



2017 - 2018

Chispa!

magazine media kit



Chispa!
magazine

04

Sing, Sing, Sing.
Also Attacking
Toxic Habits,
Is Nurturing the
New Sexy?

Think, Swing, Act
#LikeAGirl
Cristina Gutierrez
Yanina Faour
Chef Isa Souza
Cora Tucker

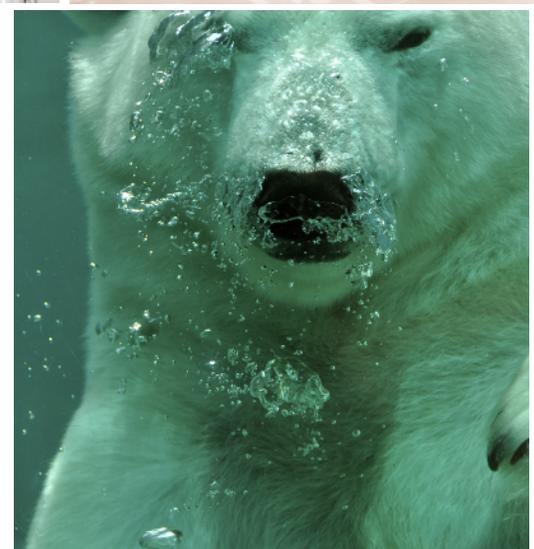
There's **NO**
Stopping
Maggie

What's
Lurking
in Your
BOARDROOM?

**Thalia
Wonder**

The L-O-V-E Issue
LOVE YOUR HEART. LOVE OTHERS.
LOVE YOUR SEASON

Fresh off the **RUNWAYS**
The Best Looks for **SPRING**



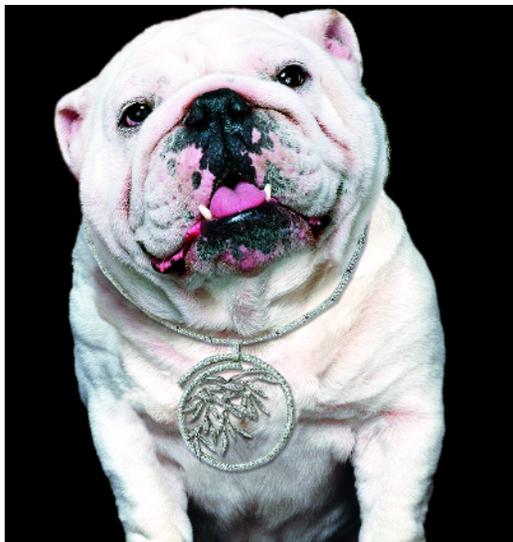
Editorial Focus **03**
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editorial focus.

With an international team and award-winning editor, **Chispa Magazine** carries the definitive voice to women and advocates the duty to live a life of **Chispa**. Publishing six times a year, the magazine is alive as a vehicle to bring light and consciousness for women of all roles in all seasons. Most importantly, they encourage you to live beautifully and eternally purposeful. Each issue they electrify readers with in-depth conversations, elite celebrity interviews, appealing visuals that speak volumes to the fashion-paced mindset or the culturally-driven enthusiasts, and more. Standing far from superficial talks, **Chispa Magazine** provides the strategies that shape substance.

P.S. Men who hold true to their responsibilities as husband and father are also intrigued by **Chispa**.



branding opportunities.

ONLINE

Banners
Digital Content Sponsorship

eMARKETING [To more than 183,000 subscribers]

