

Our Lives, Our Words, Our Stories

THE BLACK BOOK REVIEW

**QBR**

MAY | 2008 | [www.qbr.com](http://www.qbr.com)

**2008  
MEDIA KIT**

**QBR.com**

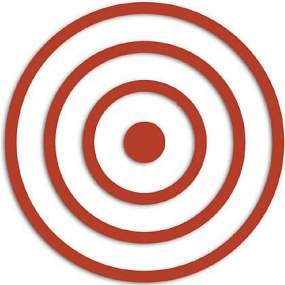
**QBR ONLINE MAGAZINE**

**HARLEMBOOKFAIR.com**

**HARLEM BOOK FAIR**

**Christian | Professional | Urban Life | Leisure Readers**

**Targeting the African American Lifestyle**



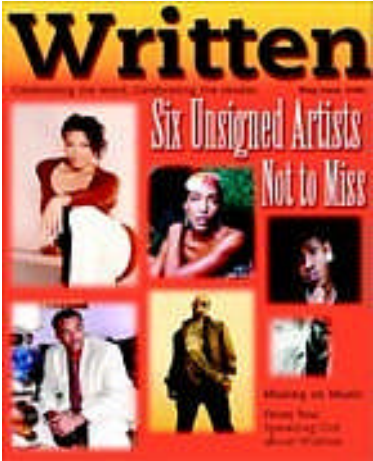
**QBR DRAWS READERS THROUGH ITS' LITERARY PARTNERS**

Our primary reach is to the buyer who sustains the success of publishing to the African American reader market. Our readers buy numerous books throughout the year; are college educated; and have a higher-than-average median income. Our readers are twenty-something up-and-comers; are Internet savvy; and purchase by word-of-mouth. Whatever their profile, QBR speaks 'books' to them.

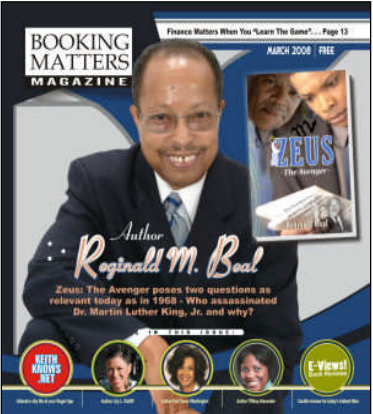
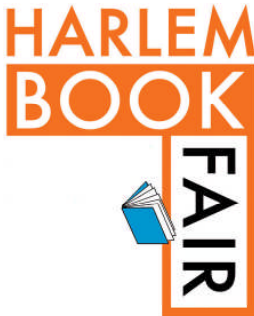
- Christian**
- Professional**
- Urban Life**
- Leisure**
- Readers**



AALBC.com (The African American Literature Book Club) was founded in 1997, and has become the largest, most trafficked site dedicated to popular African-American literature. The site includes an exhaustive listing of literary artists as well as book review, profiles, and interviews. AALBC.com receives over 500,000 unique monthly visitors. [www.aalbc.com](http://www.aalbc.com)

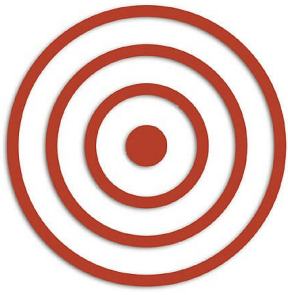


**Written Magazine** is a tabloid newsprint book review insertion that is distributed in 14 African American markets nationally. Reaching African American readers directly through the local papers that serve those communities, QBR extends its brand and expands its readership. Those markets include Atlanta, Nashville, the Washington, D.C./Baltimore area, Los Angeles, Jackson, MS, Philadelphia, PA Chicago, Charlotte, N.C., Detroit, Houston, Seattle, Houston, Dallas, West Palm Beach, Gainesville, FL, Seattle, and the Oakland/San Francisco Bay Area.



**Booking Matters** serves avid readers throughout the Greater Metro Atlanta Area and beyond. This free monthly-distributed periodical has an average readership of 100,000+ readers. The magazine is disseminated to key partners from various organizations and advertiser-supported venues for the public to receive. A partial list of established partners who support, advertise, and distribute Booking Matters magazine include: libraries, bookstores, book clubs, reading groups, restaurants, personal care salons, grocery store chains, and on-location at special literary events.

