

## **Why You Should Advertise In Prisonworld Magazine**

Do you have something to sell? Do you have a book, product or service beneficial to inmates? Want to get the word out to the national prison population? Prisonworld Magazine currently services over 1600 institutions nationwide with an estimated readership of 350,000 and growing daily. Our "Free World" readership is approximately 3000+ per month and also growing. We offer better than competitive rates for the general public to advertise their products or services. There is no other prison magazine that can compare to our rates vs. circulation.

## **Prisonworld Advertising Policies**

Ad files can be submitted in the following formats: Microsoft Word, Adobe PDF, or a popular graphic format (TIFF, JPG, GIF, BMP, etc). All ads must be prepaid before being placed in the magazine. Any corrections or changes are needed at least 10 days prior to deadline. \*\*\* Prisonworld Magazine reserves the right to accept or reject advertising based on our advertising policy. All advertisement is subject to approval. Deadlines for ads and more information can be obtained by contacting **[pwmagazine@bellsouth.net](mailto:pwmagazine@bellsouth.net)**. The following categories of advertising are not acceptable: Porn, alcoholic beverages, tobacco products, horoscopes/psychics and anything else contrary to what the magazine represents. If your advertisement is not acceptable, we will notify you by phone or email. We will do our best to work with everyone without compromising our morals and standards.

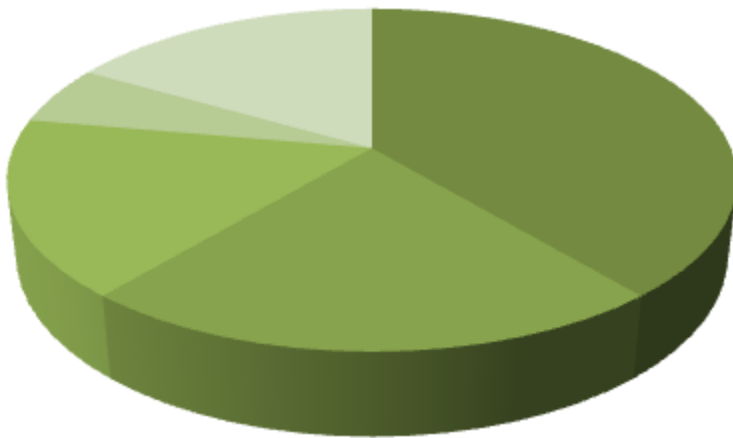
## **Prisonworld Format**

Prisonworld Magazine prints in a newspaper magazine format similar to the National Enquirer in a 10x10 tabloid size print. It is a 28-page layout with 16 FULL COLOR pages that includes advertisements, contests, puzzles, RESOURCES, trivia, celebrity interviews, prison news, legal ads and much, much more. The magazine is on a six issue per year schedule as follows: May/June, July/August, September/October, November/December (Winter Edition), January/February and March/April.

## **Who Reads Prisonworld Magazine**

The majority of readers of Prisonworld Magazine are inmates. (Please see demographics below.) Prisonworld is also read by friends and family members of inmates, paralegals, chaplains, lawyers, entertainment executives, publishers, authors, teachers, nurses, administrative assistants, publicists, prison guards, counselors, activists, radio Dj's, politicians, newspaper editors, military personnel, entrepreneurs, college students, volunteers, coaches, college professors, court reporters, librarians, and the list goes on and on.

# INMATE DEMOGRAPHICS



- Estimated Readership
- Inmates w/Life Sentences
- Inmates w/Income
- Inmates w/Yearly Subscriptions
- Repeat Purchasers

Average Age of Reader – 35

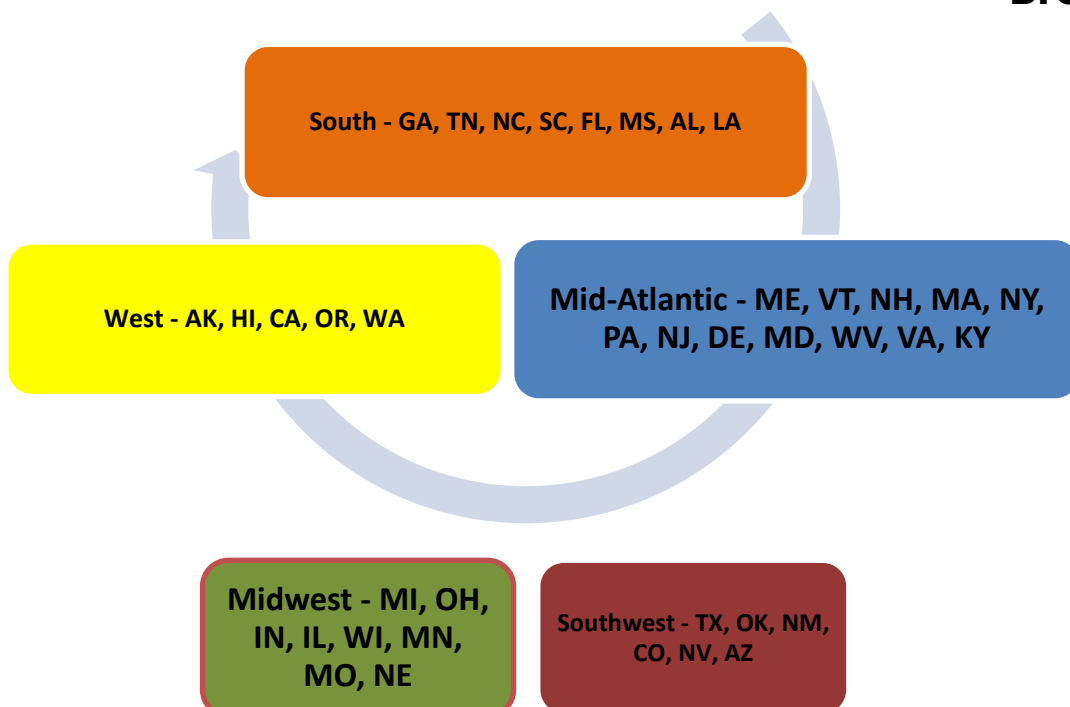
Average Number of Times Issue is Read by 1 person – 3