Chispa Newsletter
Dedicated eblasts

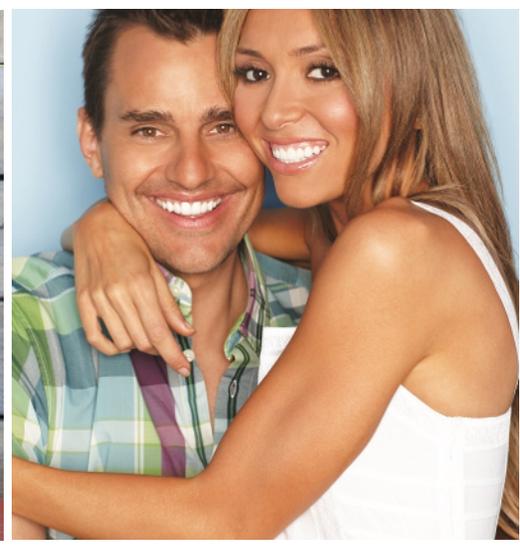
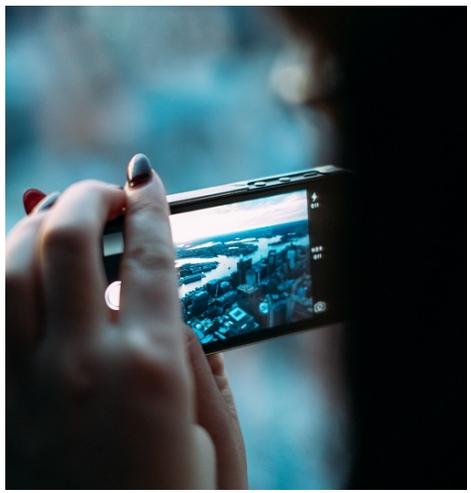
SOCIAL MEDIA

Facebook "Deal of the Week" + Call to Action
Customized Programs



APP + PRINT-ON DEMAND EDITION

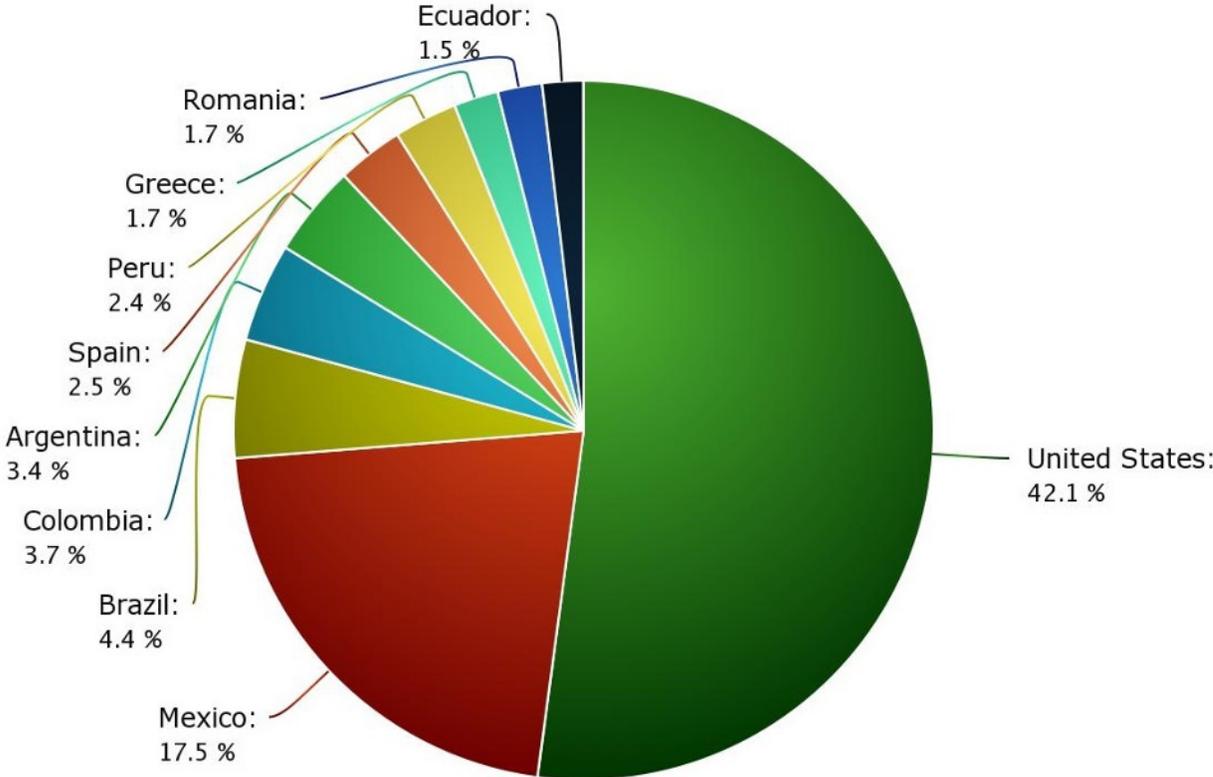
Premium Positioning
Publishes Six Times a Year via iTunes



our circulation.