**Christian | Professional | Urban Life | Leisure Readers**  
**Targeting the African American Lifestyle**



**ONLINE VIRAL SOCIAL MARKETING – WITH IMPACT**

In addition to the powerful platforms of QBR and the Harlem Book Fair, we have teamed with popular community, cultural, and lifestyle magazine websites to target books to readers inside their 'home' communities. **QBR** has links to over 120 websites throughout the Internet.

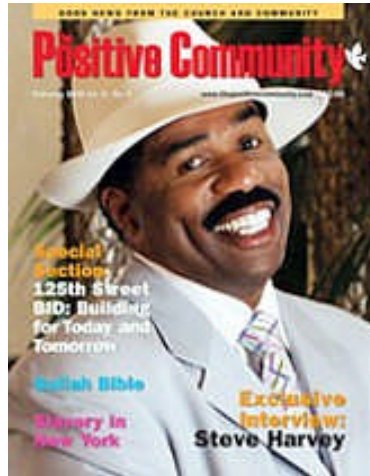
**Christian**

**Professional**

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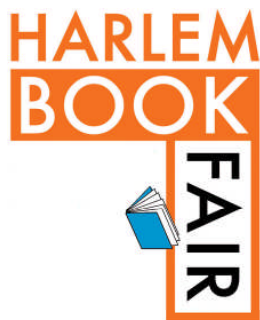
**Readers**



**The Positive Community** was created to fill a void that existed in the media. The dominant media gives little or no attention to the best of what happens in the Black church or community - only what appeals to the lowest common denominator makes the general news. It was the vision of founder and publisher, Adrian A. Council that a medium that would reflect the community-building efforts of churches, small businesses, corporations and other institutions, as well as individuals would be able to compete in the marketplace, by giving advertisers a much needed alternative to reach the growing faith community. [www.thepositivecommunity.com](http://www.thepositivecommunity.com)



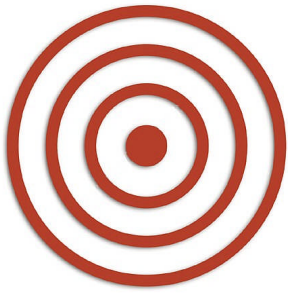
**The Network Journal** is dedicated to educating and empowering Black professionals by providing news and commentary on issues that affect the growth and advancement of professionals in the workplace by featuring successful entrepreneurs and professionals who offer insights on business and career-building strategies. Each issue of TNJ also contains articles on technology, health, personal finance and entertainment. The Network Journal reaches professionals and upwardly mobile individuals. Profiles of successful professionals offer guidance and inspiration. [www.tnj.com](http://www.tnj.com)



**Uptown Magazine** is a glossy lifestyle publication that is geared towards African Americans readers age 25 to 44 who earn at least \$75,000 a year. Founded in New York City in 2004, Uptown publishes five times a year and has a circulation of 125,000.

The young, adult urban community has grown from the hip-hop generation to now be a successful group of African Americans, whether they are entrepreneurs, businessmen, doctors or lawyers. "And there is not a magazine that targets this affluent audience." Uptown circulation will grow to 125,000 in 2008 and reach 300,000 by 2010. [www.uptownlife.net](http://www.uptownlife.net)

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## ONLINE MARKETING & PUBLIC EVENTS

**QBR aggressively marries its online promotions (magazine, extensive opt-in mail list, blog, and more) to our public programs. These programs, in turn, become dynamic vehicles for reaching your target audience.**

