

**The Editorial:**

The Go On Girl! Magajournal features intriguing articles that take the reader inside the world of Black literature. They'll find personal author interviews, news on upcoming publications, book excerpts, and profiles on publishing companies that are making a difference and that recognize people of color both read and buy books. We highlight booksellers who do a great job of courting the African-American reader. We also feature a calendar of events to keep our readers up-to-date on what's happening in Black literature including author tours, community events, release dates of new books and more. The content in the Go On Girl! Magajournal is informative and entertaining making each issue a collector's item.

**The magazine is broken down into:**

•The front of the book:

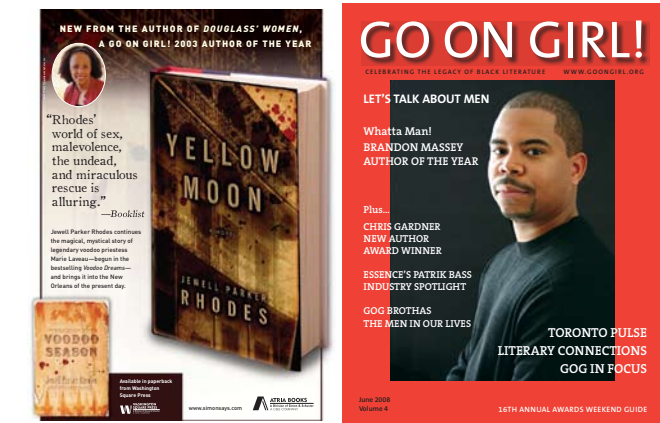
The Pulse section covers the location where the Author Awards event is being held, spotlighting a local writer, book seller or artist as well as giving a history of the city.

•The editorial well:

This is our Author Connection section with features on the winning authors and scholarship winner, information on authors and books we've read and books on our reading list, a feature on a publishing company, upcoming publishing events, etc.

•The back of the book:

This section features Go On Girl in Focus. Here we look at the members of Go On Girl. There will be profiles, tips, reflections and a look ahead to next year's awards weekend destination. The members of the organization are diverse in what they do for their communities and this is where we highlight the difference our members make on the literary landscape.



**Circulation:**

The primary distribution of the Go On Girl! Magajournal is at the annual Author Awards Weekend. This event travels to a different locale each year and is attended by Go On Girl members from across the country, winning authors, guests and local community residents. Past awards weekends have had over 500 participants.

The Go On Girl! Magajournal is also distributed at local community events such as book fairs, GOG membership drives, street fairs, church gatherings and more. Future plans are in the works to have copies distributed at local book retailers where a Go On Girl chapter exists.



**Rate Sheet**

Position	B&W	Color
Branded Outside Cover	\$1500	\$1500
Inside Front Cover	\$375	\$400
Inside Back Cover	\$375	\$400
Outside Back Cover	\$435	\$475
Inside center spread	\$650	\$700
Inside front cover spread	\$650	\$700
TOC*	\$325	\$375
Editorial Well	\$300	\$375
Full Page (ROP)**	\$300	\$350
1/2 Page	\$175	\$200
1/4 Page	\$115	\$125

\*TOC – Table of Contents Opposite

\*\*ROP – Run of Press

Size Specifications:

SIZE 7.5" X 10"

Production & Editorial Deadlines:

April 10th – Ad Materials & Payments

April 30th – Editorial

May 12th – Printed Magajournals

**DIGITAL ADVERTISING GENERAL SPECS**

**Media:**

Mac Formatted disks, Zip 100, CD-R, CD-RW. Please note that CD-ROMS must be formatted as ISO 9660 so as to be read by Mac OS. Submitted media must be clearly labeled. (No Floppy discs accepted)

Submit a print out of ad as you would like it to appear along with your disk or cd rom.

E-Mailed ads will be accepted. Please email to: LJohnson13@nyc.rr.com

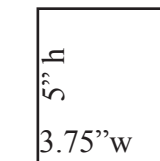
**Format:**

Hi res PDF files (made ONLY through Acrobat Distiller)

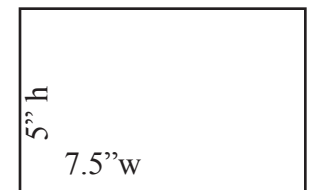
**The Hi res PDF distilled files must have :**

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (ie. CMYK or Grayscale)
3. All spot colors MUST be converted to CMYK
4. Resolution: 300 DPI for all submitted images and files.

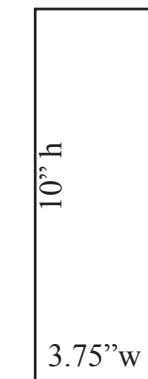
**Ad Size Specifications:**



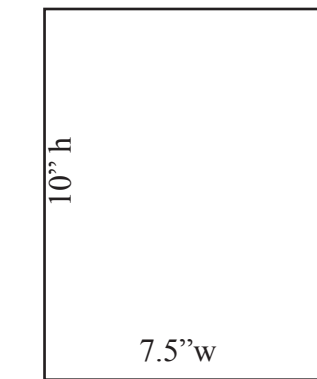
1/4 ad



1/2 horizontal ad



1/2 vertical ad



Full page ad

**Who is the Go On Girl! Book Club Member?**

Go On Girl! members are fairly heavy readers (42%, 13-20 books a year) who spend money on books (41%, \$25-\$150) at a combination of sources including general market bookstores (48%), Black bookstores/general market online sellers (42%), Black online sellers (22%) and others (7%).

