

*Introducing Miss Haps the Magazine.*



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MissHaps is the premier entertainment and lifestyle, image and fashion magazine for young, urban adults in Mississippi.

MissHaps.com has been updating the North Mississippi area with “What’s Happening in Mississippi” since November 2007. The name derived from Miss, which is short for Mississippi, and Haps, from happenings, or the slang version “Haps,” to form a play on the word mishaps. Most people get it!

Since its inception, 75 events, concerts and shows later, MissHaps has become a household name; surprisingly without any advertising whatsoever. The active social scene in North Mississippi looks for our cameras wherever they go. [www.misshaps.com](http://www.misshaps.com) has received over 75,000 page views in the past 6 months (January-June 2009) simply by word of mouth, and we’re excited about that.

Our mission is to provide Mississippi’s young, progressive, urban professionals an opportunity to find out what’s happening in Mississippi and portray images that are consistent with the rich, cultural events that shape the entertainment industry in the ‘sip.

If you’re having an event, planning a festival, own a nightclub, throwing a party, or want to advertise your products and/or services to Mississippi’s active lifestyle adults, MissHaps is THE only avenue that showcases the entertainment industry statewide, both online and in print.

We are “What’s Happening in Mississippi.”

Avid readers of MissHaps the Magazine are young, progressive African-Americans who enjoy active lifestyles, which include nightclubs, casual dining, bars, concerts, and other forms of entertainment. They dine out at least five times per month and may be apt to travel out of state many times per year, mostly to neighboring metropolitan cities of Memphis, New Orleans, Atlanta, or Birmingham to enjoy social or sporting activities and shopping. On occasion, they will travel by plane or automobile to visit relatives in Northern states, such as Illinois and Michigan. Our readers may drink and/or smoke occasionally. They are professional and active networkers who enjoy social engagements, dating and meeting new people on a weekly basis. 65% of our target audience has access to the internet either on the job or at home. Our readers are likely to have 1 to 3 children in the household. They typically fit the following profile:



Age Range	21-40
Gender	65% female 35% male
Marital Status	60% single 40% married
Residential Status	70% rent 30% own
Median Household Income (HHI)	\$36,000
Education	10% high school diploma or GED 30% high school diploma with some college experience 45% college degree 15% post-graduate degree
Total Population of Target Markets	380,550*

\* Combined populations of Jackson, Hattiesburg, Meridian, Tupelo, Starkville, Columbus & West Point, per [www.city-data.com](http://www.city-data.com) as of July 2008.

Our target markets are highly concentrated areas for African-Americans. The majority of cities in Mississippi are far above the national average composition of the African-American/Black population in the United States. The average percentage is 12.4%. Mississippi ranks #1 in the United States for African-American population, with 37.2%, according to the July 2007 US Census. That's three times the national average.

Below is a chart of MissHaps targeted cities, their total populations as of July 2008, and the concentration of African-Americans/Blacks as a percentage (%) in those cities:

City	Total Population	% Black Population
Jackson	173,861	70.6%
West Point	11,292	56.2%
Meridian	38,232	54.4%
Columbus	23,798	54.4%
Hattiesburg	59,993	47.3%
Starkville	24,187	30.0%
Tupelo	36,233	28.3%
Oxford	12,954	21.0%

\*Note: Population and city profile information taken from [www.city-data.com](http://www.city-data.com)

Black buying power in Mississippi is over **\$21 Billion**, a growth of 37% from 2004. By 2012, the buying power of Blacks in the United States is projected to reach \$1.1 Trillion\*\*. The new report points out that Blacks spent a larger percentage of their income on natural gas, electricity, telephone services, and footwear; and a higher proportion of their money on groceries, housing and women's and girls' clothing than others.

Companies that utilize MissHaps.com and MissHaps the Magazine to reach these young, active, African-American consumers who are on the cutting edge of technology, and whose buying preferences are being influenced right now, will ensure themselves long term success in Mississippi.



