UP! MAGAZINE

MEDIA KIT



2027 MEDIA KIT

UNLIMITED POSSIBILITIES

Quarterly digital lifestyle publication

South Georgia • North Florida | Launch: January 15, 2027

01 / ABOUT

A region. A voice. A future.

A digital-first lifestyle and community resource celebrating Black communities and the people who help them thrive.

Our mission

UP! connects readers with practical information, inspiring stories and resources for healthy, sustainable living, economic opportunity and stronger families. We center adults 60+, while welcoming caregivers, entrepreneurs and intergenerational households.

Our market

South Georgia and select North Florida communities, with a focus on rural and small-city audiences. Planned outreach includes local government, libraries, faith communities, senior organizations, chambers and community partners.

Who we serve

Older adults and caregivers; Black families and community leaders; small and home-based businesses; public agencies; health, housing, education and financial service providers.

4 **DIGITAL ISSUES PER YEAR**

Founding-year distribution is being developed. Actual readership, circulation and engagement will be reported as measured; no guaranteed reach is claimed.

02 / EDITORIAL

Four issues. Year-round impact.

Proposed editorial themes and production deadlines for the 2027 quarterly calendar.

Q1
JAN 15

New beginnings & legacy

Healthy aging, legal aid, financial wellness, Black heritage and community impact makers.

Reserve Jan 5 • Art Jan 8

Q2
APR 15

Healthy communities

Women on the move, caregiving, housing, sustainable living and digital skills.

Reserve Mar 26 • Art Apr 2

Q3
JUL 15

Enterprise & opportunity

Small business, business credit, workforce learning, fatherhood and rural innovation.

Reserve Jun 25 • Art Jul 2

Q4
OCT 15

Living well & belonging

Caregiving, restorative justice, family traditions, travel and community celebration.

Reserve Sep 24 • Art Oct 1

03 / ADVERTISING

Make your message matter.

Proposed introductory digital rates in USD. Annual packages reserve four quarterly placements.

PLACEMENT	ONE ISSUE	FOUR ISSUES
Marketplace / 1/6 page	$125	$425
1/3 page	$250	$850
1/2 page	$400	$1,360
2/3 page	$550	$1,870
Full page	$750	$2,550
Inside cover / page 1	$950	$3,230
Back cover	$1,250	$4,250

Founding advertiser benefits

Clickable approved links, placement in the digital issue and a post-publication performance summary where measurement is available. Premium placements are subject to availability.

Agency and institutional subscriptions

Proposed annual access: individual $24; institutional distribution license from $250, with scope and access terms agreed in writing. Bulk access and public-information campaigns quoted separately.

All prices are proposed launch offers, subject to publisher approval and written insertion order. No guaranteed impressions or sales.

04 / PARTNERSHIPS

Public information, local impact.

Connect public agencies, community institutions and mission-aligned businesses with a regional audience.

Government & public-sector outreach

Public health campaigns, housing and weatherization resources, workforce development, aging services, transportation, emergency preparedness and economic development. Custom quotes can reflect campaign scope, procurement requirements and accessibility needs.

SPONSORSHIP	PROPOSED FEE
Community partner / one issue	From $500
Editorial-theme sponsor / one issue	From $1,500
Founding annual partner / four issues	From $5,000

Digital distribution strategy

Planned channels: direct email, digital magazine access, community partner referrals and social media promotion. Partner participation is subject to confirmation.

Accountability & editorial integrity

Paid content will be clearly labeled. Sponsorship does not confer editorial control. Reporting may include sends, opens, clicks and issue views when available. Public-sector engagements remain subject to applicable procurement and disclosure requirements.

05 / PRODUCTION

Ready to publish.

Digital artwork specifications adapted from the original print-oriented media kit.

FORMAT	ARTWORK SIZE (INCHES)
Full page / premium	8.375 × 10.875
2/3 page	5.25 × 10.375
1/2 page	7.875 × 5.0625
1/3 page	7.875 × 3.375
Marketplace / 1/6 page	3.875 × 3.375

File delivery

Submit high-resolution PDF with embedded fonts or JPEG/PNG at 300 ppi preferred, in RGB for digital publication. Include destination URL, accessible text description, advertiser name and contact details. Keep critical content at least 0.25 inches from edges.

Booking & approval

Reserve space by the published deadline. Confirm placement, artwork, payment terms and cancellation provisions in a written insertion order. The publisher may decline misleading or unsuitable advertising.

Print editions are not included in the 2027 digital-first offer; any future print specifications and fees will be issued separately.

06 / CONNECT

Let’s build what’s possible.

Founding-year advertising, public information campaigns and community partnerships.

Gloria C. Moore | Founder & Editor-in-Chief

Editorial coverage spans restorative justice, health and lifestyle, fatherhood, education and social capital, financial well-being, and engagement and belonging.

Publisher

Zuomedia Synergy Group, LLC (planned formation January 4, 2027). Editorial and commercial inquiries are directed to the founder pending confirmation of the 2027 team.

ADVERTISING & PARTNERSHIPS

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Request an advertising proposal, institutional subscription quote or founding sponsorship package. Website listed in prior kit: up8.online (current status not verified).

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