



2008 - 2009

Media Kit

## Letter from the President

**G**reetings from *Teen Chic Magazine*! Thank you for your interest in supporting a medium outlet geared to empowering young minority women. While growing up, I had the idea of launching a teen magazine that catered to minority teens. It seemed unrealistic at the time, but now my dream has come true and I am so grateful.

Being a teenager were some of the best years of my life! I can remember calling myself a "pre-teen" at 12 years old. My family would always tell me to enjoy my younger years because when I age, there would be no turning back. I was involved in my Youth Church Ministry, Girl Scouts of America, Student Council, Drill & Dance Team, Who's Who Among American High School Students, Cheerleading, Yearbook Staff and Newspaper Staff, all of which impacted my life.

Everyone knows that being a teenager won't last forever and we at *Teen Chic Magazine* want to be the positive outlet that allows teens to celebrate the best years of their lives. TCM is an on-line magazine dedicated to the successful growth and development of minority teen girls. Teens who read *Teen Chic Magazine* are intelligent, confident, charming, have a swanky fashion sense, and are all-around girlie girls. Our readers are bold and beautiful with dreams and aspirations bigger than the sky can hold.

Join us as we celebrate life!

Sincerely,

C'na Roberts  
cna@teenchicmag.com  
President, Editor-in-Chief



## Mission Statement

**T**een Chic Magazine is an online magazine dedicated to the successful growth and development of minority teen girls through health, beauty, education, fashion, confidence, entertainment and true life stories. Our Mission at *Teen Chic Magazine* is to serve as a literary vehicle for minority teen girls ages 13-19, while conveying relative issues that affect everyday life.

*Teen Chic Magazine* will serve as a positive outlet for minority teens to focus on by aiding them in life-changing educational decisions, skin care and beauty, building self confidence, learning how to have the right attitude and up-to-date information regarding their favorite celebs.

## Words to Live By

Don't ever say that you don't have enough time. You have exactly the same number of hours in a day that were given to

Yoko Ono  
Rosa Parks  
Tyra Banks,  
Helen Keller,  
Tiger Woods,  
Maya Angelo,  
César Chávez,  
Michelle Kwan,  
Oprah Winfrey,  
Josephine Baker,  
Serena Williams,  
Antonia C. Novello,  
Dr. Martin L. King, Jr.



## What to Expect Every Month



**HOME** – Get a sneak preview of what's in store for the month by view the Home Page.

**SO CHIC!** – Letter from the Editor and a behind the scene photos of what it takes to publish Teen Chic Magazine monthly.

**ME** – Find out about healthy living, beauty secrets and more.

**ENTERTAINMENT** – Latest movie releases and only the hottest artists will be covered in our entertainment section.

**Oops, My Bad!:** Read about the most embarrassing and we can not forget hilarious stories here.

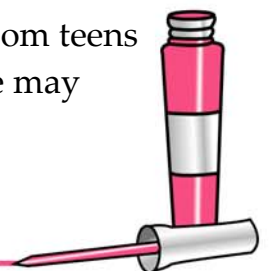
**Decisions?:** Want to go to college but your not sure how your going to pay for it? Decisions are your one stop shop where you will find all of your answers to your questions regarding politics and the future.

**Fashion:** Our Fashion section will guarantee to have you yearning for the nearest mall or boutique as we are only featuring the hottest fashions and designers on our teen models.



**Boys?:** Ask the burning questions that you have always wanted to know and get real honest answers.

**Oh My Gosh!:** True life stories from teens about life, love and whatever else may come their way.



## Our Readers

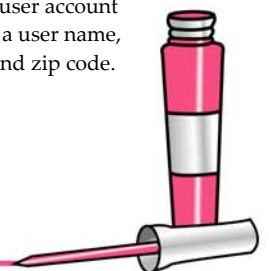
- Companies that advertise with *Teen Chic Magazine* can be confident that their advertisement will be placed in front of the most fashion-forward and thriving readers in their city.
- *Teen Chic Magazine* currently has over 1,700 friends on MySpace and a rapid number of viewers on their blog site at [www.TeenChicMag.ning.com](http://www.TeenChicMag.ning.com)

### Ideal Target Demographics

- Female: 95%
- Male: 5%
- Median Age: 17
- Median HHI: \$65, 500



\*\*In order to view Teen Chic Magazine, readers will have to create a user account which requires them to enter a user name, e-mail address, date of birth and zip code.



# Mock Website Layout



Top Head Banner  
560" x 75"



**HARDLY DAMAGED!!!**  
January 28th, 2009  
By: Mical J. Roy, Entertainment Editor

Our lives are filled with inspiration from so many angles! Passions that drive us to achieve, believe, and dream efficiently. We dare to be bold, chilling, and eccentric...some of us dare, and some of us just do! No matter how far we are pushed to be like the masses, there are many of us who draw our own inscriptions on the wall, and watch as the masses follow our lead. We are essentially applauded for our efforts in the evolution of difference and change. We are celebrated for going against the grain and it's the minimal difference that keeps us larger than life.

