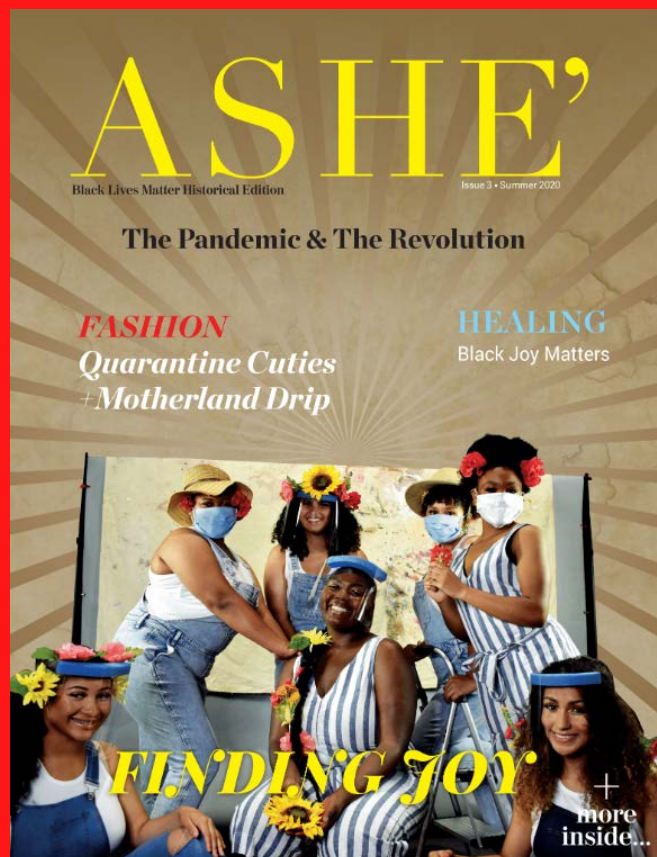


ASHE'

2020 MEDIA KIT



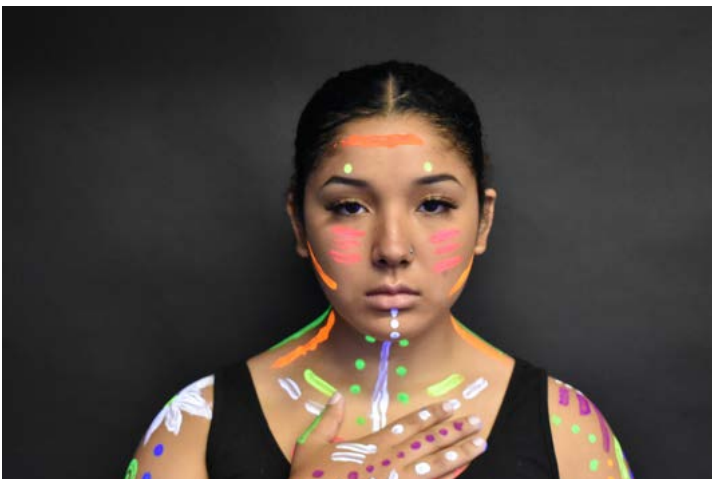
About Us

ASHE' is a magazine created by young black gxrls from the Fresno Black Girl Magic Project and the BreakBox Thought Collective. The magazine provides a variety of articles ranging from four different categories:

African-Diasporic Experience, Style, Health, and Expression.

ASHE' provides young black gxrls a platform where they can exhibit their experiences, personalities, and talent freely.

ASHE' is for anyone who is interested in learning about the stories of young black gxrls from a variety of backgrounds and across the gender spectrum who use writing, art, and modeling to express themselves.





