



SIGNATURE
magazine

2025 Media Kit

Our Mission

MySignature Magazine by Bizvuu® / SIGNATURE Special Editions

MYSMAG goal is to create a promotional publication and platform that gives entrepreneurs and small business owners an opportunity to tell the world the Who, What, When, Where and the WHY.

We are encouraging networking. We're pushing individuals to explore the print magazine option for self-promotion. Print magazine promotion offers more possibilities of expanding your audience reach and increasing your visibility overall in the market.

MYSMAG will be one of the largest specialty magazines adding instant audience reach and value to the promotion of businesses, entrepreneurs and brand content via mass print/digital publishing.

MYSMAG Breakdown:

The magazine is a 58+ page digital/print promotional publication with articles, ads and video spots available.

Contains 1 page and multi-page spreads of:

- Brand Stories
- Q&A Articles
- Promotional Bio Write-ups or Business Listings
- Video Content pages with Scan Code
- Full Page, Half Page Ads & Small Ads

Our primary location for **FREE** circulation of our magazine is Atlanta, GA/Metro Atlanta and markets in the State of GA. **** NOTE **** *The circulation will be that of the cover feature i.e. If the cover feature's in LA, then the magazine circulation will be in LA and the surrounding areas of that particular market.*

*** HARD COPIES OF ANY ISSUE ARE AVAILABLE FOR PURCHASE ONLINE NO MATTER WHAT LOCAL MARKET WE CIRCULATE IN.

No less than ***10,000** hard copies and ***10,000** Tome print runs every time we do an issue is the goal.

*Tome™ are custom designed and sized physical cards with scan code integration we use to disseminate *digital* copies of the MySignature Magazine. *Print runs vary for certain areas and issues.



SIGNATURE

Promotion for Entrepreneurs

Special Issues

Legal Issue

Attorneys, Law Firms,
Legal Consultants

Fashion/Style Issue

Fashion Designers, MUAs, Hair Stylists,
Barbers, Fashion Stylists

Real Estate Issue

Real Estate Agents, Brokers, Life Insurance
Agents, Builders

Women In Business

ALL GENRES

Entertainment Issue

Actors/Actresses, Podcast Host, Radio
Personalities, Comedians, Influencers

Men In Business

ALL GENRES

Divine Nine Issue

Fraternity & Sorority Business
Owners/Entrepreneurs

Restaurant Issue

Owners, Caterers, Food Truck Owners,
Chefs, Bakers

Health & Wellness Issue

Trainers, Fitness Instructors, Supplement
Brand Owners

Medical Issue

Doctors, DVMs, Dentists, Chiropractors,
Therapists, Life Coaches, Hollistic Coaches



Get Featured

The A Team

MySignature Magazine by Bizvuu® / SIGNATURE Special Editions

Our focus is promotion for entrepreneurs. In this digital world individuals underestimate the power of print promotion across the board and never explore the options. We are looking to expose newer business pros to the print magazine option and urge them to add it to their game plan and marketing budget. For our readers we plan to publish quality content from entrepreneurs, business advertisers in their area and business articles from different writers. We advocate networking and the building of new business relationships.

Through amazing photography, creative design, and innovative promo we plan to offer a higher level of presentation and create a promotional outlet that gives entrepreneurs an opportunity to tell the world the Who, What, When, Where and the WHY.

#brandstories #IDTK #identitysthekey

– Bryan Patrick Curry



Bryan Patrick Curry
Publisher/Creative Director



Shamarda Jolly
Publisher/Operations Manager



Monique Turner-Young
Fashion Consultant



Olivetti Key
Promotions Manager



Teddy Lewis
Photographer

Positioning Guidelines

MySignature Magazine by Bizvuu® / SIGNATURE Special Editions

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of MYSIGNATURE Magazine or SIGNATURE Special Editions (the “Magazine”) published by BIZVUU Ltd Co, LLC or Bizvuu Media (the “Publisher”).

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1. Rates are based on average statistical cost , effective with the issue 1, 2025.

Announcement of any change in rates will be made in advance of the Magazine’s advertising sales close date of the first issue to which such rates will be applicable.

2. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine opts-out of running in the digital edition, either on the insertion order or via email. The digital edition of the Magazine may be viewed in one of two formats (i) a digital online version, which is viewed on mobile devices via scan code on Tome card. (ii) downloadable pdf. Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital edition. These include, but are not limited to, special units such as pop-ups, scent strips, die-cuts, special effects and business reply cards. Please consult a Magazine representative for details. Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may appear in one of two formats: (i) print replica, where the page on screen looks exactly like the advertisement appearing in the print edition; or (ii) custom design, where the same creative has been reformatted and resupplied for optimal reading on a digital device and/or platform. Qualifying advertisements running in the digital edition of the Magazine will automatically run in a print replica format. If an advertiser wishes to include its qualifying advertisement for the digital edition in a format other than print replica, it must indicate so prominently on the insertion order by the ad close date. Custom designs may not be available on all platforms or devices. Please consult a Magazine representative for details. URLs featured in advertisement print creative are not currently activated in the digital edition. Please consult a Magazine representative for further details on URL activation.

3. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

4. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

5. The Publisher may reject or cancel any advertising for any reason at any time.

Advertisements simulating a Magazine’s editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

6. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims").

7. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

8. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

9. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

10. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, communicable diseases, acts of God or any other circumstances not within the control of the Publisher.

11. Ad sales commission: up to 30% (where applicable to recognized agents of record) of gross advertising charges after earned advertiser discounts.

12. Invoices are rendered on or about the subscriber mailing date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

13. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

14. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

15. Neither creative fees nor special advertising print production premiums fees earn any discounts or agency commissions.

16. Publisher reserves the right to modify these terms and conditions. These Advertising Terms and Conditions were issued January 1st, 2025.

Specifications

MySignature Magazine by Bizvuu® / SIGNATURE Special Editions

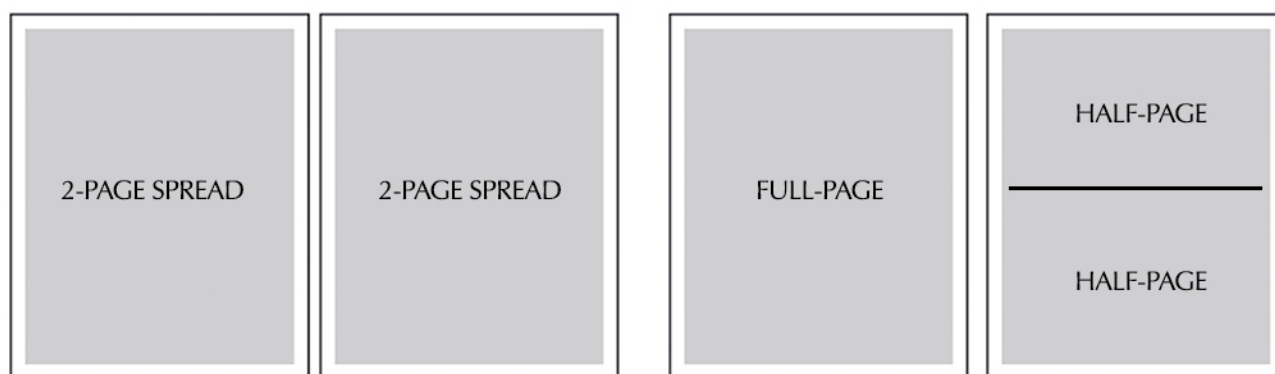
AD & LOGO ARTWORK (Required Format)

- High resolution PDF files are preferred with all fonts embedded. Also will accept .eps, .ai, .jpg, .psd, or .tif formats.
- CMYK (four color process)
- Images - 300dpi (dots per inch) resolution
- Supply any linked images or photos
- Fonts changed to outlines for vector based files (.eps, .ai)
- NO printer's marks (i.e. bleed and registration marks)
- NO header or footer information
- NO crop marks unless ad has white background
- Trim Size and Bleeds Only double spread and full page ads are allowed to bleed. All ads must be built to their trim size with 1/8" bleed. All important text or images must be inside the final trim size by 3/16" (live area).

Ad Sizes

MySignature Magazine by Bizvuu® / SIGNATURE Special Editions

AD options	TRIM SIZE (w x h)	LIVE AREA (w x h)	BLEED SIZE (w x h)
2-Page Spread	17" x 10.875"	16.125" x 10.075"	17.25" x 11.125"
Full-Page/Half	8.375" x 10.875"	7.575" x 10.075"	8.625" x 11.125"
Half Page	7.575" x 4.875"		



*MySignature's printed offset; perfect-bound. Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions.

Electronic Requirements

Electronic Submission E-mail submissions must be made as attachments and must be no more than 12MB to transmi(my^smag@bizvuu.com)

Creative Approval

- Advertiser creative is subject to Publisher and Editorial Approval.
- Publisher reserves the right to request that an ad be moved due to creative conflicts or if the advertiser's product is featured on the opposite page.

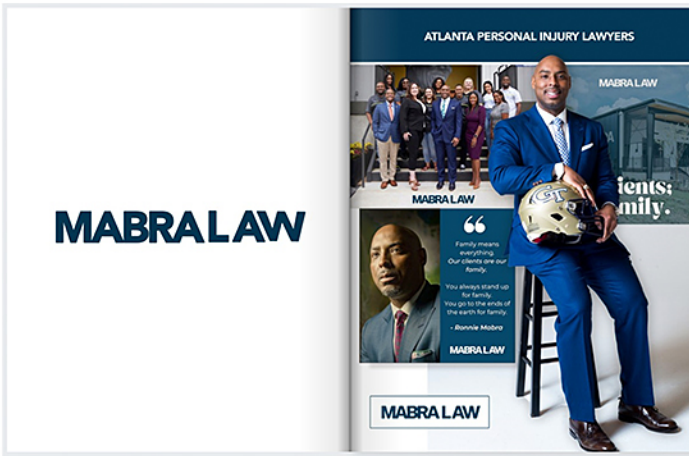
Positioning & Placement

- Positioning and placement in magazine will be led by creative team. Sales Associates will provide creative guidelines and specs for placement.
- Options for placement are available by Top, Middle, and Back positions in the magazine.

