

**BLACK BELT**  
PUBLISHING

©2020 BLACK BELT PUBLISHING

BLACK BELT PUBLISHING PRESENTS

# MEDIA KICK

BLACK BELT MAGAZINE & MASUCCESS





# WHO WE ARE

Black Belt Magazine is the longest standing and most reputable magazine of the martial arts in the world. Since its founding in 1961 Black Belt has been the leading periodical in the industry inspiring generations of martial artists for decades. The magazine is synonymous with martial arts and is a household name among dojos worldwide. It was the first print publication of its kind and now with the decline of periodicals worldwide due to the changing media landscape it remains the last martial arts publication of its kind still offered in print.

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*Since its founding in 1961 Black Belt has been the leading periodical in the industry inspiring generations martial artists for decades.*

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Black Belt Magazine has long been recognized for the cover artist

represented on each issue. An iconic placement that is considered an honor still to this day. A Black Belt making it on the cover of Black Belt Magazine means joining the eternal company of fellow

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*A Black Belt making it on the cover of Black Belt Magazine means joining the eternal company of fellow martial artist such as Bruce Lee, Chuck Norris, Joe Lewis, and a library of other legendary figures.*

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martial artist such as Bruce Lee, Chuck Norris, Joe Lewis, and a library of other legendary figures. These historical issues treasured so much by the magazine's readers that over 70% of subscribers choose to save their issues in their own personal collection rather than dispose of them.



## MICHAEL DILLARD

PRESIDENT

Michael Dillard is a lifelong martial artist who has overseen Black Belt Magazine since its acquisition by parent company Century Martial Arts in 2017. Michael has 10+ years of experience in the industry through Century Martial Arts and the Martial Arts Industry Association having held previous roles in marketing development, content creation, and product management. Michael continues to train martial arts holding a black belt in Tae Kwon Do, purple belt in Brazilian Jiu Jitsu, and is currently an amateur MMA fighter.



## ROBERT W. YOUNG

EDITOR IN CHIEF

While living in Asia in the late 1980s and early 1990s, Robert W. Young freelanced for Black Belt magazine. In 1993 he moved to California to serve as the assistant editor, and in 1997 he became the editor-in-chief. He has a bachelor's degree in journalism from Radford University and has practiced a variety of martial arts since 1980.



## PATRICK STERNKOPF

DIRECTOR OF MEDIA & PUBLISHING DEVELOPMENT

Patrick Sternkopf worked as Black Belt's production manager for more than 15 years. During that time, he had the chance to meet numerous renowned martial arts masters and fighters and, in many cases, to build lasting relationships with them. When he became Black Belt's director of publishing and media, Patrick moved from Southern California to Oklahoma so he can better serve the magazine and its digital outlets.



## DONNA RIEKENBURG

ADVERTISING DIRECTOR

Donna Diamond Riekenburg graduated from the University of West Florida in Pensacola with a degree in media communications. She has worked for numerous publications, where she planned and executed multiplatform advertising solutions. Because she has served in managerial roles and sales positions, she understands both facets of the industry.



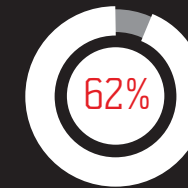
# BRAND REACH

## AUDIENCE PROFILE

### BLACK BELT MAGAZINE

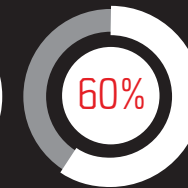


74% have purchased goods or services from a BBM advertiser

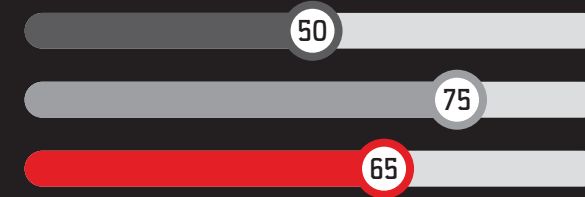


62% of readers are college graduates or higher

More than 40% read Black Belt for more than 45 minutes



60% of readers have 20+ Years of training



50 50% of readers take other forms of supplements and protein  
75 75% of readers take multivitamins  
65 65% of readers take fish oil

# 80%

OF READERS ARE

## INTERESTED

... IN ...

INSTRUCTIONAL MATERIAL

OFFERED BY

## BBM & ITS ADVERTISERS



58% of Black Belt Magazine readers are 45-65 years old



27% of Black Belt Magazine readers are 65+ years old



95% of Black Belt Magazine readers are male



# BRAND REACH

# AUDIENCE PROFILE

MASUCCESS MAGAZINE



70%  
of readers either keep or  
donate their magazine to  
friends and family.