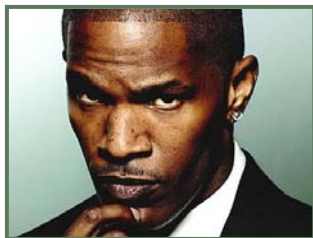
**Page 7 Miss Hap of the Month** – A page dedicated to a local professional or aspiring female model from Mississippi. This section is designed to give ladies in Mississippi a real opportunity to get exposure, and get them one step closer to achieving their modeling dream. In addition to the monthly feature, we will also need models for ads, articles, and editorial content on other sections of the mag.

**MissFits** – “Fits” or slang for outfits, is our fashion section. As fashion trends change with the seasons, this section will be dedicated to showcasing what’s hot and new in clothing, shoes, accessories, and hair styles for both men and women with a fashion layout featuring models wearing the latest looks. Our audience loves to look fresh when they go to the club, so this section is ideal for our clothing retailers, shoe stores and hairstylists.



**Wheel Talk** – Taken from the street slang term “real talk,” this section showcases products and services for our car enthusiasts. MissHappers love their cars. People love to showcase their custom paint jobs, wheels, sound systems, and special options on their vehicles. This section is dedicated to showcasing those trends in after market auto accessorizing.

**Ace of Clubs** – This section profiles a hot and trendy nightclub in Mississippi. We interview the owner about how they got started, what is special about their club, their vision, and key(s) to success. They tell us why people like coming there, and what sets them apart from other clubs. We also do a photo layout showcasing this month’s MissHaps’ Publisher’s choice for the Ace of Clubs.



**Celebrity All Access Pass** – We love our celebrities. MissHaps wouldn’t be entertainment if we did not showcase a national celebrity sports figure, musician, actor, or someone that’s made it to the national stage. Find out what they’re up to and how they’re living with an All Access Pass to your favorite celebrities in the pages of MissHaps.

MissHaps the Magazine circulation is 10,000 copies per issue, printed on a monthly basis. It is a free publication distributed at local restaurants, barber shops, beauty salons, clothing boutiques, college campuses, apartment complexes, convenient stores, record stores, nightclubs, and hand-to-hand at nightclubs, bars, festivals, events, car shows, parties, concerts, etc.

Statewide distribution will include Mississippi's predominant urban markets:

- Tupelo (MissHaps Headquarters)
- The Golden Triangle Area (GTA) which includes Columbus, Starkville & West Point
- Jackson
- Meridian
- Hattiesburg
- Oxford

Future expansion will see MissHaps Magazine as far South as Gulfport & Biloxi, Mississippi, West to Greenville, and as far North as Corinth, Mississippi.



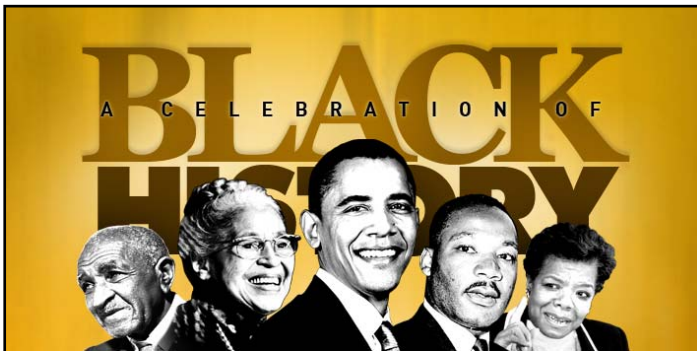
MissHaps is the magazine showcasing "What's Happening in Mississippi" and though there are many events that happen in and around the state of Mississippi, these are just a few of the opportunities that exists for our advertisers. This is where MissHaps will be!

- Capital City Classic (Jackson, MS)
- Essence Music Festival (New Orleans, LA)
- Memphis in May (Memphis, TN)
- Black Rodeo (Jackson & Hattiesburg, MS)
- Bayou Classic (New Orleans, LA)
- Southern Heritage Classic (Birmingham, AL)



*Plus the national holidays and celebrations MissHaps will be participating in...*

- Martin Luther King Holiday
- Black History Month



- Spring Break
- Graduations
- Memorial Day
- Juneteenth
- 4<sup>th</sup> of July

- College Football Season (Rivalries, Classics and Homecomings)
- Christmas
- New Year's Eve & More!



