

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 yearly and growing daily. Our "Free World" readership is approximately 3000+ per month and also growing. Our magazine is available in DIGITAL DOWNLOAD format which increases our circulation by 1000 per month. 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 sending a query to

dawahinternationallc@gmail.com. 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

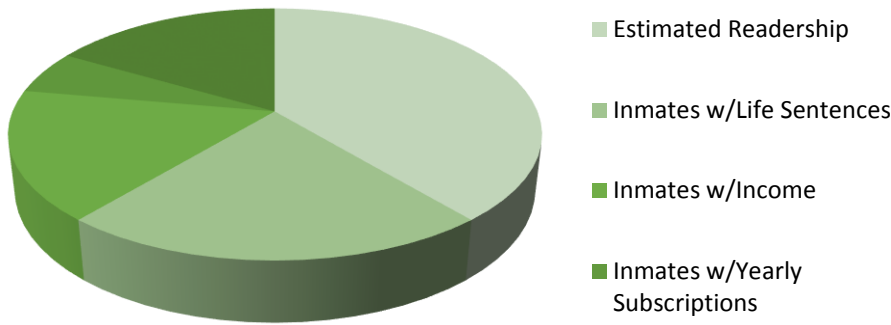
Prisonworld Magazine prints in a glossy magazine 8 ½ x 11 format. It is a 20-page layout with all pages FULL COLOR that includes advertisements, contests, puzzles, RESOURCES, trivia, celebrity interviews, prison news, and much, much more. The magazine is on a six issue per year schedule as follows: May/June, 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. 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, etc. Prisonworld Magazine currently has three distributors and is

in negotiations with two additional distributors. Available Globally on **Amazon.com.**

INMATE DEMOGRAPHICS



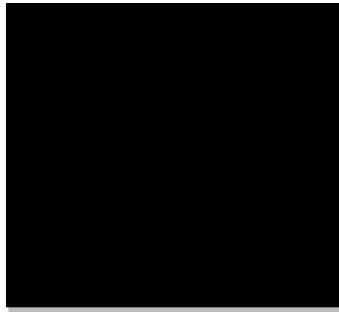
Average Age of Reader – 35
Average Number of Times Issue is Read by 1 person – 3
Readers Per Copy -25

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)

\$35 per issue
\$90 per 3 issues
\$175 per year



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

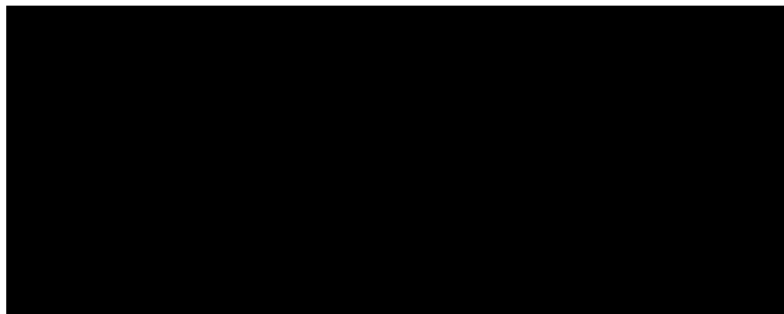
\$50 per issue
\$125 per 3 issues
\$225 per year

Great for authors!



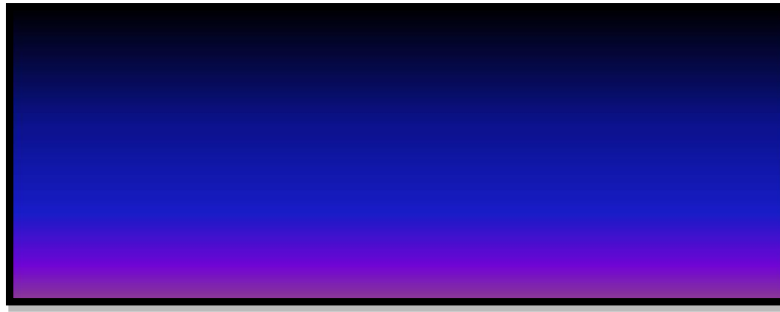
Strong Column Inch Ad– 2"Hx5"W (B&W only–can be text w/graphic)

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



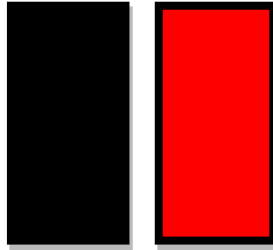
Strong Column Inch Ad- 2"Hx5"W (FULL COLOR-can be text w/graphic)

\$80 per issue
\$225 per 3 issues
\$450 per year



Column Ads 2"x7 3/4" B&W

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



Column Ads 2"x7 3/4" COLOR

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

(pictures not actual size)

Full Page 7 1/2"x 9 3/4" B&W

\$500 per issue

Full Page 7 1/2"x 9 3/4" COLOR

\$750 per issue

Half Page 7 1/2"x 9 3/4" B&W

\$250 per issue

Half Page 7 1/2"x 9 3/4" COLOR

\$500 per issue

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

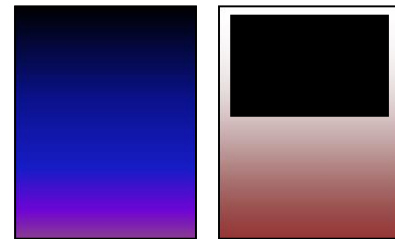
Back Cover - Full Page - (4 COLOR) - \$1500/yr

Back Cover - Half Page - (4 COLOR) - \$750/yr

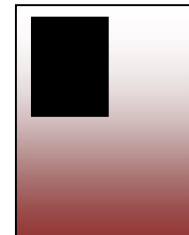
Inside Back Cover-Half Page-(COLOR)- \$625/yr

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

Inside Back Cover-Quarter Page-(COLOR)-\$450/yr



please



QUARTER PAGE ADS - \$250/mo FULL COLOR \$150/mo B&W

Half Page Ads - \$500/mo FULL COLOR \$250/mo B&W

Classified Advertising – This space is being reserved FOR INMATES and Direct Mail Marketers ONLY!

Ad Cost - \$25 for one year

All ads will print with border of our choosing.

We process Credit Card payments thru PAYPAL @
dawahinternationallc@gmail.com

**Advertising Questions for Prisonworld Magazine
or Prisonworld Radio Hour? Call (678)389-2646
or Email: dawainternationallc@gmail.com**

*****PUBLICITY PACKAGES – Are you a Self-Published Author looking to get the word out about your book or do you have a business or service you would like to advertise to the prison population? We now offer publicity packages at REASONABLE RATES! Here is what you will receive in the Prisonworld Package:**

- **Print - a small ad (2x2) in Prisonworld Magazine**
- **Radio – a mention on our Business Roll Call**
- **Website – a link on our website**
- **Blog – a review of your business or service @ www.prisonworldblogtalk.com**
- **Email Marketing – two email blasts to our subscriber base**
- **Social Networking-Twitter, Facebook Fan Page, Linked In, etc. – advertise mentions to our social network database**

Get this entire package for only \$300 for 3 months! This is a \$600 promotional package that we have put together to help anyone trying to get the word out about their book, business or service. We only take select projects. To discuss your project or for questions regarding the package send us an email to dawahinternationallc@gmail.com, or inquire by mail PO Box 380, Powder Springs, GA, 30127.

Add to any ad purchase of a year for the 2x5 size or larger and receive our PUBLICITY PACKAGE for only \$200 (a \$100 savings).