currently resides in Maryland. She also finds time for community service and is a member of the Alpha Kappa Alpha Sorority. Above all, Carenda Deonne is a woman living on purpose to inspire others to live happy, healthy and whole. Carenda’s humble spirit and unforgettable presence, is one that you will never forget.

**To read more about Far Above Rubies Magazine please visit [www.faraboverubiesmag.com](http://www.faraboverubiesmag.com).**

**To book speaking engagements please email [info@aboverubiesmag.com](mailto:info@aboverubiesmag.com)**

### **What is Far *Above Rubies Magazine*?**

FAR Magazine is a total women's guide to spiritual growth. Far Above Rubies focuses on building the mind, body, soul and spirit. Real women with real issues rely on Far Above Rubies to build their confidence and create a happy healthy and whole lifestyle.

#### ***Far Above Rubies Core Channels:***

- Lifestyle
- Inspirational
- People/Relationships
- Pleasure

#### **Each Issue Far *Above Rubies* features:**

- Editors Picks
- Kick off those blue suede shoes
- Seeds of Wisdom
- How to grow your non-profit
- Man's point of view
- Health & Fitness
- Finance & Wealth
- Travel Treasures
- Beauty
- Fashion
- Wedding and Event Planning
- Single and Satisfied
- Let the truth be told
- Marriage and Family
- Recipes
- .....AND MUCH MORE!

#### **Reader Profile:**

Female/Male 95/5

Median Age 35

**(Includes married, divorced, or widowed)**

#### **Education:**

Two Year Degree: 5%

Four Year Degree: 80%

Graduate Degree: 15%

### ***Insight Testimonials:***

*I have really enjoyed the two magazines that I have had the pleasure to read. You and your business partner are such an inspiration. Keep up the good work. I will keep you in my prayers for your continued success now and in the future. Take Care!*

***Ms. Bernie***

*Far Above Rubies is truly a blessing to all women, especially those seeking Gods face. Before I could finish reading all the articles in the magazine, I sent in payment to receive a years subscription. I am anticipating the next editions to Bless my soul!*

***Darenda A. Mason***

*I love your magazine and pray that God will continue to prosper you. Thank you for allowing God to instill within you an avenue to reach out to women and to share the love of Christ. What a blessing Far Above Rubies is to Gastonia and the surrounding areas. May God continue to bless you and your future endeavors.*

***Jarvette Lowery***

*God bless you in your quest to launch an anointed magazine for the women of God! Amen*

***Margo Williams***

*Far Above Rubies Magazine is the only magazine that I have ever read cover to cover. It speaks to me as a woman...not just ministry, or a woman married to a pastor, but as a woman. This magazine will touch women everywhere, in all walks of life...I see lives changing spiritually, physically, from all the articles so eloquently and heartfelt written; and It's all for the Glory of God.*

***First Lady Audra Atkinson***

***Our targeted distribution includes:***

Subscribers 90%

Wholesale/Newsstands 2%

Waiting Rooms 1%

\*includes medical offices-doctors, dentists, hospitals, and more

Select Hotels 2%

Relocations Packages 1%

\*includes realtor's and financial institutions

Local Events 4%

\*includes *Above Rubies Magazine* events and sponsored community events

**Shelf Life**

Median month's magazine kept 3.3

Pass along readership per copy 3.8

**Distribution**

*Far Above Rubies Magazine* is accessible on line and through print

**Why Advertise with *Far Above Rubies Magazine*?**

- *Far Above Rubies Magazine* will reach over 55,000 women
- Creates opportunities to advertise to Christian women in ministry and abroad
- *Far Above Rubies Magazine* is planning to be assessable in major retail stores

**What's New**

- Expanded editorial content and features
- Online and print exposure
- *Far Above Rubies Magazine* Online Talk Show

**TOTAL READERSHIP PER ISSUE: 55,000**

	<b>Issue</b>	<b>Closes</b>	<b>On-Sale</b>
Summer 2011(June-Aug)	The Power of Mentorship	May 1	June 1
Fall 2011(Sept-Nov)	Focus on the Family	August 1	September 1
Winter 2011(Dec-Feb)	Living a Happy/Healthy/Whole Lifestyle (Holiday)	November 1	December 1
Spring 2012(March-May)	Celebrating Mothers Issue	February 1	March 1
Summer 2012(June-Aug)	Wedding Issue	May 1	June 1
Fall 2012(Sept-Nov)	Anniversary Issue Dream Big	August 1	September 1
Winter 2012(Dec-Feb)	Health/Fitness/Finance/ Holiday Makeover	November 1	December 1