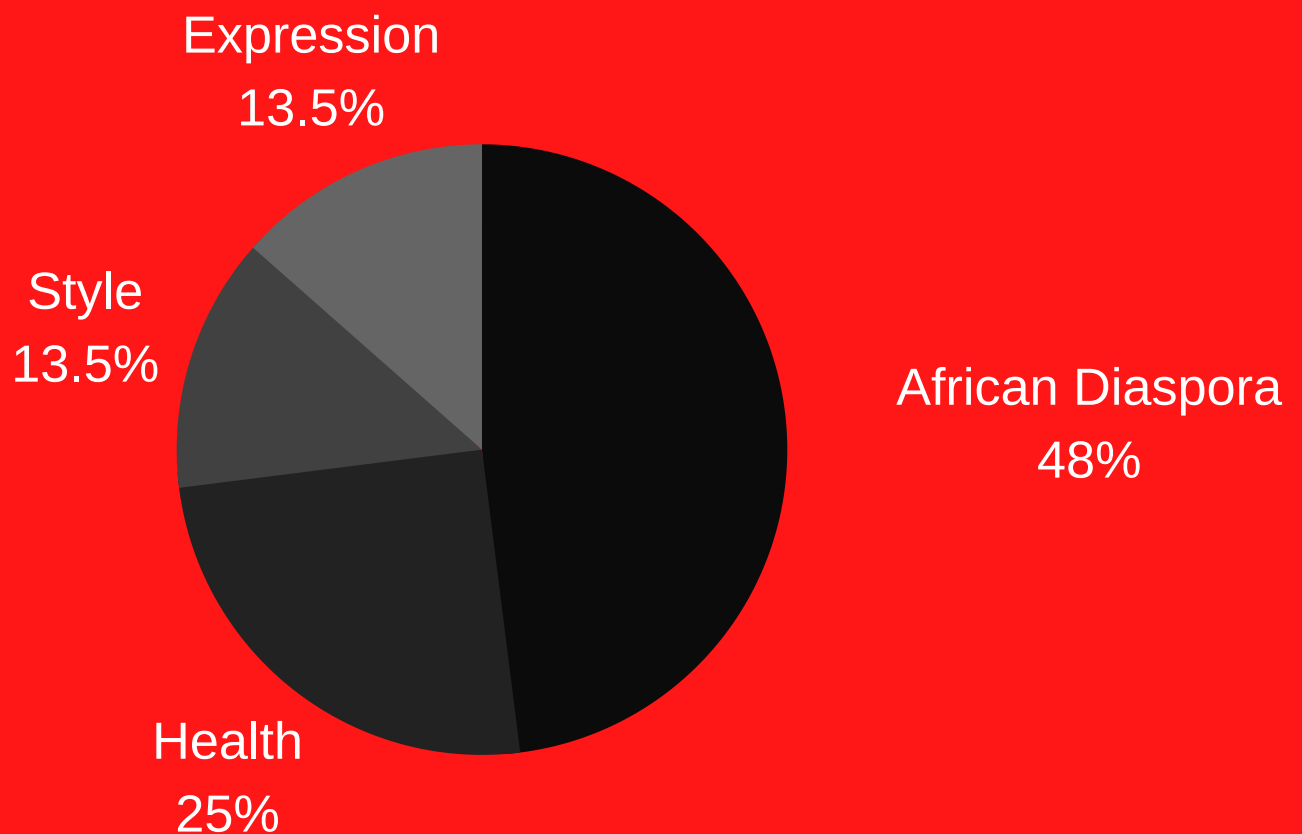
Editorial Mission

Since 2018, **ASHE'** brings young, black female voices to the forefront as journalists.

ASHE' is a wonderful source for learning about the black female and non-binary youth's perspective on the world around them. Many of the articles focus on cultural differences, beauty, mental health, inspirational stories of Black-owned businesses, and thought provoking stories of identity and arts activism.

ASHE' includes topics relevant to black youth and other people of color in a print and digital format.