Readers Per Copy -25

Prisonworld Magazine currently has five distributors and is available on Amazon.com. We receive mail from every State but some states are more concentrated than others. For this reason we do offer ***Regional Inserts of Advertisements.***

## State

## Breakdown



## **Prisonworld Magazine Offers Various Ad Sizes And Rates**

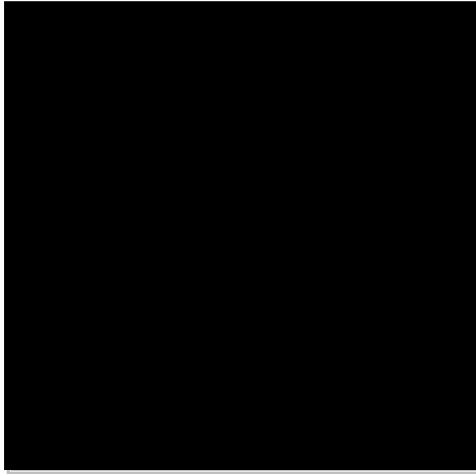
The following display options are available for you to promote your products and services:

### **Trial Column Inch Ad- 2"x2" (B&W only-can be text w/graphic)**

\$25 per issue

\$60 per 3 issues

\$100 per year



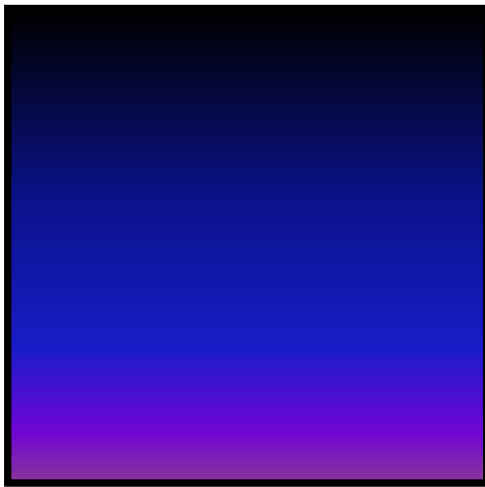
### **Trial Column Inch Ad- 2"x2" (FULL COLOR-can be text w/graphic)**

\$40 per issue

\$100 per 3 issues

\$200 per year

Great for authors!

