

The CRED Definition:

Cred': slang term for credibility or credible.

Cred Magazine: No matter what your position may be, no matter what your lot in life, no matter what your style...it all comes down to one thing. "Cred", your credibility.

Mainstream entertainers have to attribute their CRED and success to the machine that fuels their presence on our air waves, our TV set and our print media. The time has come; Indie artists and models now can have the same type of promotion, marketing and media in this 21st Century.

CRED Magazine will become an important part of this INDIE movement.

CRED Magazine will prove that it doesn't take the mainstream media machine, to show that you can have credibility.

CRED Magazine will never stop catering to the Indie talent and underground music scene in your city. We will always support the models whose untraditional looks set the style and pace of fashion in our own cities, wards, towns and boroughs.

You'll never have to worry about CRED Magazine chasing the machine generated hype....

We will establish the HOTTEST INDIE MUSIC & MODELS MAGAZINE; CRED Magazine.

The Magazine:

Within its pages you will find the stories of credible entertainers and models that have made their mark on the entertainment world. You will also be introduced to those who have started their journey into the entertainment industry realm. These are the stories that guide the direction of the magazine. The CRED XTRA is a showcase for models that are putting in the time and effort to building their career. You will also find helpful articles on breaking into the industry, self help guides, the latest trends in entertainment and other entertainment related topics. Additional viewpoint, lifestyle, media reviews, relationship articles and shorts will connect the audience of socially, culturally and intellectually engaged readers

Help us to strengthen the Indie movement...advertise with us and support Indie talent. Our printed publication will be issued quarterly. As subscription and advertisements grow our issue dates will increase until we reach the goal of a new issue every month. The first four issues will be made available in limited quantities to be distributed mainly to ad seekers and interested supporters. We ask you to please support the Mainstream and Indie talent by distributing our publication in your facility and by placing your ads within our pages. CRED Magazine is available in part online and as a full print version.

Readership:

CRED reaches a highly desirable, active, affluent, young and educated audience. CRED Magazine readers are engaged in the entertainment community, patronize local businesses, are trendy in fashion/style and they support mainstream and independent entertainment.

Who reads CRED MAG?

Industry professionals, A&R's, talent scouts, artists, producers, film makers and CEO's.

Who else reads CRED MAG? The Fans; people who support Mainstream/Indie entertainment by attending concerts, purchasing music, buying model calendars and who are just plain interested.

Demographic:

Urban/ Suburban

African American, Latino/Hispanic, Caucasian:

Males 15 – 35 Females 18 – 30

Frequency: Quarterly

Page count: 60 – 120

Magazine specifications:

Trim Size: 8.5"w x 11" h

Full Color

Cover stock 100# Gloss

Proposed Distribution:

Regional Mid-Atlantic /South

Digital Format online in part

Rates:

Detail:

FULL PAGE - 100 words of text, 1 free photo

- 1/2 PAGE - 50 words of text, 1 free photo
- 1/4 PAGE - 65 words of text, no photo (or)
- 1/4 PAGE - 35 words of text, 1 free photo (or)
- 1/4 PAGE - no text, 1 free photo,

Inside Color Pages

1/4 page	\$300
1/2 page	\$350
Full page	\$499

Facing pages (each page) \$399

Inside Color Covers

Inside Front Cover \$649

Inside Back Cover \$525

Color Covers

Front Cover - free \$999

1/4-page cover story

Back Cover - free \$799

1/4-page cover story

Business card Ad \$95