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BLACK MAGAZINES

<u>Publication</u>	<u>Circ (M)</u>	<u>Frequency</u>	<u>GROSS P4CB</u>	<u>Editorial Content</u>
<u>NATIONAL</u>				
<u>BLACK-DUAL</u>				
Black Enterprise	230	Monthly	13,000	Edited for Black businessmen and women. Articles deal with all aspects of Black economic development.
Black America (BAM)	200	Quarterly	2,500	Skews 70% male/30% female. Current styles, trends and topic of special interest to Blacks.
Chocolate Singles	86	Monthly	3,900	Lifestyle/guide book edited for younger Black singles. Circulation in 6 markets only (New York, Washington, Philadelphia, Chicago, Houston and L.A.). Features music, fashion, travel and entertainment articles.
Class	250	Monthly	5,600	News, fashion, personalities and current issues. Class differentiates itself from other Black publications by stating that their reach is primarily concentrated among West Indian immigrants.
Dollars & Sense	263	6x	11,400	News, economic, political and social issues of primary interest to Blacks.
Ebony 1297 68505	1,751	Monthly	32,000	General interest, lifestyle publication. Topics include civil rights, sports, personalities and movies/entertainment.

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<u>NATIONAL</u>				
<u>BLACK-DUAL</u>				
Focus	250	6x	6,750	Feature articles deal with economic, political and career issues. Regular sections also include travel, entertainment and health/fitness.
Jet	800M	Weekly	13,300	National news/general editorial. Regular articles also address fashion, entertainment and religious/sociological issues.
Minorities and Women in Business	60	6x	5,000	Edited for aspiring and/or minority/female corporate executives and political officials. Topics deal with career development and personnel/industry trends.

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<u>NATIONAL</u>				
<u>BLACK-FEMALE</u>				
Black Elegance	150	9x	5,000	Beauty/fashion, health/fitness, travel and general lifestyle trends/concerns.
Essence	802	Monthly	14,900	Fashion/beauty, health/fitness, decorating, travel and food.

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<u>NATIONAL</u>				
<u>BLACK-MALE</u>				
Ebony Man	200	Monthly	6,600	Edited to address the specialized needs of Black males ages 25-44. Fashion, grooming, fitness. Other articles include electronic products, career advancement and personal finance.
Modern Black Man	153	Monthly	4,100	Fashion, fitness and grooming. Other articles deal with career concerns, personalities and travel.

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<u>LOCAL</u>				
Atlanta Black Pages	100	Annual	8,235	Shopper's guide listing local businesses, medical facilities and areas of local interest.

BLACK SUPPLEMENTS

<u>Publication</u>	<u>Circ (M)</u>	<u>Frequency</u>	<u>P4C</u>	<u>Editorial Content</u>
Black Monitor	1,150	Monthly	24,777	
Dawn	900	Monthly	17,965	