88%  
of MASuccess readers use  
services and products advertised  
in the magazine



72%  
of readers are influential in  
the decision-making process

75%  
OF READERS USE  
MASUCCESS  
... AS A ...  
SOURCE  
FOR NEW  
PRODUCTS

66%

of MaSuccess readers  
are **school owners**



EIGHTY-TWO  
PERCENT

82% of MaSuccess readers  
are advanced black belts



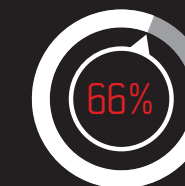
THIRTY-FOUR  
PERCENT

34% of MaSuccess readers  
are instructors



SEVENTY-NINE  
PERCENT

79% of MaSuccess readers  
are 35+ years of age



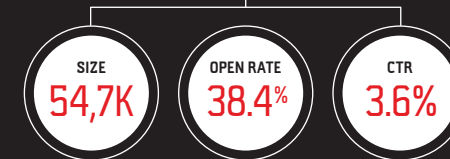
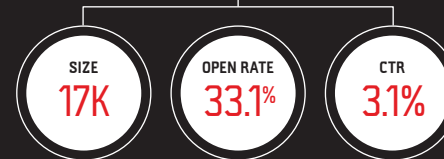
EIGHTY-TWO  
PERCENT

66% of MaSuccess readers  
are school owners



# DIGITAL

# OUTREACH

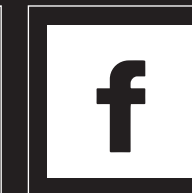
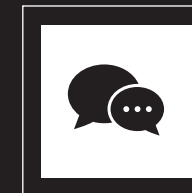
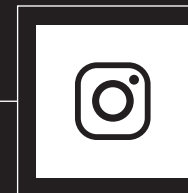


100%  
SOV  
BANNER  
*Sponsorship*  
--- FOR ---  
ADVERTISERS

WEBSITE VIEWS

700K+

MONTHLY



775,500 SOCIAL MEDIA FOLLOWERS





# CUSTOM PUBLISHING

## CUSTOM PUBLISHING

Custom Publishing **PRINT AND DIGITAL CUSTOM CONTENT — E-BOOKS**

The editorial staff will design, write and create a customized educational e-book that will be tailored to your brand—complete with advertising and sponsorship exclusivity.\*

Hosted on maiahub.com and/or on blackbeltmag.com.

Includes a comprehensive digital promotional push to boost downloads.

- Custom content creation
- Ads within the e-book
- Home-page takeover promotion
- Email promotion
- Downloadable digital version available on maiahub.com
- Digital version delivered to the client to promote as a lead-generation tool

Ask us about sponsoring Black Belt/MASuccess special-interest titles for the newsstand.

**\*Timeline for the creation and publication of the e-book is based on availability.**

## CUSTOM ADVERTISING PROGRAMS

Custom Advertising Programs **developed for your business marketing goals.**

## NATIVE CONTENT

- Custom Article Creation
- Landing Page Creation with your Photos/Graphics
- SEO Optimized
- Article Published on maiahub.com/blog
- Social Posts
- Black Belt/Maiahub to promote via ROS banners

## ONLINE EDUCATION PROGRAMS



**BLACK BELT/MASUCCESS LATEST VENTURE**

MaDrills delivers rich content to its passionate readers and followers, and it helps them to develop and hone new skills. Taught by Black Belt/MASuccess seasoned experts, these digital courses span a wide range of topics.

Users have access to detailed video instruction, webinars, and downloadable content for the ultimate class experience. Our classes make field-tested techniques available to any user at any time for optimal actionable content and accessibility.

MaDrills delivers the authority and experience of our instructors to consumers looking for convenient, trusted education content.



# EDITORIAL CALENDARS

# DEADLINES

## BLACK BELT

WORLD'S LEADING MAGAZINE OF MARTIAL ARTS

### EDITORIAL CALENDAR

MONTH	TOPIC*	AD CLOSING	AD DUE	IN HOME
Apr/May	Self Defense Issue*	01.14.2021	01.24.2021	03.16.2021
June/July	MMA Issue*	03.22.2021	04.02.2021	05.18.2021
Aug/Sept	Olympics Issue*	05.20.2021	05.30.2021	07.20.2021
Oct/Nov	Bruce Lee Issue*	07.20.2021	07.26.2021	09.14.2021
Dec/Jan	TBD	09.21.2021	09.30.2021	11.23.2021
Feb/Mar	JKD Issue*	11.23.2021	11.25.2021	01.11.2022

