AphroChic is dedicated to celebrating culture, creativity, design, arts, fashion, and technology in the African American community, with a focus on the intersection of modern design and global culture across diverse populations.

AphroChic began in 2007 – the brainchild of husband-and-wife team Jeanine Hays and Bryan Mason. The brand started as a blog before quickly expanding into creative fields such as interior design, product design, fashion, content creation, publishing, and more.

Jeanine and Bryan are experts in creating experiences and telling stories through social media and video, and connecting brands to a wide audience, particularly the African American community.

AphroChic has worked with a number of Fortune 500 companies including LOWE’s, The Home Depot, and IKEA. The brand has also been featured in print and online in numerous publications including, *The New York Times*, *Architectural Digest*, *Elle Decor* and *New York Magazine*, which celebrated AphroChic as one of the top interior design firms in New York City.
AphroChic Media is designed to celebrate the presence, innovation, and accomplishments of creatives of color from all corners of the African Diaspora, with quarterly issues that focus on culture, design, fashion, food, music, art, history, and creating moments that bind us together.

- A hyper-targeted and untapped market
- Target demographic is African Americans age 25-44
- Focused on major African American markets, including New York, Atlanta, Chicago, and Los Angeles
- Professional, dual-income, with high household incomes
- Majority are involved in creative fields
- Design is highly important to the audience, whether it’s in the home, fashion, product design, or personal style.
MEDIA
REACH &
DISTRIBUTION

/Distribution Channels

MAGAZINE DISTRIBUTION
30,000 subscribers. Print issues are available at the Brooklyn Museum Book Store & the Rizzoli Book Store in New York. Mailed distribution may be customized and regional options are available. With AphroChic’s social reach, coverage is available to over 8 million across the globe.

EMAIL DISTRIBUTION
Sent to over 5,000 email subscribers, a high household income African American audience, with an open rate of over 50%.

SOCIAL MEDIA AND ONLINE DISTRIBUTION
Followed by millions on their digital platforms, AphroChic’s website now features curated coverage of hot-button topics from key experts to create and elevate conversation about subjects that impact the African diaspora.
LIFESTYLE, CULTURE, POLITICS & NEWS

AphroChic.com offers weekly content that speaks to an African American audience. Our experts and journalists focus on a range of topics touching on Black life at home, including wellness, food, art and culture as well as politics, economics, and philosophy. The website also features specific campaigns such as #wellathome, a campaign to provide critical resources, information and health expertise to the African American community around the COVID-19 pandemic.
APOROCHIC is one of the top 5 African American accounts on Pinterest, showing the company’s huge online influence.

- **Social Media Reach**
  - **Pinterest**
    - 8.4 million monthly viewers
    - 56,200 followers
  - **Instagram**
    - 26,800 followers
    - 56,000 impressions
  - **Facebook**
    - 5,400+ likes
    - 6,000 followers
  - **Twitter**
    - 7,800 followers
    - 25,000 impressions

**AphroChic**
Celebrating creativity from across the African Diaspora | AphroChic Magazine |... More
aphrochic.com
APHROCHIC MAGAZINE

SEE ALL ISSUES ON APHROCHIC.COM
AphroChic offers advertising and promotion opportunities that are crafted to fit your business goals and targets. With a unique brand that reaches an untapped market, we can create a package for you that combines print, audio, video and digital messaging.
PODCAST ADVERTISING

ONE STORY UP PODCAST
A narrative-driven podcast that explores the unique lives and stories of African American creatives. Focus on contributions from the African Diaspora in design, art, food, and fashion as well as the connections between them that create a culture.

The One Story Up podcast comes to life with One Story Up Live, an Instagram live series that combines interviews with performance to present a unique experience, highlighting both established and up-and-coming performers in the African American community. Live guests include emerging and established artists, poets, musicians, and chefs.

The podcast has a particular focus on reaching millennials who are seeking representation in these fields. Episodes available on Apple Podcasts and Spotify. Ads available within episodes, or sponsorships of full episodes. Contact us for pricing.

ADVERTISING

APRROCHIC.COM
OTHER ADVERTISING OPTIONS

We offer many ways to reach our audience and are happy to craft a package that fits your business goals. Any of these options are available in bundles with our magazine advertising.

- SPONSORED MAGAZINE EDITORIAL
- SPONSORED VIDEO
- SPONSORED SOCIAL MEDIA POSTS
- SPONSORED WEBSITE CONTENT
- SPONSORED EBLASTS
APHROCHIC VIDEO

OUR ORIGINAL VIDEOS HIGHLIGHT VOICES FROM THE AFRICAN DIASPORA ON A VARIETY OF TOPICS. ORIGINAL SERIES INCLUDE FOOD DEMONSTRATIONS, BEAUTY AND WELLNESS TUTORIALS, AND DISCUSSIONS ON THE POLITICS THAT TOUCHES OUR LIVES.
MAGAZINE AD SPECS

File Type
300Dpi
PDF or packaged InDesign file
CMYK File Only

Spread Size
17 Inches X 11 Inches
.1667 Inch Bleed
.5 Inch Margins

Single Page Size
8.5 Inches X 11 Inches
.1667 Inch Bleed
.5 Inch Margins