**Christian**

**Professional**

**Urban Life**

**Leisure**

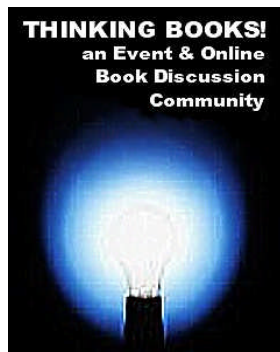
**Readers**



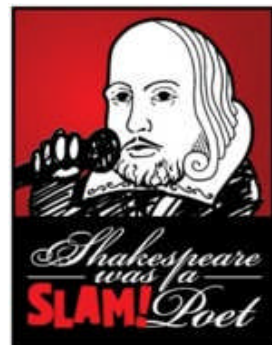
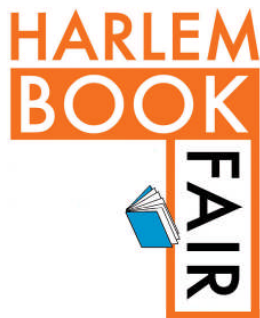
Called “the African American book review of record” by *New York Times* culture critic Martin Arnold, **QBR The Black Book Review is now available online.** Offering well-crafted, critical reviews in fiction, nonfiction, poetry, and Children’s books, insightful interviews, original short stories, and black book publishing news and highlights, **QBR** is slanted towards the discriminating reader who wants more – more depth; more analysis; more information. A QBR review is an acknowledged measure of success. **Ideal for information distribution, advertising, and branding.**



**The Harlem Book Fair** is a community forum for readers to discover, experience and celebrate its history and culture through books. The success of that first book fair began what has become a week long event and the country’s largest community gathering of African American readers and book lovers. It has evolved into a national brand that is expanding into new markets each year. The Harlem Book Fair now draws over 50,000 attendees, with an additional viewer-ship of over 15 million via C-SPAN’s Book TV. **Ideal for author promotion, information distribution, book club outreach, sales, and branding.**

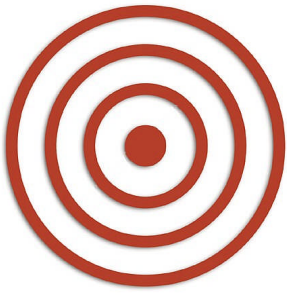


**Thinking Books!** is the national discussion forum of the Harlem Book Fair and *QBR The Black Book Review*. It is a public, intimate, event-driven, online reading and discussion community featuring authors and issues found in today’s fiction and nonfiction. The programs, consisting of monthly live audience interview discussions, which are videotaped for web-cast promotion, are guaranteed to promote and sell books. **Ideal for author promotion, information distribution, book club outreach, sales, and branding.**



**Shakespeare Was A SLAM! Poet** is an after-school program whose objective is to present a contemporary access, connection, and understanding of traditional classical poetry and the nontraditional art of spoken word. Students are challenged with comprehensive silent and oral readings; summarizing, finding the main idea and context skills; analytical and inferential skills; and writing and communication skills. **Currently offered at Harlem School of the Arts, it is ideal for information distribution and branding.**