*The following information specifies the size and type of file formats, proofs and media we accept, general guidelines and contact information.

Ad & Feature Samples

MySignature Magazine by Bizvuu® / SIGNATURE Special Editions



Full-Page Ad Spread



Full-Page Ad Spread



Single Page Feature (bio write-up) / Full Page Ad



Two Page Feature w / Scan Code Access to Video



Two Page Feature (Brand Story / Q & A)



Two Page Feature (Brand Story)

*Design layouts vary depending on content provided. Features range from \$75 to \$1,100; Ads \$500 to \$4,000+.

Contact us Today! mysmag@bizvuu.com or www.mysmag.com for more info.

The Power of Magazine Media

Each year The Association of Magazine Media releases its Fact book, which consists of more than 100 pages of audited, accredited and validated research on the power of magazine media. Through their research, they have uncovered the truth behind the success of the magazine, which we hope to share with you in this media kit.

According to their findings, magazine brands continue to thrive because of their long-standing and recognizable image. Most importantly, magazines are trusted by consumers and advertisers alike. For readers this means credibility, and for marketers this means a safe and transparent environment. Nearly 9 in 10 American adults engage with magazine media.

Magazine Media

Reaches Eyes, Minds & Wallets



**Better
Viewability**



**Immersive
User Experience**

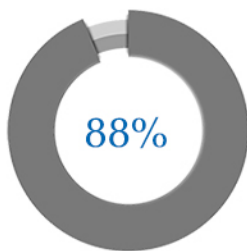


**High Return on
Advertising Spend**

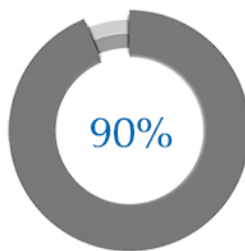
Americans of all ages read magazines
ESPECIALLY YOUNGER ADULTS

(print and digital editions)

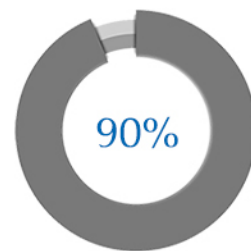
Association of Magazine Media 2025 Statistics



of adults 35+



of adults under 35



of adults under 25

Nearly 75% of all magazine readers love the touch and feel of print. Notably, 90% of those under 25 read magazines, and a large majority of millennials (ages 25-40) express a preference for the physical feel of a printed magazine. Around 78% of magazine readers who see an ad in a magazine take some form of action, such as seeking more information or visiting the advertiser's website.

* All data is from 2025 Association of Magazine Media Research

2025 Advertising RATES*

Full-Page Ads - *Prices Ranges \$500 - \$4,000+

Half-Page Ads - *Prices Ranges \$100 - \$250

Ad options	Low Range	Mid Range	High Range
Front Cover (Cover Person)	\$5,000	\$7,500	\$10,000+
Top Ad (Front of Mag / Back Cover)	\$2,000	\$3,000	\$4,000
Middle Ad (Middle of Magazine)	\$850	\$1,100	\$1,500
Back Ad (Towards the back of Magazine)	\$500	\$650	\$775

*Ad prices can be above the high range for Special Edition runs.

*Ad prices can be between the low range and the high range for each ad option.

2025 Article RATES

Full-Page Features - *Prices Ranges \$350 - \$1,100

Half-Page / Quarter Page Features - *Prices Ranges \$50 - \$75

Feature options	Low Range	Mid Range	High Range
1 Page Features	\$350	\$750	\$1,100
2 Page Features	\$500	\$675	\$850
Scan Video Interview	\$750	\$925	\$1,100

*Article prices can be between the low range and the high range for each option.

*1 Page Features prices can vary depending on page number or Special Edition runs.



DIGITAL

SCAN IT. READ IT. DOWNLOAD IT.

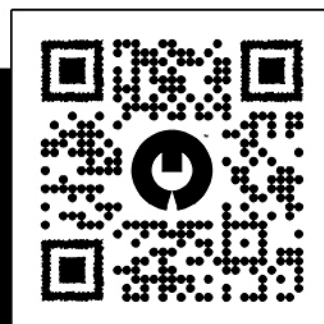
OUR GOAL: 10,000 *Tome™ print runs every time we do an MYSMAG issue.



tome™

*Tome™ are custom designed and sized physical cards with scan code integration we use to disseminate digital copies of MYSMAG.

ADVERTISE OR FEATURE?



SCAN FOR MORE INFO.