It's mid-day on a finicky Houston day, the weather is unpredictable, many still bare their jackets from the freezing morning, as the sun adorns the sky. I'd been waiting so patiently to speak with the emphasis, trendy songbird we all know as D. Woods, formerly of Danity Kane/ Making the Band. Would she be open to this interview with a personality that mirrored what we see on television and on the stage or would she be worlds apart? There was only one way to know, and the big reveal was vastly approaching.

My blackberry blasts amid a quiet office space as I sat awaiting the call. It was Ms. Woods publicists', Mr. Curry, whom I'd been speaking with over the past week or so, treacherously working to schedule me at least a small moment of D. Woods' time. "Can you interview her now, she's available", he boasts! Just like that, my interview with D would begin.

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Hair Gallery Unlimited  
4012 OST, Houston | 713.520.5151

**Archives**

February 2009  
January 2009  
December 2008

Square  
300" x 250"



**The Fierce Urgency Of Now!!!**  
January 5th, 2009  
By: Mical J. Roy, Entertainment Editor

Main Stream music is typically accepted due to its ability to sound and act as the masses often do. Walk a straight line, but seem larger than life, within your own bubble of do's and don'ts! There are of course, artists who demand to push the envelope by adding the "rima do me" theory to there list of mantras. Hip Hop loves an artist to give them the REAL, and we (the fans) don't like to have to wonder what our favorite stage performer is really like when the screams of fans have withered, and the stage lights fade. WE WANT REAL!!! Wait no more chic readers, reality is merely within reach.

Pinc Gator, born to the world, Carl Henderson is certainly to some an enigma of sorts. Perhaps it's his confusing clothing and shiny gold football helmet, often adorning his head that makes us think he's nothing like the rest of us. Would it be his gold boots, often symbolic of his beloved organization, Omega Psi Phi Fraternity, Inc.? These are the things that actually address how down to earth he really is. When you sit down for a second with this College graduate and recently married family man, you quickly realize what assists him in maintaining his drive.

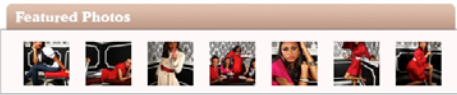
Tags: [Pinc Gator](#)  
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par l'ange

PHOTOGRAPHY  
281.750.6959

Skyscraper  
160" x 600"



**Popular**

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5 Ways to Boost Your Activity Level without Working Out  
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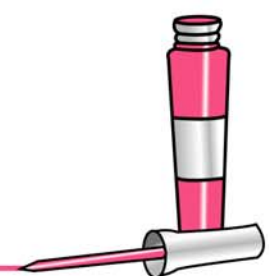
**Fashion in the Mind**  
Mercedes-Benz Fashion Week February 13-20, 2009 which is held in New York City, there will be designers from around the world to show off their Fall 2009 Collections.  
[Read More »](#)

**Chic Whipped!**  
To be or not to be CHIC WHIPPED!  
[Read More »](#)

**What is the meaning of LOVE to you?**

Spending time with Family & Friends  
 Support & Honesty  
 Anything that makes you happy

[View Results](#)



## Advertising Rates

- Top Head Banner, Static Full-Color – 560" x 75" \$1,200.00 a month
- Square, Static Full-Color – 300" x 250" \$500.00 a month
- Skyscraper, Static Full-Color – 160" x 600" \$800.00 a month

## Production Schedule

### Issue

December 2008 (Premier Issue)  
January 2009  
February 2009  
March 2009  
April 2009  
May 2009  
June 2009  
July 2009  
August 2009  
September 2009  
October 2009  
November 2009  
December 2009

### Ad Deadline

Friday, 21 November 2008  
Friday, 12 December 2008  
Friday, 09 January 2009  
Friday, 13 February 2009  
Friday, 13 March 2009  
Friday, 10 April 2009  
Friday, 08 May 2009  
Friday, 12 June 2009  
Friday, 10 July 2009  
Friday, 14 August 2009  
Friday, 11 September 2009  
Friday, 09 October 2009  
Friday, 13 November 2009

**\*\*Ready to advertise with Teen Chic Magazine?**

Email all info to: [Advertising@TeenChicMag.com](mailto:Advertising@TeenChicMag.com)

## Advertising Specifications

Files accepted in Quark, Photoshop and JPEG format and must be submitted to: [Advertising@TeenChicMag.com](mailto:Advertising@TeenChicMag.com) by the deadline listed above.



## 2008 – 2009 Calendar Issue

- **December 08** – (Premiere Issue) The Celebrating Life & Holiday Issue
- **January 09** – The New Year, New Chic You Issue
- **February 09** – The Meaning of Love Issue
- **March 09** – The Spring Kick Off Issue
- **April 09** – The Prom Chic Issue
- **May 09** – The Summer Chic Issue
- **June 09** – The Hot Summer Fashion Issue
- **July 09** – The Entertainment Issue
- **August 09** – The So Chic for School Issue
- **September 09** – The Fall Chic Issue
- **October 09** – The Ultimate Beauty Issue
- **November 09** – The Appreciation Issue
- **December 09** – Happy Birthday Teen Chic Magazine / Holiday Issue