\*Subject to Change

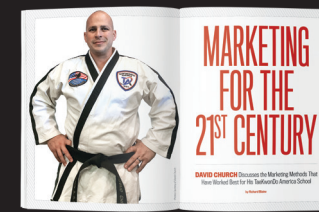
## MASUCCESS

### EDITORIAL CALENDAR

MONTH	TOPIC*	AD CLOSING	AD DUE	ON HAND
Mar/Apr	Better Business Issue*	12.20.2020	01.04.2021	02.01.2021
May/June	Program Spotlight Issue*	02.15.2021	02.24.2021	03.29.2021
July/Aug	SuperShow Issue*	04.16.2021	04.26.2021	06.01.2021
Sept/Oct	Back To School Issue *	06.15.2021	06.25.2021	08.02.2021
Nov/Dec	Holiday Issue*	08.16.2021	08.27.2021	10.04.2021
Jan/Feb	TBD*	10.15.2021	10.30.2021	12.02.2021

\*Subject to Change

### WHAT'S INSIDE

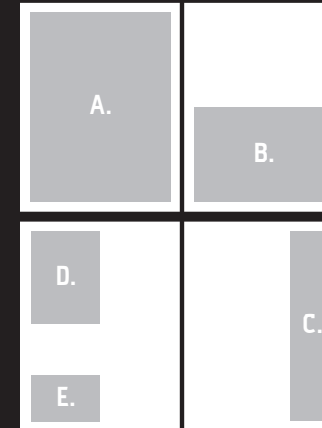






# ADVERTISING SPECS

## PRINT SPECIFICATIONS



A. **SPREAD:** 16" x 10.5"  
**FULL PAGE:** 8" x 10.5"

B. **HALF PAGE (PREF):** 6.75" x 4.5"  
**HALF PAGE:** 6.75" x 4.5"

C. **THIRD PAGE:** 2.25" x 9.3"

D. **FOURTH PAGE:** 2.125" x 4.5"

E. **EIGHTH PAGE:** 2.125" x 2.3"

## NOTES

Live area of ad .25" from edge. Please keep all type within the live area.  
Example: 8" x 10.5" h ad would have a live area of 7.5" w x 10" h.

Please do not include crop marks.

## METHODS OF PRODUCTION

- MASUCCESS is printed by highspeed web offset and is perfect bound. As a result of this process, folding and trimming are subject to variation.
- Type should be a minimum of 8 points. Type that is less than 8 points should be 100% black. MASUCCESS is not responsible for reproduction of reverse, color or 4-color black type that is less than 8 points.

## REQUIREMENTS

- All ads must be high-resolution, flattened PDF files (Acrobat 4-PDF 1.3 compatible) or saved as PDFX1a files.
- We do not accept TIFF, JPEG, EPS, AI or other file formats.
- Images and page content must be CMYK or grayscale (no RGB or spot colors accepted), TIFF or EPS (no

JPEG) and higher than 280 dpi. Total ink density of images or page content should not exceed 320%.

- All ads with bleed must have .125" bleed beyond trim on all four sides.
- Offset crop/registration marks .167" beyond trim OR do not embed.
- More detailed instructions for proper file creation are available by contacting your account rep.

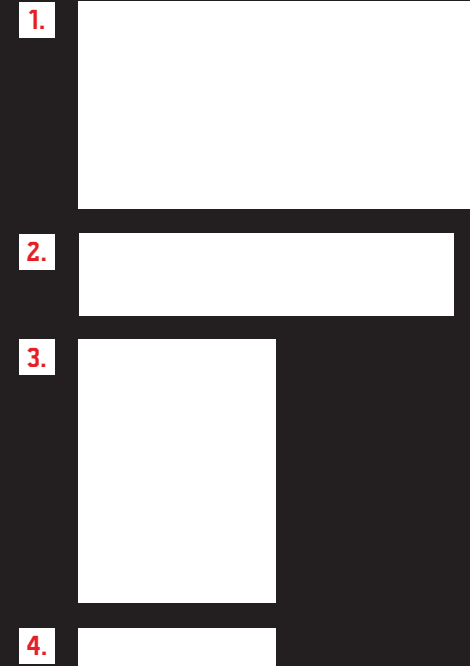
## AD SUBMISSIONS

- All files must be submitted via email. Please contact your account rep for more details.

## GENERAL INFORMATION

- Advertiser accepts responsibility for any printing errors resulting from materials supplied other than as specified.

## DIGITAL SPECIFICATIONS



1. **FACEBOOK AD:** 1200 x 630

2. **WEBSITE LONG BANNER:** 970x250, 728x250, 300x250

3. **DEDICATED EMAIL BLAST:** 600 x 800

4. **EMAIL HERO BANNER:** 600 x 90





# CONTACT

# DISTRIBUTION

Black Belt Magazine is dedicated to both the classical and the modern eclectic martial arts. First published in 1961, Black Belt features interviews with the world's most prestigious martial artists and historical pieces on the philosophies of various combat styles, as well as in-depth coverage of the latest techniques, weapons, self-defense systems, training regimens and industry trends.

Black Belt Magazine is distributed in many fine locations, including:



Plus, over 4,300 schools receive Black Belt Magazine.

145,000 READERSHIP (Newsstand, Pass-Along, Subscribers)

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