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# DEMOGRAPHICS

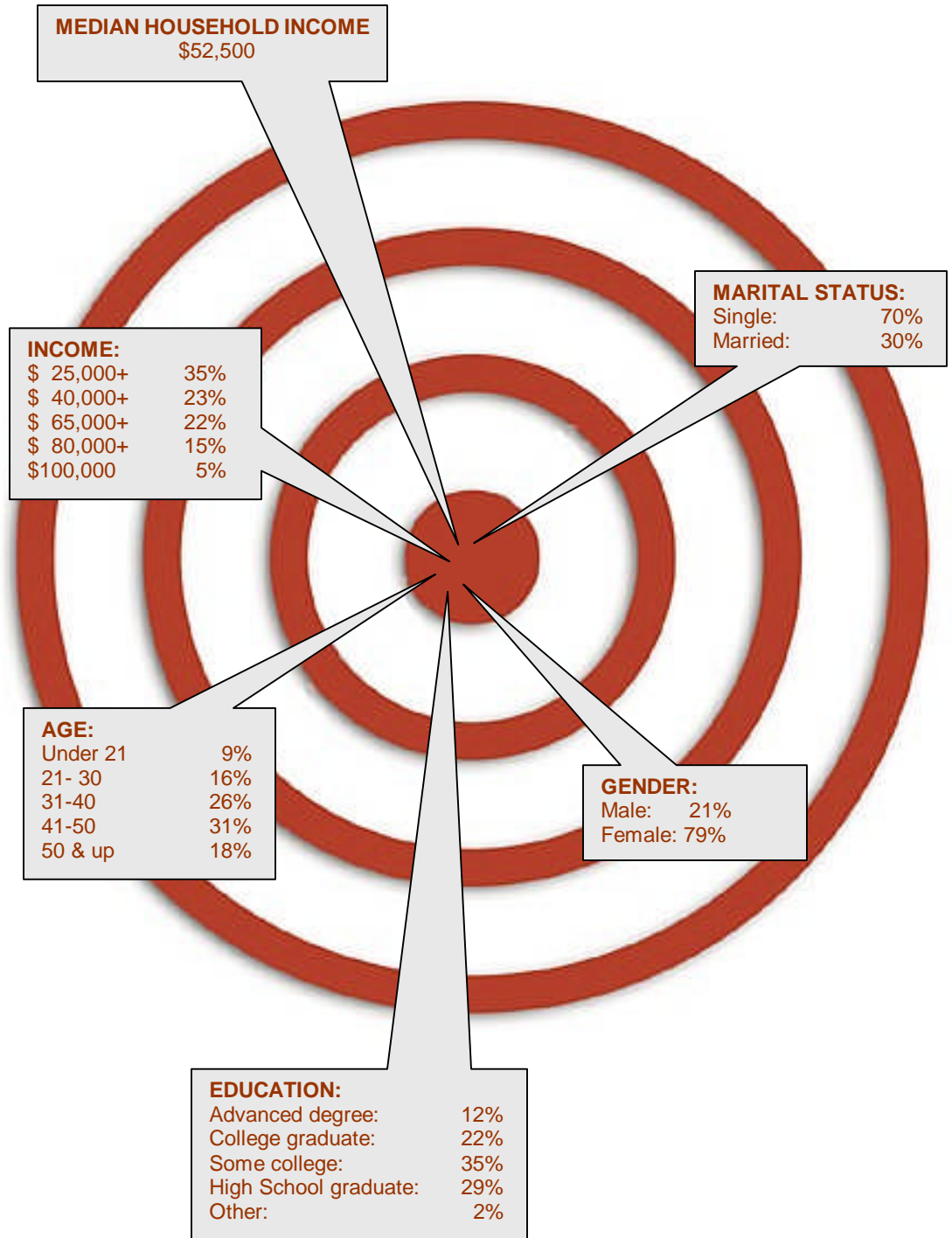
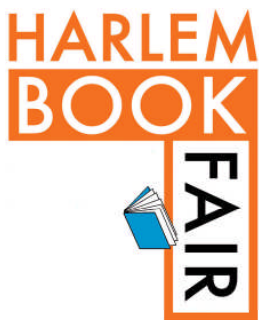
**Christian**

**Professional**

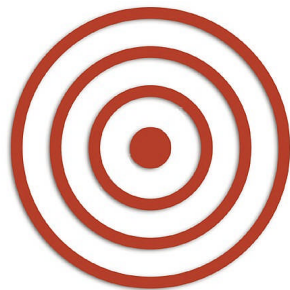
**Urban Life**

**Leisure**

**Readers**



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## QBR MEDIA / ONLINE MAGAZINE ADVERTISING RATES

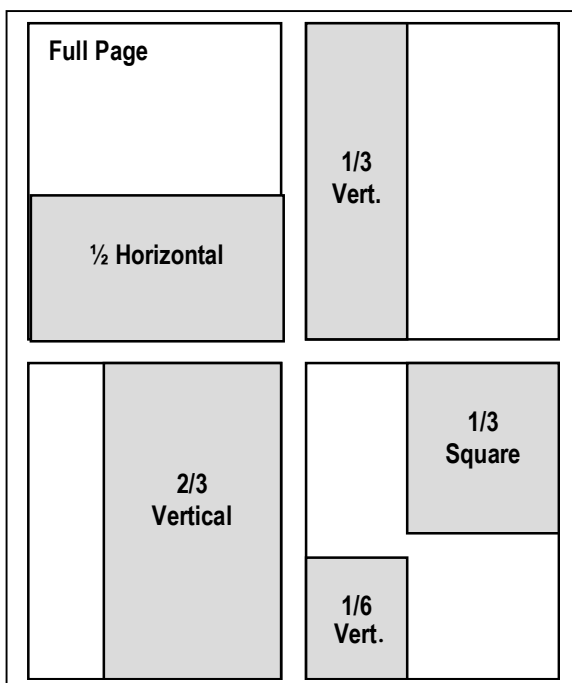
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**Urban Life**