### **Ad Sizes**

Full Page	Live	Trim	Bleed
	4-5/8 X 6-7/8	5-1/8 X 7-3/8	5-3/8 X 7-5/8

½ Page Vertical	Live	Trim	Bleed
	2-1/16 X 6-7/8	2-9/16 X 7-3/8	2-13/16 X 7-5/8

½ Page Horizontal	Live	Trim	Bleed
	4-5/8 X 3-3/16	5-1/8 X 3-11/16	5-3/8 X 4-3/16

2 Page Spread	Live	Trim	Bleed
	9-3/4 X 6-7/8	10-1/4 X 7-3/8	10-1/2 X 7-5/8

### **Print Mechanical Requirements**

Printing Process: Web Offset

Binding Method: Perfect

**Filmless Printing:** Far Above Rubies Magazine publishes in a film less printing environment. We no longer accept film as final material. All ads must be provided in a digital environment and the information regarding this follows.

**Electronic Files:** Files should be sent in PDF, JPEG or CMYK. To produce the high quality our publications provide, all photography logos and illustrations must be scanned at no less than 300 dpi. The magazine is printed in 4-color process with NO SPOT COLORS. Digital photography is used at the advertiser's risk, and the publisher is not

responsible for the color quality of low-res images. Line art must be scanned at 600-1200 dpi. Please send all materials to [info@virtulillustrations.com](mailto:info@virtulillustrations.com)

**THE PUBLISHER IS NOT RESPONSIBLE FOR THE COLOR QUALITY OF INCORRECTLY PRODUCED FILES.**

**PRESENTATION SOFTWARE SUCH AS MICROSOFT PUBLISHER AND MICROSOFT POWERPOINT ARE NOT USABLE AND WILL NOT BE ACCEPTED.**

**Proofs:** A hi-res color proof must be provided for 4-color ads, and a hi-res gray scale proof must be provided for all one color ads.

**Rejecting Creative:** *Far Above Rubies Magazine* reserves the right to approve all ad creative. *Far Above Rubies Magazine* also reserves the right to reject any creative that does not follow *Far Above Rubies Magazine* specifications.

**Rates for Print**

**4-Color**

	1X	2X-4X
Full Page	\$700	\$600
Double Page	\$1300	\$1120
Half Page (vertical)	\$500	\$430
Half Page (horizontal)	\$500	\$430
Back Cover	\$1050	\$950
Inside Front/Back Cover	\$1000	\$900
First Right Page	\$975	\$875
First Left Page	\$950	\$850
Second Right Page	\$950	\$850

**Rates for Online eMag**

	1X	2X-4X
Full Page	\$350	\$300
Double Page	\$650	\$560
Half Page (vertical)	\$250	\$215
Half Page (horizontal)	\$250	\$215
Back Cover	\$525	\$475
Inside Front/Back Cover	\$500	\$450
First Right Page	\$488	\$440
First Left Page	\$475	\$425
Second Right Page	\$475	\$425
Business Card Insertions	\$150	\$150

Online Talk Show ½ Banner 249wX53h	\$50.00	\$50.00
Online Talk Show Full Banner 498wX106h	\$100.00	\$100.00

**Rates for Printed and eMag**

	1X	2X-4X
Full Page	\$875	\$750
Double Page	\$1630	\$1400
Half Page (vertical)	\$630	\$550
Half Page (horizontal)	\$630	\$550
Back Cover	\$1350	\$1200
Inside Front/Back Cover	\$1250	\$1125
First Right Page	\$1200	\$1100
First Left Page	\$1180	\$1060
Second Right Page	\$1180	\$1060

**One-Color Rates** (black only)  
Quoted upon request

**Bleed and /or preferred position:** 10% of earned page rate

**Additional advertising opportunities:**

Quoted on request. Materials not meeting second-class postal requirements will be charged third-class postal surcharge. All are non-commissionable.

**Production:** Artwork production is included with your advertising contract. If you would like to use your ad or photography outside of Far Above Rubies Magazine, additional charges will apply. Please contact your account executive for more information. Artwork created by and for Far Above Rubies Magazine cannot be used in another publication.

**Changes and Cancellations:** Ad cancellation or moving of insertions requires written notice, submitted 30 days prior to that month's space reservation date. If ad cancellation affects the original earned frequency discount, the advertiser will be billed the difference. If 30-day notice is not provided, ad cancellations and change orders will not be honored and the advertiser will be responsible for full payment as stated on the original ad contract.