**Advertising Rate Sheet & Policies**

Placement	1 issue*	3 issues*	6 issues*	12 issues*
Back Cover	\$2,500	\$2,425	\$2,325	\$2,250
Front Inside Cover (2-page spread)	\$2,500	\$2,425	\$2,325	\$2,250
Front Inside Cover	\$1,500	\$1,450	\$1,375	\$1,300
Back Inside Cover	\$1,500	\$1,450	\$1,375	\$1,300
2-Page Spread	\$1,500	\$1,450	\$1,375	\$1,300
Full Page	\$1,000	\$950	\$875	\$800

\* Prices listed are per consecutive issue, and discounts are provided for 3, 6, or 12-month contracts.

All ads are full bleed to keep consistent with the look of the magazine.

Full page ads            4.25" x 6.25" – Allow .125" (1/8 inch) trim on each side for full bleed

2-page spreads        8.5" x 6.25" – Allow .125" (1/8 inch) trim on each side for full bleed

**Additional Services**

MissHaps can provide additional services such as commercial photography and graphic design, as well as marketing consulting to create a print ad that will best connect with your target audience.

Please contact a marketing consultant for a quote.

**Production Notes**

Ads can be submitted via email, CD-ROM, or USB flash drive. Please include all fonts and images (jpeg, eps, or tiff).

**Liability**

By advertising, you and your company represent that your material is properly authorized, and that any consents have been obtained. By advertising you and your company jointly and severally indemnify MissHaps Magazine and all of its employees against any and all legal claims, actions and expenses. We reserve the right to reject any material we deem inconsistent with our standards.

**Deadlines/Cancellations**

Deadlines must be strictly adhered to in order to make print/press times. Cancellations received no less than 14 days in advance cannot be honored for the next issue, and the advertiser will be liable for the cost of the ad, if we are unable to make the adjustment, by replacing it with another ad in time. The advertiser, canceling a long-term contract will be liable for the difference of all previous ads at the standard billing rate.

**Billings and Discounts**

Payment is due prior to publication/placement for all advertising. All ads accepted for billing must be secured by a valid credit card. If balances are not paid within 30 days, the balance will automatically be placed on the secured credit card account. If the transaction is declined, all balances are subject to late fees and penalties consistent with the advertising contract.

**Credit**

Credit will be extended for established accounts only, and subject to credit reference checks with rotating credit accounts with other vendors. Credit will not be extended on a future ad if the account is more than 30 days in arrears.

**Special Placement**

Ads are for "best possible" positioning in the magazine, unless the advertiser purchases a particular section, such as the back cover, inside front cover, etc. Otherwise, preferred placement is not guaranteed. Guaranteed ad placement in key, high visibility locations (for example, a clothing store ad opposite the "Miss Fits" fashion section) is available at an additional cost of 15% of the ad cost. Guaranteed placement is available on a first come, first serve basis.

**Ad Submission**

Please email ad submissions to [sales@misshaps.com](mailto:sales@misshaps.com). CD-ROMs or USB flash drives can be mailed to: MissHaps Advertising / P.O. Box 4221 / Tupelo, MS 38803

**Main Office**

MissHaps

P.O. Box 4221

Tupelo, MS 38803

(662) 298-2993

Web: [www.misshaps.com](http://www.misshaps.com)

**Sales & Marketing**

Richard Flood, Sales & Marketing Director

(662) 298-2993 ext. 112

(832) 704-2444 cell

Email: [sales@misshaps.com](mailto:sales@misshaps.com)

Web: [www.misshaps.com/advertising](http://www.misshaps.com/advertising)

**Public Relations** (Jackson, MS)

Kyla Latrice, Public Relations

(662) 298-2993 ext. 117

(952) 738-2203 cell

Email: [kylalatrice@misshaps.com](mailto:kylalatrice@misshaps.com)

Thank you for your interest in doing business with MissHaps. Please feel free to contact us with any questions or concerns. We appreciate your business!