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### Magazine Advertising Rates

#### Rates Per Insertion

Page Size	Pixels	1x Rate
Front Cover	525 x 675	\$750.
2/3 Page (v)	337 x 675	500.
1/2 Page (h)	525 x 337	425.
1/3 Page (v) <i>full col.</i>	168 x 262	325.
1/3 Page (sq.)	356 x 375	325.
1/6 Page (v)	168 x 675	250.

### Online Magazine Advertising Closing Dates



Cover Date	Closing Date	Ad Material Due Date	On Sale
JANUARY	11/30/07	12/17/08	1/01/08
FEBUARY <i>Black History</i>	12/31/07	1/14/08	2/01/08
MARCH <i>Spring Books</i>	1/28/08	2/11/08	3/01/08
APRIL	3/02/08	3/14/08	4/01/08
MAY <i>Summer Reading</i>	4/02/08	4/14/08	5/01/08
JUNE	5/02/08	5/16/08	6/01/08
JULY <i>Harlem Book Fair</i>	6/02/08	6/14/08	7/01/08
AUGUST	7/02/08	7/14/08	8/01/08
SEPTEMBER <i>Fall Books</i>	8/04/08	8/11/08	9/01/08
OCTOBER	9/02/08	9/15/08	10/01/08
NOVEMBER	10/02/08	10/13/08	11/01/08
DECEMBER <i>Holiday Gifts</i>	11/03/08	11/17/08	12/01/08

#### Reproduction Materials:

(Supported layout and graphic applications in order of preference): DOS preferred; MAC accepted, Hi-res PDF or files saved as JPEG. Forward materials to [advertising@qbr.com](mailto:advertising@qbr.com).

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**Targeting the African American Lifestyle**

## The Darkest Child

Delores Phillips

Soho Press, \$26, 388 pp.

ISBN: 1569473455

Review by Jacquie Bamberg Moore



### What's on Mama's Mind...

"I have been conditioned to fear my mother..." This single statement is a total personification of Tangy Mae Quinn's heart wrenching account of what it's like to suffer at the hands of a mother who is mentally ill in Delores Phillip's chilling debut novel, *The Darkest Child*. In mid-1950's rural Georgia, long before the terms "child abuse" and "dysfunctional family" were part of everyday vocabulary, Rozelle Quinn lived in a two-room shack with no running water, no electricity, no husband and ten children. Outwardly beautiful, with light skin, long silky hair, and gray eyes, Rozelle was easily able to have her way with and entice favors out of almost every man in her small town—black and white. But a lot of those favors came with heavy conditions attached and many resulted in the children she robbed of innocence and youth by inflicting cruel treatment on them during her many episodes of hallucination and insanity as well as severe punishments for any small violation of one of her many unreasonable rules she set for them. Dealing with self-loathing secrets so dark and evil, it's no wonder Rozelle could jab an ice pick through the hand of one of her small children, break one of their fingers, or worse, murder them without remorse.

In addition to dealing with their problems at home, The Quinn children are also saddled with the confusion and frustration of the

societal woes of time. The height of the Civil Rights movement has the older Quinn boys, Sam and Harvey, convinced that they should do something about their segregated town and its unfair laws and crooked sheriff, especially after a young black man is lynched.

Meanwhile, Tangy Mae, the only one of the children to make it to high school is chosen to be a part of history by being one of the first to integrate the white high school in town. She's willing to go, but Rozelle won't allow it and threatens to pull her out of school all together if she makes an attempt to disobey. Beautiful sixteen-year-old, Tarabell, cleans house for a white family and has inherited more than her mother's beauty, she too possesses a driving hatred that causes her to often intimidate, threaten or fight her siblings in an outward display of her inner turmoil.