Digital Viewership Based on Average Monthly Unique Visitors 36,000

Social Engaged Reach Based on Average Monthly Impressions 350,000



audience demographics.

Every month, **Chispa Magazine** reaches over 500,000 affluent [average HHI is \$90,000], highly educated, ethics-conscious consumers who are values-driven purchasers seeking products and services that will enhance their lifestyle.

Audience Interests Overview

- Entrepreneurship
- Business News + General News + Weather
- Arts + Books + Entertainment
- Travel + Hotels + Accommodations
- Food + Cooking + Recipes
- Beauty + Fitness
- Fashion + Accessories
- Home Décor + Garden
- Technology + Financial Services

AGE

- 19%18-24
- 27%25-34
- 30%35-44
- 14%45-54
- 10%55+
- Average Age39.5

SEX

- 72%Female
- 28%Male

EDUCATION

- 49%Graduated College
- 24%Graduate Degree

HOUSEHOLD INCOME

- 36%\$50-100,000
- 16%\$100-150,000
- 9%\$150-249,000
- 4%\$250,000+

Average HHI\$90,000

HOME OWNERSHIP

- 89%Own Primary Residence
- 11%Own Two or More Properties



*These results are based on our February 2015 in-house Chispa Magazine subscriber study.

departments.

Your Strategy...

Living a Strategic Lifestyle

Professional

Mompreneur

Windy Artist

SENIORita

Conversations

Showcasing up close and personal interviews with famed faces and everyday women who make a difference in our society

Bookworm

Interviews with authors + exclusive chapter excerpts

Spiritual Growth

Encouraging words become art in words and hope for the everyday. Plus, answering the tough questions of life and how to live beautifully + eternally purposeful

Through The Lens

Interviews with well-known and up and coming photographers + exclusive photo essays

She's Got Chispa

Women of Chispa defining their spark toward life, challenges, and the pursuit of joy

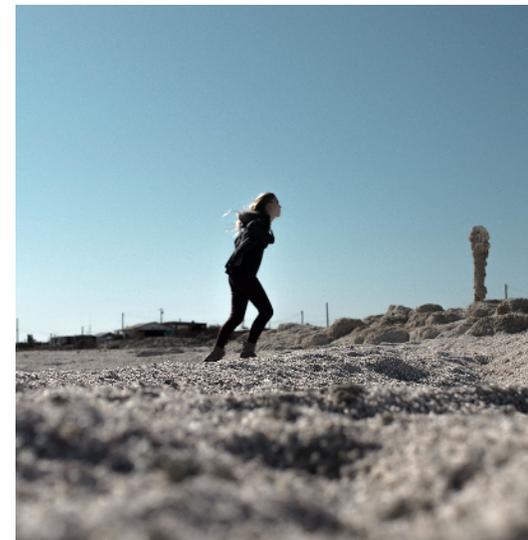
A Better You...

Fashion + Style

Health + Beauty

Smart + Homey

Travel Culture



Chispa Magazine prides itself on their unique position within media. They also pride themselves in their approach to partnering with like-minded companies and brands who authentically live a life of purpose—within their messaging, their marketing endeavors, and most of all with their business ethics. ***One of their perks is their She's Got Chispa Formula offered as a value added exclusively to Chispa Magazine partners.***

Combining the need for imagination and action, the She's Got Chispa Formula provides partners winning strategies to positioning their products and services in a way that makes people pay attention. Regardless of where you are in your business, as a partner, you will encounter creative plans that will enhance and complement your marketing efforts. Think of **Chispa** as your in-house Creative Branding Engineer whose goal is to build your business, *with fair rates*. Whether you're wasting money or cash-flow prohibits growth, the team at **Chispa** will be your think-tank.