The average GOG member is a married (49%), mature (42%, 35-45 years of age) female, who is educated (49% college) with a healthy household income (23%, \$55K- \$75K). Go On Girl! is an organization that continues to attract new people (24%, 1 yr) while maintaining its veteran members (26%, 7yrs & 5&9 yrs).

**No. of Books Read Per Year**      **No. of Years With GOG**

Year	1 Yr. – 24%
13-20 – 42%	7 Yrs – 14%
7-12 – 26%	9 Yrs – 13%
31+ – 18%	5 Yrs – 12%
1-6 – 9%	10 Yrs – 11%
21-30 – 5%	

**Annual Spending on Books**

\$25-\$150 – 42%	Married – 49%
\$150-\$250 – 37%	Single – 35%
\$250-\$500 – 15%	Divorced – 13%
\$500+ – 7%	Widowed – 3%

**Where Do You Get Books\***

Library – 48%	<b>No of Children in HH</b>
Gen. Mkt. Bookstore – 48%	0-5 Yrs – 23%
Blk. Bookstore – 42%	6-10 Yrs – 14%
Gen. Mkt. Online – 42%	11-17 Yrs – 20%
Blk. On-lne Seller – 22%	18+ Yrs – 30%
Other – 7%	No Children – 12%

**How Often Do You Travel**

1-3x a Yr – 56%	<b>House Hold Income</b>
3-5x a Yr – 33%	\$18K-\$35K – 18%
5x+ – 11%	\$35K-\$55K – 21%
	\$55K-\$75K – 23%
	\$75K-\$100K – 19%

**Traveling Reasons\***

Pleasure: 97%	<b>Education Results</b>
GOG Awards: 53%	College Grads – 49%
Work: 32%	High School Grad – 24%
Other: 10%	Graduate School – 23%

<b>Age</b>	PHD – 2%
18-34 – 17%	
35-45 – 42%	
46-60 – 36%	
60+ - 5%	

GO ON GIRL BOOK CLUB, INC.  
 NATIONAL HEADQUARTERS  
 PO BOX 3368  
 NEW YORK, NY 10185-3361

\*Respondents answered in multiple categories



**Go On Girl! Book Club, Inc.**  
 Celebrating the Legacy of Black Literature

GO ON GIRL BOOK CLUB, INC.  
 NATIONAL HEADQUARTERS  
 PO BOX 3368  
 NEW YORK, NY 10185-3361

[W] [www.goongirl.org](http://www.goongirl.org)  
 [E ] [GOGBookClub@goongirl.org](mailto:GOGBookClub@goongirl.org)  
 GOG logo©Earl N. Garrett Jr.

media kit

**Background Information On The Organization:**

The Go On Girl! Book Club Magajournal is the official publication of the organization and a smart way to connect with a group of intelligent women who enjoy curling up with a good read. What began as a simple, souvenir journal for our annual Author Awards Weekend has grown into a sleek, savvy, magazine. The Go On Girl! Magajournal educates, entertains and engages its audience.

Go On Girl! Book Club was started in 1991 by co-workers, Monique Greenwood, Tracy Mitchell-Brown and Lynda Johnson, who read and discussed the latest offerings from Black authors. Today, the organization is now one of the largest organized book clubs in the country. There are 30 chapters in 12 different states including New York, Pennsylvania, New Jersey, Maryland, Washington, Illinois, Virginia, Indiana, Ohio, South Carolina, Texas and the nation’s capital Washington, D.C.

Go On Girl! Book Club is a multifaceted organization that does more than just meet and discuss books. The group maintains on-going communication with authors and publishers via letters expressing our praise and criticism for each book selection. Go On Girl! supports new literary talent through two monetary award programs — the Unpublished Writer and College Scholarship.

Go On Girl! is the only book club that honors the works of its favorite writers with the annual Author of theYear and Best New Author awards. Additionally, GOG acknowledges publishers, booksellers and others who have contributed to our Black literary history. Past award winners include Bebe Moore Campbell, Jill Nelson, Octavia Butler, Gloria Naylor, Diane McKinney-Whetstone, Beacon Press, Time Life Books, Black Classic Press, The Schomburg Center for Social Research, Gwendolyn Brooks and Marie Evans all of whom have attended our traveling event to accept their awards in person.

The organization has also received national recognition in such publications as Essence, Family Circle, The New York Times, Black Issues Book Review and Publisher’s Weekly.

To learn more about Go On Girl! Book Club please visit our website [www.goongirl.org](http://www.goongirl.org).