

PRIDE

MEDIA KIT

2015



STATEMENT

Pride Magazine celebrates its 25th birthday in 2015.

Over this time it has become the most successful magazine of its type in Europe with a readership of over 146,000 every month.

Over the last 20 years, Pride's readers have grown to become a successful hybrid of the many cultures linked with Afro-Caribbean diaspora.

While our readers are mostly well integrated within modern Britain they still have strong ties with their countries of origin, be it in Africa or the Caribbean, whilst integrating within modern Britain.

Today, Pride represents this burgeoning class of young urban professionals who have grown to become more aspirational in their outlook and expectations than the previous generation. They are an upwardly mobile audience (62% are university graduates, or students, up from 23% when we began in 1991) making them an ideal readership to recruit from. However some facts still persist from Pride's early days.

Pride's readers still spend four times more on hair and beauty than the mainstream audience (Mintel Report). And as a whole our readers still spend a far higher percentage of their income on goods and services, especially technology, than saving compared to their mainstream counterparts.

Pride is the face of this new young black Britain; outgoing, confident and ambitious, whilst still maintaining pride in their culture and origins.



Pride Magazine has dominated the black lifestyle magazine market for over 15 years.

The Guardian

WHY PRIDE?

While Pride readers are generally very well integrated members of the British community being a person of colour does lead them to requiring and seeking out certain information that is not available in the mainstream magazines.

73% of Pride readers stated that reading about role models from their community who are successful is important as it reaffirms the lifestyles they want to lead and shows that it is possible with hard work and commitment.

70% stated that the cultural references and stories resonated with them more than most mainstream magazines.

Importantly,
69% said they took note of the adverts in Pride because they felt that companies were targeting them specifically and this was something that would make them more likely to respond, as many still felt quite marginalized by larger companies.

87% stated that they found the hair and beauty information in Pride essential for keeping up with modern trends as this was not information they could get from mainstream titles.



It is also
important
to note that
37% of our
readers
said that Pride was
the only lifestyle
magazine they
bought regularly.

PRIDE HAS OVER

22,000 Twitter Followers

(300% higher than any other title in the ethnic market)

20,000 Facebook likes

(Again over 300% higher than any other title in the ethnic market)

THE MARKET

23% of black women in the UK read Pride Magazine at least 4 times a year

26% are 16-23

34% are married

54% are 24-35

5% are divorced

18% are 35-45

63% are in full-time work

61% of our readers are not married

33% are students



DISTRIBUTION

Pride is distributed across the UK by the country's biggest distributor, Comag (Part of Condénast).

Pride is sold in over 3,200 stores across the UK including WHSmith, Tesco, Asda and Sainsburys.

