

inCOLOR


in-COLOR.net Media Kit

ABOUT US
DEMOGRAPHICS
ADVERTISING
FEATURED
SPONSORS
TARGET READER
CONTACT
INFO

CONTENTS:

ABOUT US

What is inCOLOR?



inCOLOR is more than just another website, it is a brand, a movement, and a network. Featuring daily updates on what's new in the world of art, design, fashion, music, and entertainment, alongside editorials written by contributors who give a fresh and intelligent view from the perspective/retrospective of people of color.

inCOLOR also presents the view from the frontline of the latest events as they happen, along with mini photo editorials and tutorials, as well as street life. inCOLOR is a group of likeminded or non-like minded professionals who share a love of what they love, collaborating. inCOLOR is an arena that gives the opportunity for young creators, writers and photographers to share their talent with world. Last but not least inCOLOR creates a community for discussion, sharing of knowledge and entertainment.

FEATURED

Music

Electrik Red Algebra Kid Cudi CSS

Artists

El Anatsui Lowell Thompson Kehinde Wiley

Designers

Gloria Lee Melinsa Mann Celeste Johnny

Events

Underground Runway Lakme Fashion Week
Brooklyn Fashion Weekend Mickey Factz



inCOLOR

featuring new artists, new
sound/movement, concerts,
events and reviews.

MUSIC

inCOLOR



featuring new art, dance,
drama/theater, shows and
exhibitions.

ART &
DESIGN

in **COLOR**



featuring designers,
stores and clothing lines,
events, news, trends, and
a monthly stylist section.

FASHION

events shots, shots of
street life and a featured
photographer.

the SEEN

a membership portion of the site, where anyone can sign up for and maintain a profile.

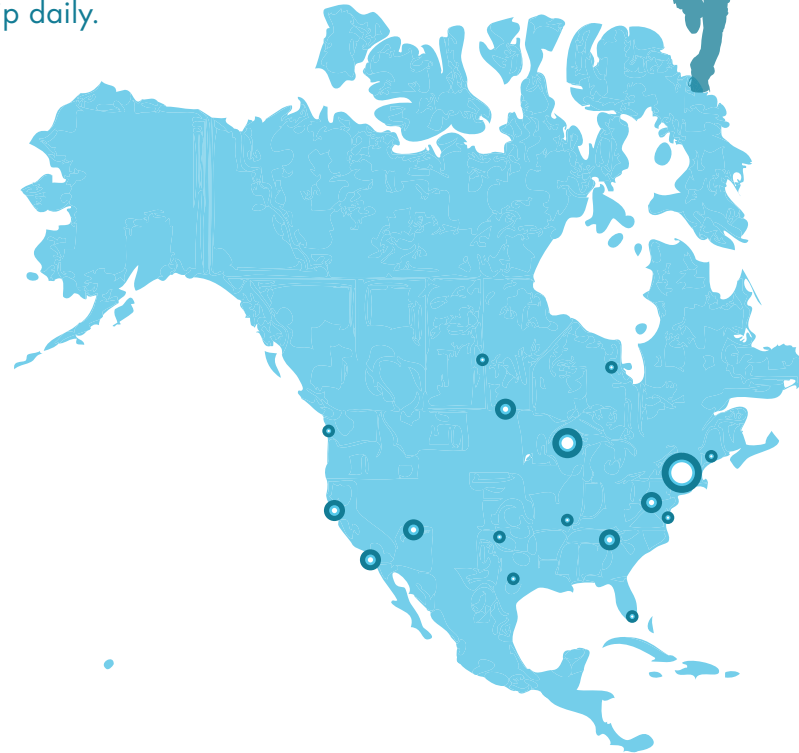
COMMUNITY

DEMOGRAPHICS

The racial/ethnic background of our readers are Asian and African American, followed by Latino and Caucasian. The majority of the visitors come from the United States and Canada, with a growing global viewership. Our highest viewership are in New York, NY, Los Angeles, CA, Atlanta, GA, Philadelphia, PA, Chicago, IL, Boston, MA, New Jersey, Maryland, and Washington, DC. Visits to the site are primarily direct, through Google search and Facebook. Others visit us through links from those we have featured. We have a growing percentage of viewership daily.

81%

19%



TARGET
READER

YOUTHFUL · CREATIVE · EDUCATED · STYLISH · TRENDY

18-35

YOUNG PROFESSIONALS

STUDENTS

MALE

FEMALE

METROPOLITAN

Rates & Specs


Email info@in-color.net & subject: ADVERTISING, to find out about rates and specials. We are able to tailor campaigns to fit our demographic. Jpeg, gifs, or pdfs. inCOLOR must approve all ads before they are uploaded to our ad management server.

LEADERBOARD 728X90

BANNER 160X600

RECTANGLE 300X250

SPONSORS



Section Sponsorship allows unique customization of your ads to a section of inCOLOR, includes full banner, skyscraper and rectangle. Special invite to events are included. Full Sponsorship ads run throughout site, exclusive sponsor at events. Ads included in promotional material such as newsletters, and media releases.

For information on becoming a sponsor please email info@in-color.net, subject: SPONSOR

CONTACT

INFO



For general inquiry
contact: info@in-color.net

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