**WHERE TO SEND AD MATERIALS:**

**PO Box 621**

**Bowie, MD 20718**

**888-473-2221 fax: 301-298-5499**

[info@virtualillustrations.com](mailto:info@virtualillustrations.com)



FAR ABOVE RUBIES

# FAR MAGAZINE ADVERTISING CONTRACT

Client: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Advertisers name as it will appear in the advertisers index:

\_\_\_\_\_

Advertisers Web address as it will appear in the advertisers index:

\_\_\_\_\_

Check here if you have previously advertised in *Far Above Rubies Magazine*

\_\_\_\_\_

Fill in information for which issue you wish to reserve advertising space:

Issue	Ad Size	Color	Special Position note	Rate	Discount	Net Total

**AGREED:** All first-time advertisers must pay in full for the first reservation. Established advertisers' payments are due and payable within 25 days from invoice date. Returning advertisers may also pay 50% of ad cost during initial agreement. All church and ministry related advertisement will receive 5% discount on all ad's. \*Late and/or improperly formatted ads will be assessed a 10% penalty or ad will be pulled without refund.

Materials Enclosed: \_\_\_\_\_

Material to come: \_\_\_\_\_

**PAYMENT INFORMATION:**

CREDIT CARD:  Visa  MC  AMEX Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_

Please sign below to verify that you have read and agree with the terms and conditions for advertising in *Far Above Rubies Magazine*. Unsigned contracts will not be accepted.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

PLEASE EMAIL AD CONTRACT TO [info@aboverubiesmag.com](mailto:info@aboverubiesmag.com) OR FAX TO 301-298-5499. PLEASE EMAIL ALL AD ART TO [info@virtualillustrations.com](mailto:info@virtualillustrations.com). *Far Above Rubies Magazine*, PO Box 621, Bowie, MD 20718.

## Premium Sponsorship Packages

### Rubies Platinum Sponsor: \$7,500

- Premium Full-Page ad in *Far Above Rubies Magazine* for one year
- Recognition as a Platinum Sponsor on the *Far Above Rubies* homepage
- Your corporate logo and banner advertisement on *Far Above Rubies* Homepage for one year
- Your business card will be added to the Business Connection Section in *Far Above Rubies Magazine* for one year
- VIP Tickets to all *Far Above Rubies Magazine* events
- Guest speaker invitation on the *Far Above Rubies* on-line talk show
- A full page banner on the Carenda Deonne Show for nine months
- A monthly partnership letter
- 10 gift subscriptions to *Far Above Rubies Magazine*

### Rubies Gold Sponsor: \$5,500

- Premium Full-Page ad in *Far Above Rubies Magazine* for nine months
- Recognition as a Gold Sponsor on the *Far Above Rubies* homepage
- Your corporate logo and banner advertisement on *Far Above Rubies* Homepage for nine months
- Your business card will be added to the Business Connection Section in *Far Above Rubies Magazine* for one year
- A half page banner on the Carenda Deonne Show for three months
- A monthly partnership letter
- 7 gift subscriptions to *Far Above Rubies Magazine*

### Rubies Silver Sponsor: \$3,000

- Premium Full-Page ad in *Far Above Rubies Magazine* for six months
- Recognition as a Silver Sponsor on the *Far Above Rubies* homepage
- Your corporate logo and banner advertisement on *Far Above Rubies* Homepage for six months
- A half page banner on the Carenda Deonne Show for three months
- A monthly partnership letter
- 5 gift subscriptions to *Far Above Rubies Magazine*

### Rubies Bronze Sponsor: \$1,500

- Premium Half-Page ad in *Far Above Rubies Magazine* for three months
- Recognition as a Bronze Sponsor on the *Far Above Rubies* homepage
- A monthly partnership letter
- 3 gift subscriptions to *Far Above Rubies Magazine*

### Rubies Sponsor: \$750

- Recognition as a Rubies Sponsor on the *Far Above Rubies* homepage
- ¼ page ad in *Far Above Rubies Magazine* for one issue
- A monthly partnership letter
- 2 gift subscriptions to *Far Above Rubies Magazine*



# Far Above Rubies Magazine Sponsorship Form

Sponsor Name: \_\_\_\_\_

Sponsoring Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## ***PAYMENT INFORMATION:***

CREDIT CARD:  Visa  MC  AMEX Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_

Please make checks payable to *Above Rubies Magazine*

## ***SPONSORSHIP LEVEL:***

*Platinum: \$7,500*

*Gold: \$5,500*

*Silver: \$3,000*

*Bronze: \$1,500*

*Rubies: \$750*

Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please email sponsorship form to [info@aboverubiesmag.com](mailto:info@aboverubiesmag.com) or fax to 301-298-5499.

*Our exclusive sponsorship program is designed to help you get noticed, build partnerships, and make a strong impact in the minds of our readers. We thank you for your support and hope you continue to reach Far Above Rubies everyday!*