Online

SITEWIDE

468x60 Global Header \$2,000

1517x188 Global Footer \$1,000

HOMEPAGE

300x250 Rectangle \$900

Video \$1,200

Product + Service Highlight Sponsorship \$200



rate card.

eMarketing

DEDICATED E-BLASTS

To Consumers: Our 183,000 Digital Subscribers

Rate: \$500 per e-blast

CHISPA NEWSLETTER BANNER ADS

This is a perfect opportunity to promote giveaways, discounts, sampling, gifting, services, and new product offers to our readership. Banner ads are included in each **Chispa Newsletter** and click through to company websites.

Size Options

300x250

Rate: \$500 per mo

600x250

Rate: \$800 per mo

Video [Footage is limited to 3 minutes max]

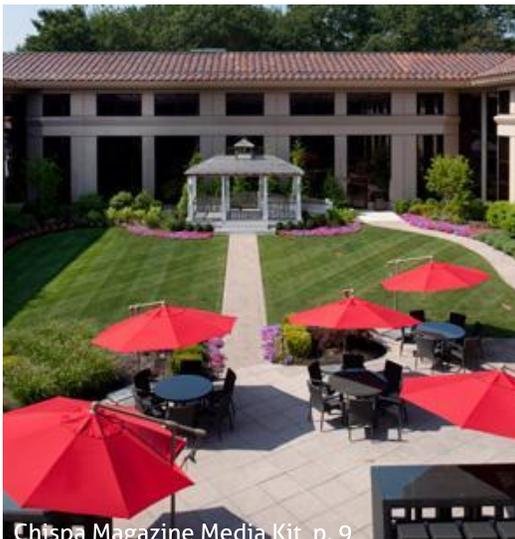
App + Print-On Demand Edition [BEST VALUE]

With a dedicated readership of 183,000 and a much broader audience through our site and social media channels, this unique media vehicle provides advertisers with cost-effectiveness plus benefits for overall branding success.

Benefits of inserting full page 612x792 [8.5x11] or spread ad [2 full pages] [Within Bi Monthly Edition Timeframe]:

- 300x250 Chispa Newsletter Ad
- 300x250 Onsite Rectangle Ad
- 8 Social Media Marketing Messages | Projected Reach of 12,000 per post

Rate: \$2,500 per issue [one price for full page or spread ad]



Social Media Marketing

Facebook Chispa Deal of the Week

This is a perfect opportunity to promote giveaways, discounts, sampling, services, and last-minute offers to our Facebook fans and online audience.

Benefits:

- Reaches a network of over 320,000 sustainable viewers
- Promotes viral distribution of special deals, offers, and services
- Increases online traffic numbers

Rate: \$500 per week

Personalized Social Media Packages are available and highly recommended. This may include content, images, creative design, and guaranteed reach.

Digital Content Sponsorship

Working with **Chispa Magazine's** digital marketing team and editor, we will create a special section on our website to accommodate custom content feeds from companies looking for more in-depth digital reach with their messaging. This is a phenomenal opportunity to build awareness and develop an educational platform.

Rate: \$1,500 per month

Digital Sponsored Content

This option allows sponsors to provide content based on Departments on the **Chispa Magazine** website: The sponsor will receive branding recognition and a link back to their selected URL with each submission.

Rate: \$800 per month

Chispa Newsletter Sponsored Content

This option allows sponsors to provide content for our monthly **Chispa Newsletter** that reaches our digital subscriber base. This a great choice for companies who have an educational platform or other pertinent information they would like to promote and endorse. The sponsor will receive branding recognition and a link back to their site with each post. It will also be listed at the bottom of the article and it will click through to its own page on **Chispa Magazine's** website. Content will also be promoted via social media platforms (Facebook, Twitter, Pinterest, Google+, Instagram).

Rate: \$1,200 per month

chispa speaks.