Editorial Composition



Demographics



Total Audience

1,015

Men 16%

Women 84%



Median Age 35-44

13-17: 2%

18-24: 18%

25-34: 37%

35-44: 28%

45-54: 11%

55-64: 2.2%

65+: 2.9%



Top Locations

Fresno: 74%

Clovis: 2.4%

Hanford: 1.2%

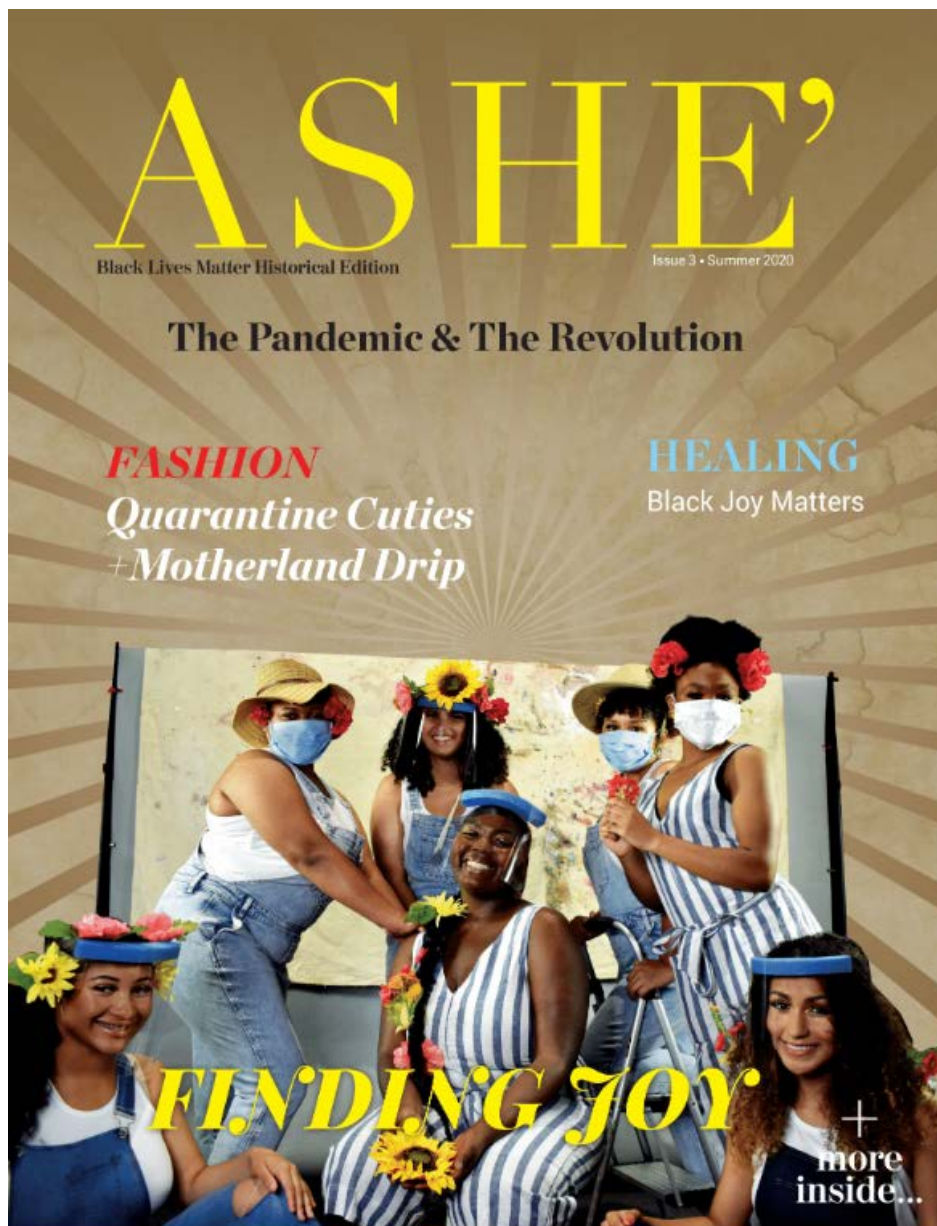
Los Angeles: 1.5%

Visalia: 1.2%

Digital Edition

Ashe' Magazine digital edition will be available at digital mobile magazine stores and newsstands in October 2020. Our readers need access to content at all times during their busy schedules. Ashe' gives this access to our subscribers through browser based digital editions across all desktop, mobile and tablet browser platforms. Subscribers can now view their Ashe' magazine collection easily, on any device. Ashe' Magazine continues to invest in this platform adding interactive features, videos and extra content to add more value for the Ashe' mag subscriber.

Check out our website or Social media platforms for links to the newest issue of our interactive online magazine, including subscriptions, and blog articles.





ASHE'

RELATIONSHIP ADVERTISING



We value our community connections. Ashe' magazines offers features and custom advertising for those brands, companies and organizations who have invested in the Fresno Black Girl Magic Project offering in-kind services such as master classes, mentoring, volunteer hours, and other valuable interactions that contribute to the growth and development of our participants. Relationship advertising is our way of saying thank you.

HOW IT WORKS

Your investment in our organization means a lot to us. We want to share your story. Help us amplify your voice by allowing us to interview you. This is a great time for us to showcase your business, project or organization.

DIGITAL FILES We encourage our advertisers and agencies to supply art in digital format. Acceptable formats are PDF (PDF/X1-A compliant). All graphics must be converted to CMYK. All images must be at least 300dpi.

CUSTOM ADVERTISING

Good marketing can be expensive. Let our In house photographer and design team capture you and your project to celebrate our partnership and show our appreciation for your time and resources.

PORTRAITS AND PRODUCT SHOTS

Talk to us about your brand colors and company image. We want you to shine! Relationship advertising is our gift to you. Every business person needs a high resolution head shot for their bio. Your Ashe' Magazine photo shoot will provide you with beautiful portraits that you can use again and again.

Portraits from your photo shoot are available for purchase at a discounted price. Talk to our Sales Team for more details.



ASHE'

Black Parade Build Your Own Destiny

Finding Personal Freedom Through Small Business Ownership

By Jaymie Sinaloa Mago, Age 17

Jaymie: I introduced myself and told us a little bit about who you are.