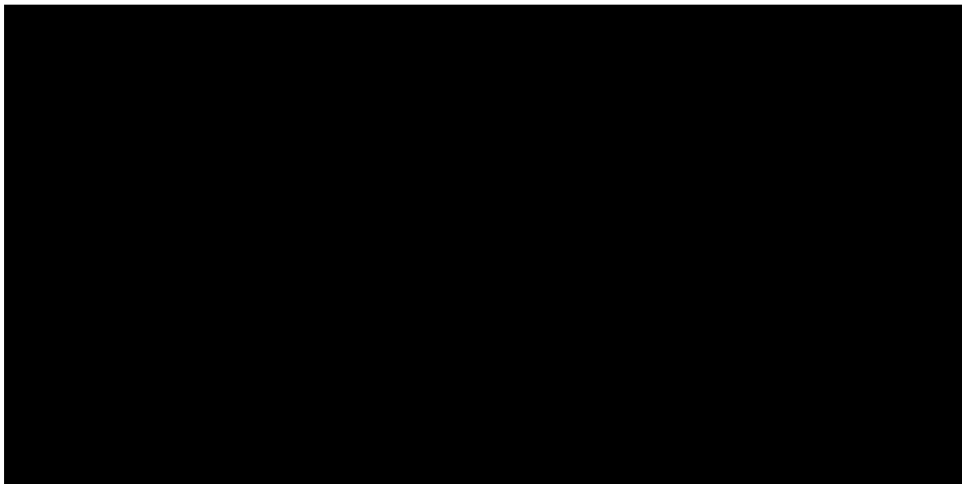


### **Strong Column Inch Ad- 4"x2" (B&W only-can be text w/graphic)**

\$50 per issue

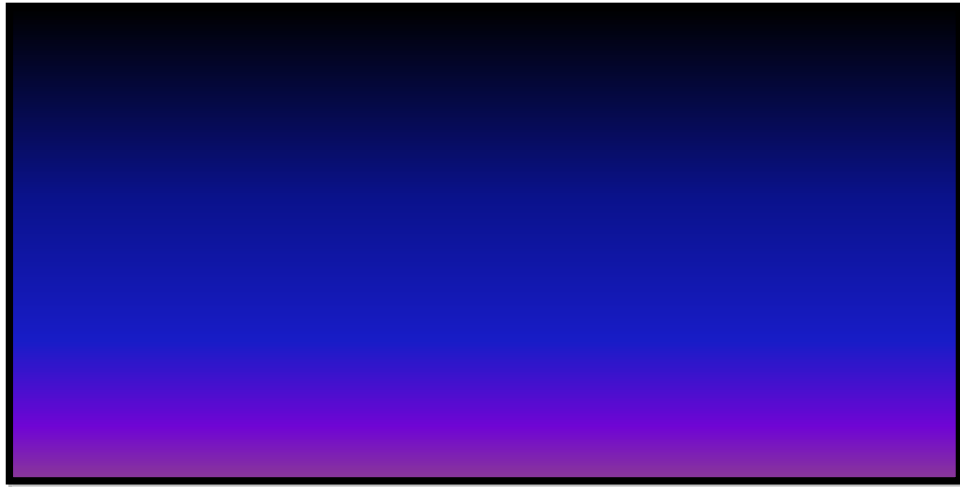
\$125 per 3 issues

\$225 per year



**Strong Column Inch Ad- 4"x2" (FULL COLOR-can be text w/graphic)**

\$65 per issue  
\$180 per 3 issues  
\$325 per year



**Column Ads 2x10 B&W**

\$100 per issue  
\$250 per 3 issues  
\$500 per year



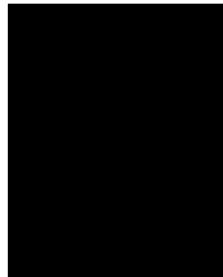
**Column Ads 2x10 COLOR**

\$200 per issue  
\$550 per 3 issues  
\$1000 per year

(picture not actual size)

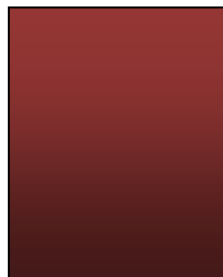
**Full Page 10 x10 B&W**

\$400 per issue



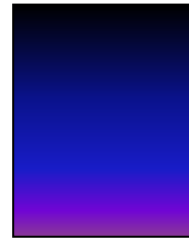
**Full Page 10 x10 COLOR**

\$600 per issue

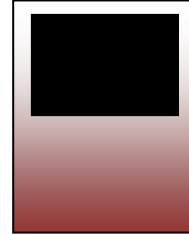


**Prime Placements Ads** (yearly rates only- please inquire about availability)

Back Cover - Full Page - (4 COLOR) - \$3000/yr



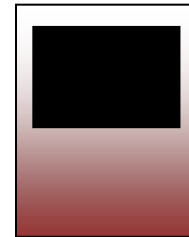
Back Cover - Half Page - (4 COLOR) - \$1500/yr



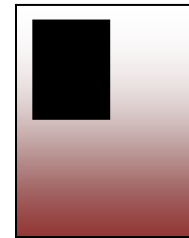
Inside Back Cover-Full Page-(COLOR)-\$1250/yr



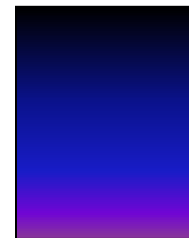
Inside Back Cover-Half Page-(COLOR)-\$625/yr



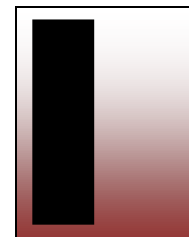
Inside Front Cover-Quarter Page-(COLOR)-\$1500/yr



Center Page - FULL PAGE - (4 COLOR) - \$3750/yr



Center Page - 2x10 - (4 COLOR) - \$1500/yr



**Classified Advertising** – This type of advertising is suggested for those who just would like to try an advertisement to see what type of response would be received. This is a 2x2 column inch ad/6 rows of 18 characters = 108 characters total.

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Ad Cost - \$25 for three issues (minimum purchase)

Periods and spaces between words and sentences count as one character.

All ads are in Times Roman 10 point font.

All ads will print with border of our choosing.

We process Credit Card payments thru PAYPAL @  
pwmagazine@bellsouth.net

Payments can be mailed to:  
Dawah International, LLC  
PO Box 380  
Powder Springs, GA 30127

**Advertising Questions? Call (678)233-8286  
or Email : pwmagazine@bellsouth.net for  
Quarter Page and Half Page special rates  
(B&W or Color) and other advertising  
questions and options. We offer special  
discounts and regional advertising as well.**