



SHOWCASING WHO'S NEXT

UP AND **COMING**
MAGAZINE

2011 MEDIA KIT

UP AND COMING

OUR MISSION

The Magazine was created in 2011 as a remedy to the lack of opportunity available in the magazine industry for independent talent. The central theme of Up&Coming Magazine is the promotion of urban music and the culture that empowers it. It is a trend setting, trailblazing publication that aims to identify the most promising prospects in urban culture – Music, Business, Entertainment, Sports, and Beauty alike.

The Magazine serves as a platform for all the hottest up and coming talent in the industry. In addition to showcasing independent recording artists, record labels, DJ's, and producers, the magazine also grants opportunities for more widespread exposure to non-music related talent such as models, actors, stylists, makeup artists, image consultants, photographers, fashion designers, athletes, attorneys, and more! By offering advertising packages that include perks such as photo shoots, interview/bio write-up, and listing in the Business and Entertainment directory, our magazine offers undiscovered talent the exposure, promotions, and publicity needed to boost their career to the next level.

Once completed, each issue is distributed nationally to entertainment industry heavyweights, major retail chains, radio stations, entertainment venues, nightclubs, restaurants, personal care salons, urban specialty retailers, and newsstands. Whether the magazine lands in the lap of a major record label executive, A&R, or becomes the talk of the town at your local radio station, you WILL be seen!



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UP AND COMING

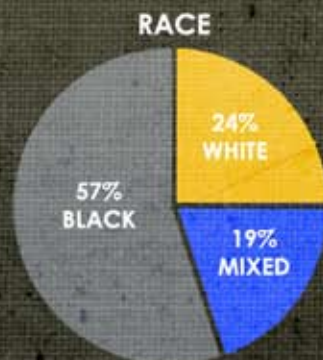
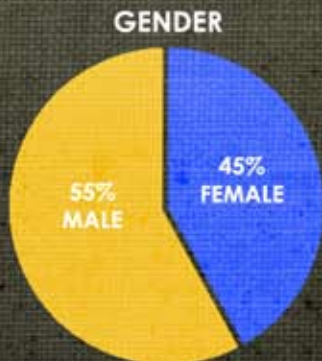
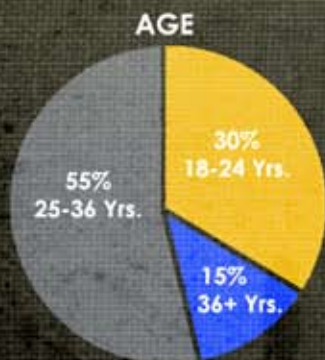
OUR MISSION



U&C Magazine's readership is hip, educated, and shops avidly, spending freely on fashion, beverages, technology, vehicles, and music.. you name it, This is the trend-setting group you want, brand-savvy and fashion-conscious in everything from footwear to what they drive.

Many companies have already benefited from tapping into the valuable exposure we provide and our leverage in the sought-after New Urban Affluence market sector. Keep your brand prominent in the eyes of this influential demographics and reap the benefits of smart market positioning.

DEMOGRAPHICS



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