



LEADING WITH LEE

**2024 Media
Kit**

About Leading with Lee

Established in 2013 and has been growing ever since, Leading with Lee Magazine is a digital and print resource guide filled with success stories, small business growth tips, and entertainment and community news for boss millennials.



AUDIENCE

Women - 74.8%

Age range - 25 to 44 years

Men - 25.2%

Age range - 25 to 44 years

Top Locations

United States

Canada

WHAT WE DO

- Media Placements
- Advertisements
- Marketing Campaigns
- Brand Development & Coaching
- Event Coverage

WHO WE WORK WITH

- Creatives
- Small Business Owners
- Publicists
- Celebrities
- Artists
- Solopreneurs
- Corporate Professionals

STATS

315

facebook follows

1.4k

instagram followers

110

twitter followers

231

subscribers

FEATURE DETAILS

With over 20,000 weekly impressions across the Leading with Lee website and social media platforms, your featured article will be made available to our audience, which includes distinguished and respected millennial entrepreneurs, media personalities, artists, designers, and individuals from a variety of industries.

Your feature article will be available in our print or digital platforms, which include being published on our website and our newsletter. Your story will also be shared across our Instagram and Facebook social media platforms. Once published, you will have access to share your featured article on your website, blog, or social media platforms. We celebrate and promote black owned businesses everyday!





RATES & PACKAGES

4-PAGE PRINT FEATURE - \$400

- Includes a 4-page spread
- Website blog feature
- Newsletter and social media spotlight
- 25% off physical issues that you are featured in
- Can write up to 2 articles in print and digital showcasing your expertise

1-PAGE PRINT AD - \$150

- Includes product, service, or event information.
- Professional photo
- Logo included (if applicable)

DIGITAL INTERVIEW - \$100

- Includes digital website interview
- Promotion in our newsletter, and on our social media handles
- Can write up to 2 articles on our blog



RATES & PACKAGES

Digital Entrepreneur Cover - \$125

- Professional Digital Cover
- Includes website written Q&A interview
- Newsletter and social media spotlight.
- Can write up to 2 articles on our blog showcasing your expertise

Front Page Cover (Package 1) - \$1,200

- Professional Print Cover
- 4-page story spread
- Professional blog and newsletter write-up
- Social media spotlight
- Must have over 2k organic followers

Front Page Cover (Package 2) - \$2,500

****For NYC Residents****

- Includes everything in package 1.
- Will be invited to be photographed by our lead photographer. Also includes professional make-up artist on set.
- Must have over 2k organic followers

TESTIMONIALS

"We are forever thankful for our feature in your magazine. We literally quadrupled sales and doubled our following. Thanks for providing a platform for young black creatives"

IG: @reigningsupreme_

"When launching a product and our building a brand it's essential to make sure your idea comes to life where your customers and clients can't envision themselves without that brand/product. As a beauty expert, I knew that I needed help telling that story. Luckily, I was blessed with the team from LWL Magazine that helped me with my entire brand story, execution of my launch, and placing me strategically within publication outlets to spark my now successful brand, Beau Tie Cosmetics. After only one month of being in business, my cover and features in LWL Magazine was a key contributor to me making a statement in the beauty world and the success of my being featured in other publications and features even in Yahoo Finance as one of the top 20 entrepreneurs to look out for in 2020!!!

Tie Cooper, @tiecooper, Celebrity Beauty Expert

Leading with Lee, thank you! Thank you for thinking of me. Thank you for taking the time to learn more about me and the She Wins Society. Thank you for doing such an excellent job with featuring me and telling my story. It feels really good to be honored in this way. I am so grateful. The care and thoughtfulness placed into the details of this issue make me so proud to be a part of the greatness you are creating Lee Whetstone.

Andromeda, Certified Master Life Coach, Author, & Founder of She Wins Society

"Thank you Leading with Lee Magazine for this beautiful feature and helping bring awareness to Tallom Foundation and the work we are doing in Brooklyn"

Amarimba Charles





CALENDAR

Monthly Issues:

March/April/May 2024

The "Women Spotlight" Issue

Ad Close: March 10, 2024

On Sale: March 19, 2024

June/July 2024

The "Entrepreneur" Issue

Ad Close: May 6, 2024

On Sale: June 11, 2024

August/September

The "Creative" Issue

Ad Close: June 9, 2024

On Sale: August 13, 2024

October/November/December

"Behind the Scenes" Issue

Ad Close: September 10, 2024

On Sale: October 8, 2024

CONTACT

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