Des Washington: I'm Des Washington. I'm the co-owner of Take 3, a burger joint in downtown Fresno, and the owner of The Craft Experiences, a bar catering and event services company. I'm very active in Downtown revitalization in Fresno, and sit on several boards and committees with the personal goal of promoting the city, retaining talent, and entertaining the community.

Jaymie: What is your favorite about being a business owner?

Des: My favorite part about being a business owner is the creative freedom I am an artist and coming businesses give me a platform to express my creativity whenever I want, and actually make money doing it.

Jaymie: What sets Take 3 apart from other burger joints?

Des: Washington: "Take 3 is a built-your-own-burger restaurant and we have so many toppings to choose from. I think what sets us apart is the quality of the food, it's real food. Fresh veggies, hand-pressed, never frozen beef patties, local buns, and everything's made to order. Our signature burgers are really good too. For those who don't want to get creative, we have a few together a great menu of tasty burgers."

Jaymie: Take 3 is a family-owned and operated business. There is a social phrase "don't do business with family". How do you feel about that?

Des: I totally understand why people say don't work with family. There is a level of professionalism when you're working with business associates that goes out of the window with family. You're more likely to have confrontations and issues that you wouldn't have with someone you aren't comfortable with. But



on the flip side, there's so much love and respect there that you always work it out. Or at least we do."

Jaymie: How do you handle doubt and adversity when starting your own business?

Des: Washington: "I am very privileged to come from a family that always showed me that hard work pays off. I think when you have that as a foundation, you just jump when it comes to opportunities. I don't usually doubt myself or the hard work. Once adversity comes (and it always does), I usually rely on my elders. I call my dad and mom, my grandfathers, and mentor at the time and listen to them. I feel like I can keep going."

Jaymie: How are you finding joy during these hard times?

Des: "Personally, I struggle to figure out self-care in isolation. Most of the joy I've gotten has been from being able to connect to those around me and in the community. The restaurant is an example that we called it a standing purpose where we would do free meals to frontline workers, essential

workers, and families in need. We collected donations from the community and served over 300 meals."

Jaymie: Do you have any words of encouragement for young Black girls who want to start businesses?

Des: "Entrepreneurs are fearless thinkers. Don't allow limitations in your life, even about anything. If you have an idea, always go the distance with it. No idea is stupid, because you never know how what didn't work out today might come in handy down the road. A second be afraid of a day job. Being broke is a business killer, and not all businesses will be able to sustain you and the lifestyle you want. I know several entrepreneurs who work part-time here or there, or hire me, do consulting on the side. It's important to have multiple streams of income, especially when you're just getting started."

Jaymie: Where's it like being a boss?

Des: "It's all about how you look at it. Really, when someone says you will cap you're like 'sassy, it's great!' But it's really a lot of responsibility and can be really stressful. You're responsible for your wellbeing and the wellbeing of others, and that's a big load to carry. I know I know I don't think I would choose any other job."



SPONSORSHIPS

We value our community connections. Ashe' magazine offers features and custom advertising for those brands, companies and organizations who have been in relationship with the Fresno Black Girl Magic Project. When you sponsor a trip or an event for the Fresno Black Girl Magic Project, we say thank you by promoting your upcoming events in our Black Parade section. The newest addition to Ashe' Magazine designed to show off Black female owned entrepreneurs and leaders.

CORPORATE ADS

Announce your upcoming event with us.

We partner with local businesses and organizations to raise awareness about their work and services.

Partnership with Ashe' Magazine is an awesome way to give back. We gain a lot of wisdom from our interactions with you. Sponsorship helps us gain the soft skills and industry competencies that we need to be prepared for a competitive work force. Ashe' Magazine knows that our readers want to support businesses and brands that give back.

DIGITAL FILES We encourage our advertisers and agencies to supply art in digital format. Acceptable formats are PDF (PDF/X1-A compliant). All graphics must be converted to CMYK. All images must be at least 300dpi.

Engage, Educate, and Empower!

CELEBRATING 19 YEARS OF SERVICE! FRESNO METRO BLACK CHAMBER OF COMMERCE

ABOUT US

We are a locally-based membership organization with a global reach advancing the interests of the greater African-American community through the creation of opportunities, advocacy, and business & economic development. We also provide educational programming for entrepreneurs of all ages that leads to financial responsibility, sustainability, and job growth.

COMMUNITY CHECKLIST

- ☒ What Can You Do For Your Community?
- ☐ Celebrate Black Excellence

Joelle Jackson

Assemi Real Estate

360-599-5595
joelle@assemi realestate.com

ASHE'

ADVERTISING REAL ESTATE



Location. Location. Location!

