

BLACK HISTORY 365

Black History365 is an **AWARD WINNING NEWSPAPER** (Outstanding Contribution to Black Heritage Awards 2007 - Black History Foundation 2007) aimed at promoting awareness of black heritage and culture in the UK. Black History365 is published in partnership Mia Morris (Well Placed Consultancy) founder and editor of the premier independant website **www.black-history-month.co.uk**



MIA MORRIS

With a wide experience of working directly with the Voluntary, Private and Public Sector, Mia is recognised as one of the UK's leading social commentators

THE DISTRIBUTION

100,000 copies are produced in print as well as an on-line web newspaper thus allowing you the opportunity to promote with one advert both on line and through traditional print

Print Distribution

- Schools, colleges & universities throughout the UK
- Selected libraries, museums and galleries.
- Black Churches & community centres
- Black business owners including Black hairdressing salons, barbers etc
- Black NUS society
- Contacts of Mia Morris

On-Line distribution

Black History 365 is electronically reproduced in an e-book format including live links and appears on www.black-history-month.co.uk

An electronic version of the newspaper will be e-mailed to our existing database of requesting subscribers, taking the readership to well over 200,000.

BLACKHISTORY365 FREQUENCY

October, April

BLACKHISTORY365 RATE CARD

DPS (2 x A3 PORTRAIT)	=	£8,980
PAGE (1x A3 PORTRAIT)	=	£4,980
HALF (A4 LANDSCAPE)	=	£2,980
QUARTER (A5 PORTRAIT)	=	£1,780
EIGHTH (A6 LANDSCAPE)	=	£980

Discounts available on series bookings.

Free copy design if required.



TESTIMONIALS

Black History Foundation

Why Black History 365 was a **winner of the Outstanding Contribution to Black Heritage Awards:**

- The newspaper appeals to all interest groups
- Provides a springboard for articulating the importance of heritage e.g. profiling pioneers as Claudia Jones the lady who founded the Notting Hill Carnival
- The newspaper engaged the reader
- The design work is excellent



WHAT OUR READERS SAY

"Just wanted to say how much I liked your publication for quality and content. Wish you much success with it."

Menelik Shabazz founder for BFM Festival and Black Filmmaker Publication

"Thank you so much for having given me a copy of the first issue of BLACK HISTORY 365. It was good to read; full of positive stories and images, and packed with information. It deserves to be disseminated widely, especially in schools. It is a fantastic resource. All congratulations to you for having got the concept off the ground and produced something of such quality."

Berenice Miles, Consultant, education and equality

"Black History 365: Congratulations on the excellence associated with your work. All good wishes."

Lord Herman Ouseley

"Black History 365 is a first class publication. I totally enjoyed reading it. The information is comprehensive, well written and researched, and is of the highest standard. Congratulations on this achievement. I pray with you that it will be a very successful venture."

Donna - Director Marcus Garvey Centre Liberty Hall Jamaica

"I was quite amazed at the detail in the listings of the Black History Month newspaper. And then to get the actual hard copy and be able to see the quality of the production, the number of interesting articles and the quality of writing in the articles as well, In just this one issue there is much to learn about fantastic people of African and Caribbean heritage who have made amazing contributions to this country's history. For all those who say the Black community don't have role models -this paper is mandatory reading. Well done."

Rev. Dr. M. Rosemarie Mallett

"Just to say many congratulations on the Black History 365 publication. A wealth of content, and really a very high quality publication all round."

Catherine Bromley Press Officer National Portrait Gallery

"Thank you very much for sending us the copies of Black History 365. I wish I had more time to read all the interesting articles about such outstanding people. Congratulations on the publication and I hope it is read by many, many people."

Robert Eichert, Policy Adviser

2007 Bicentenary of the Abolition of the Slave Trade Act 1807

Museums Education & Diversity Branch

Department for Culture, Media & Sport

Mechanical Data

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MECHANICAL SPECIFICATIONS FOR BH365

(Dimensions are listed Depth & Width in mm)

PAPER SIZE SPECS (bled & bordered ads)

Full page trim 420mm deep x 297mm wide (A3 portrait)

Full page type area 390mm deep x 267mm wide

Full page bled ad 426mm deep x 303mm wide* (includes 3mm bleed)

Full page bordered ad 390mm deep x 267mm wide

SPREAD SPECS (bled ads only)