Chispa Advisory Board Member and Contributing Writer **Coach Maggie Sabatier-Smith** is a catalyst for change. President and Founder of Called To Action, Coach Maggie partners with leaders and organizations who want to grow and challenge themselves to greater levels of influence. Speaker, personal + team development coach, her personal mission is to communicate Divine significance and inspire a Call to Action. Her passion is *your purpose*.

If you're looking to promote a healthier "Work-Life Balance" within your business and organization or if you need a facilitator for your upcoming retreat or conference, Coach Maggie has a way with words. Your guests will leave feeling refreshed, renewed, re-energized, plus entertained. Personalization is key, which is why she develops a custom presentation to cater to your audiences' needs. Or, provide Coach Maggie with your event's theme and she will deliver a successful topic with many aha-moments.



Chispa Lifestyle Director, bilingual influencer, spokesperson, panelist, on-air personality, **Romina Nabhen** is internationally recognized as a Lifestyle, Fashion and Beauty Expert. With over 20 years of experience on television, print, radio, online media, plus the corporate world, Nabhen is an asset for all lifestyle, fashion, and beauty related events. Plus, when it comes to encouraging young girls and teens she speaks from the heart and her message compels all with her Unique Me approach.



chispa speaks.

Mavian Arocha-Rowe is known as an asset to the business and communications industry. As the founding editor for **Chispa Magazine**, Arocha-Rowe is motivating, coaching, and advocating “your authenticity should be your strategy,” for all women, regardless of their season and roles. Her *chispa* is evident within her many clients who enjoy the fruits of her labor. As a Creative Branding Engineer she also specializes in building her clients’ business via social media, digital marketing, public relations efforts, and more; plus, guarantees each marketing effort is aligned with vision, mission, ambition, and brand strategy.

She has a vibrant, warm, and giving soul and is busy working on the formula for balance: wife, mother, daughter, sister, mompreneur, marketer, business coach, cook, writer, interior decorator, and the list goes on. Challenging herself to discover and bravely pursue the calling for her life, she hopes throughout this journey and with her speaking engagements she helps other women, and *businesswomen* discover and pursue their life’s assignment. Arocha-Rowe frequently speaks to sex trafficking survivors on the role and value of women, and teaches how to bring our natural-born leadership skills alive.

To book any Chispa Speaks speakers, contact Milo Senallé at msenalle@chispamagazine.com.



Custom Ad Creation

- Advertising development
- Video and HTML production

Rates start @ \$250/hr

Creative concept and design assets will be recommended by the Team at **Chispa Magazine**; minimum of 3 hours of work required

Digital Guidelines

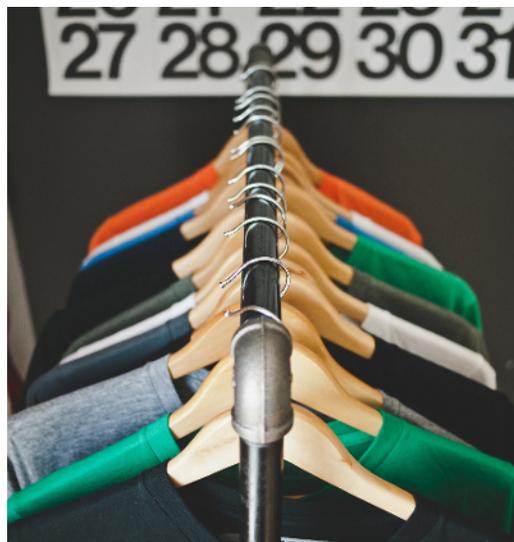
FILE REQUIREMENTS

Accepted formats include .JPEG, .GIF, and animated GIFs only. Files must be in specified banner size, 40k maximum file size. One banner per file. All banners must have a URL. Audio must be initiated on user-initiated mouse click. If audio is included in banner, mute button must be required. Ads cannot initiate a download prompt nor download anything on page load, mouse-over or on-click—must go to landing page first where a download prompt may be allowed.

DEADLINES

All ad files must be submitted one week prior to publication.

Submit materials and questions to Milo Senallé at msenalle@chispamagazine.com.



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