Ashe' magazine offers five basic ad locations:

Inside Cover (Premium)

Editor's Letter

Contents Page

Inside Back Cover (Premium)

Back Cover (Premium)

Advertorial and insert rates are available upon request. Extra charge for premium spaces.

POSITIONING REQUESTS

Positioning is at the discretion of the Publisher.

Ask us about article proximity.



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2019- 2020

Editorial Highlights

June 2019



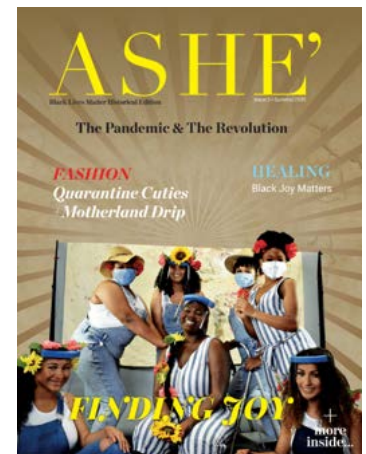
Inaugural Issue

February 2020



Special Edition

September 2020



Historical Issue

June 2019-Our inaugural issue was the central focus of Ashe' Magazine's annual AFreeKouture Coming of Age gala. In turn, Ashe' magazine featured many of AFreeKouture's fashion designers and award winners.

February is the release month for our Black History issue, and will be an annual Special Edition. It's focus will always be on portraits of Black lives and reclaiming cultural identity.

In response to Coronavirus (COVID-19) outbreak, due to the Shelter in Place order, our typical June issue was not possible. As a pivot, we released a historical issue in September focused on Finding Joy amidst a pandemic and historical racial protests and political tension.



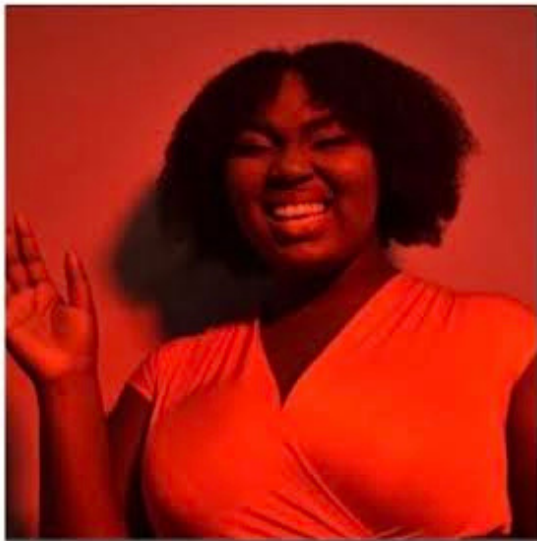
Letter From Editor

When we started Ashe' magazine, we knew that a void existed. We believe that Ashe' Magazine is unique as the only one of three magazines for Black girls in the United States that is written by Black girls and Black non-binary youth. The issues explore aspects of Black life that are not often topics of conversation in school, or even at the family dinner table. This makes the content critical, and the need for safe space essential.

We hope that readers resonate on a human level with the challenges that Black girls and non-binary youth face in their journey towards adulthood. We also hope that Ashe' magazine is a celebration of Black Gxrl Magic!

Blessings + Power

Jamillah "Lila" Finley



Sections



African Diasporic Experience

Black Parade, celebrating queens who are winning at business and in life.

Auntie Mama Sister Friend, inter generational healing and words of wisdom from the elders.

The Crown Act, explores issues with natural hair in a variety of settings.

Love Your Roots, features cultural reclamation stories and Sankofa journeys.

The Mis-Education of Black Students, explains the challenges Black students face, offering solutions and resources for educators, parents and students.

Sections



Style

I Am Not Your Fetish,

discusses the picking and choosing of certain Afro-centric features by society to glorify European standards of beauty or to sexualize and objectify the Black female body.

Street Style, full page features of body positive youth dressed in every day fashion looking runway ready.

Health

EmoBunny Comic, our resident artist Amaranthia Jones uses her cartoon to tell the story of her struggles with anxiety disorder.

Expression

OUTSPOKEN, our spoken word poetry section explores race, body positivism and issues of identity.

Sections



Expression

Black Boy Joy, celebrates young Black male and Black non-binary artists and entrepreneurs.



Expression

Black Girl Magic Audio Files, gets inside the mind and the music of Black female indie artists.



ASHE'

Jamillah "Lila" Finley
FOUNDER

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Jammy Harris
Jaymie Maga
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Savannah Grier
Zee Finley

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