Spread trim 420mm deep x 594mm wide (A2 landscape)

Spread bled ad 426mm deep x 600mm wide** (includes 3mm bleed)

HALF PAGE SPECS (bordered ads only)

1/2 Horizontal bordered 185mm deep x 267mm wide

1/2 Vertical bordered 390mm deep x 122mm wide

QUARTER PAGE SPECS (bordered ads only)

1/4 Vertical bordered 185mm deep x 122mm wide

1/4 Horizontal Banner bordered 90mm deep x 267mm wide

EIGHTH PAGE SPECS (bordered ads only)

1/8 Horizontal bordered 87.5 mm deep x 122mm wide

SIXTEENTH PAGE SPECS (bordered ads only)

1/16 Portrait bordered 87.5 mm deep x 57mm wide

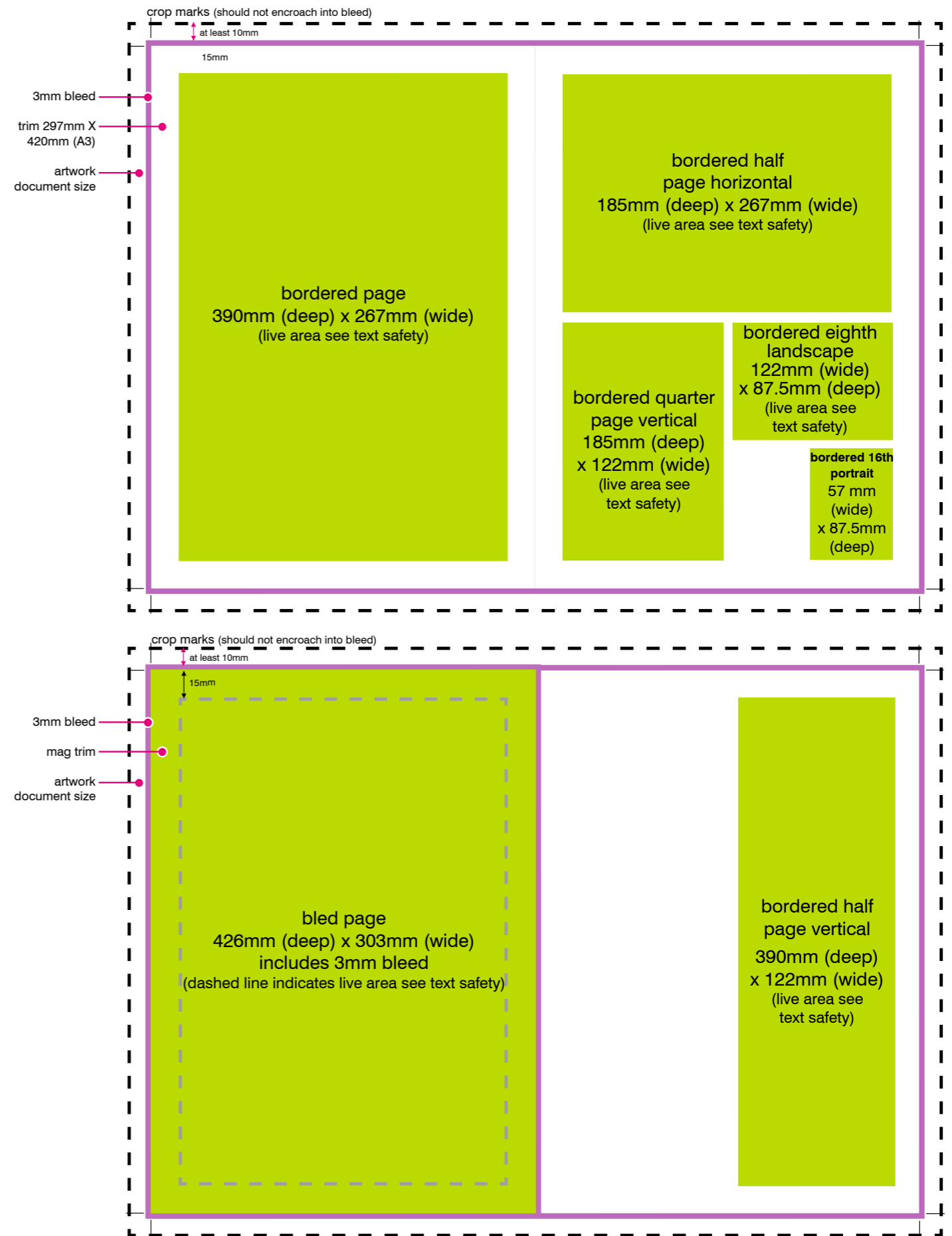
*Live matter and type safety:

Allow 15mm from trim and 18mm from bleed

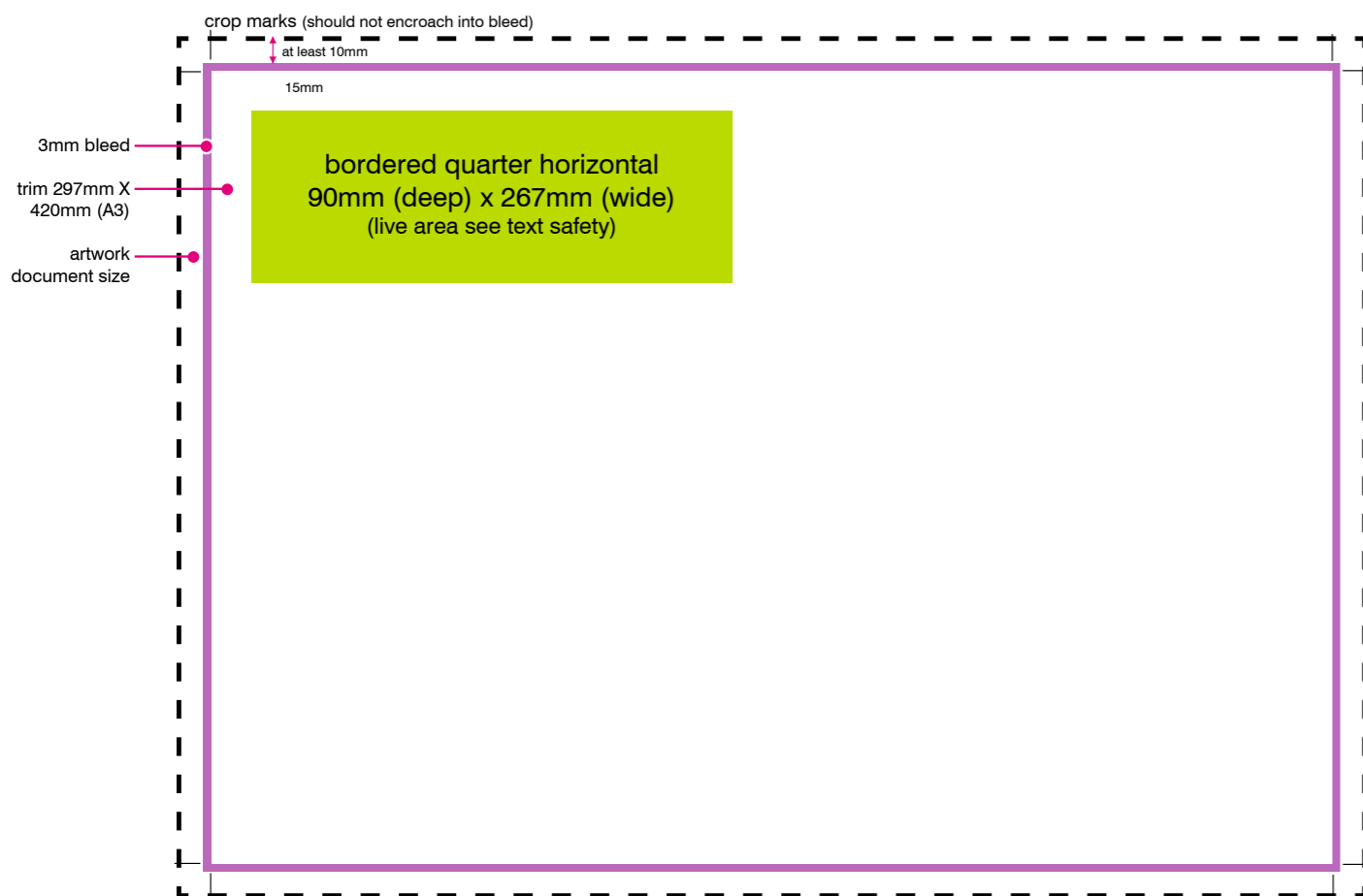
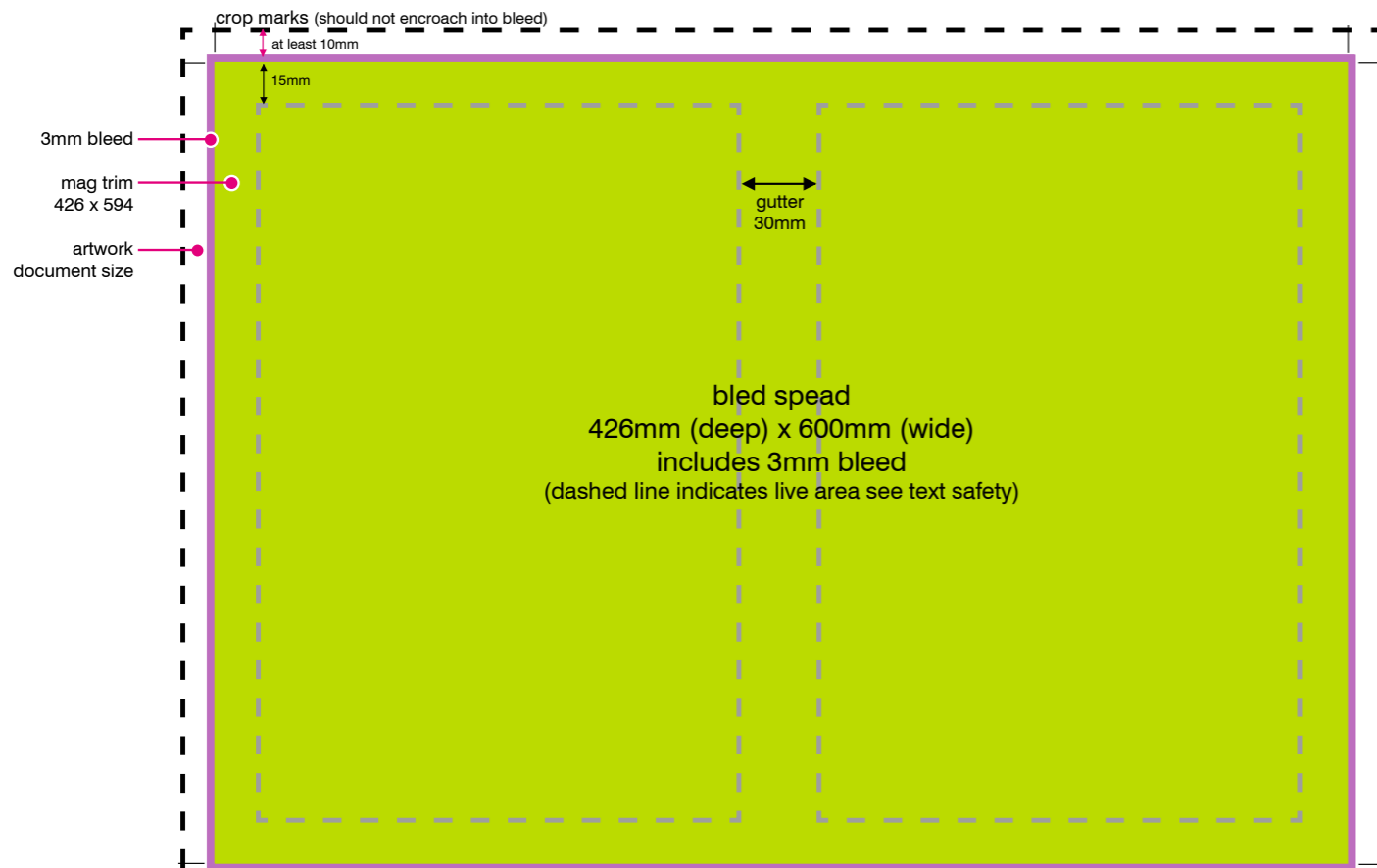
**Gutter and type safety on spreads

Allow 15mm from trim and 18mm from bleed

No type should appear within 15mm either side of gutter on a Spread.



PLEASE SEE GRAPHICAL SPEC SHEET ON FOLLOWING PAGES FOR AN ILLUSTRATED VERSION OF THE ABOVE GUIDE



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IN ASSOCIATION WITH

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