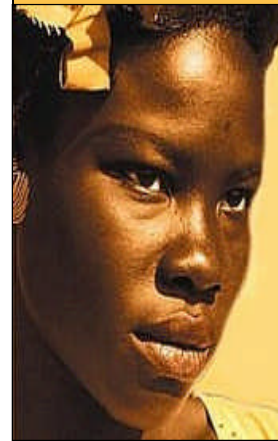
Under the stronghold and watchful eye of Rozelle, the children follow her orders without resistance, for the consequences are severe on the rare occasions when they break the rules. For example, Rozelle often took her older daughters out to a whorehouse in the woods on the west end of town called The Farmhouse. On one particular night when both Tarabelle and Tangy Mae took a stand and refused to turn tricks, Rozelle bathed and dressed nine-year-old Laura Gail, in adult clothing and make-up, clearly sending them a silent threat. She was heading out the door when a teary-eyed Tangy Mae volunteered to go to spare her young sister.

Through the teenage voice of Tangy Mae, Ms. Phillips invites readers into the lives of the Quinn's, a family that is burdened with closeted issues that are common in the black family, such as gene-rational self-hatred, mental illness, child abuse and alcoholism. Aside from telling an intriguingly awesome story, the inclusion of the role of church officials, the poor school system, and abusive white law officers in a small southern town during the Civil Rights Era was an authentic backdrop and added the necessary imagery to make an even richer and more believable tale. With bold memorable characters and enough drama to

keep you up all night wondering what can possibly happen next, Delores Phillips's debut novel, *The Darkest Child* is a definite firm foundation for a long-lasting career as a great storyteller.

Jacquie Bamberg Moore,  
author of *All I Need* and contributor to  
the erotic novel, *Twilight Moods*.

## The Darkest Child



"About a girl's escape from a mother who... cannot distinguish love from possession... Deserves a wide audience."

-Cleveland Plain Dealer

by Delores Phillips

"Epic in scope, intimate in tone, it is sure to find a special place in the deepest crevices of your heart."

— Edwidge Danticat

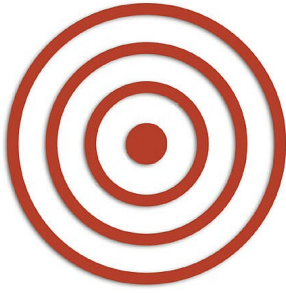
"Filled with grand plot events and clearly identifiable villains and victims...lush with detail and captivating with its story of racial tension."

— Washington Post Book World

SOHO

THE DARKEST CHILD  
ISBN 1-56947-345-5 \$26

www.sohopress.com  
DISTRIBUTED BY CONSORTIUM



## QBR MEDIA /WEBSITE ADVERTISING RATES

(Click on Website pull-down menu for Individual/Self-published Author, Small Press, University Press, or Writing Program advertising plans).

Our flexible marketing options can be tailored to the needs of your campaign. Our minimum media buy is \$1,000.

**Christian**

**Professional**

**Urban Life**

**Leisure**

**Readers**

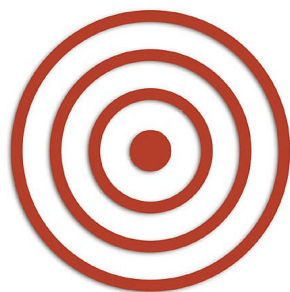
Position	Ad Type	Specs (in pixels)	CPM (cost per thousand impressions or clicks)	
			Above the fold	Below the fold
Run of Network	Leaderboard	780 x 90	\$20	\$10
	Full Banner	375 x 60	\$20	\$10
	Medium Rectangle	160 x 250	\$20	\$10
	Square	120x120	\$20	\$10
	Large Skyscraper	120 x 600		\$10
	Medium Skyscraper	120 x 360		\$10
	Small Skyscraper	120 x 275		\$10
Run of Site	Leaderboard	780 x 90	\$25	\$15
	Full Banner	375 x 60	\$25	\$15
	Medium Rectangle	160 x 250	\$25	\$15
	Square	120x120	\$25	\$15
	Large Skyscraper	120 x 600	\$25	\$15
	Medium Skyscraper	120 x 360	\$25	\$15
	Small Skyscraper	120 x 275	\$25	\$15
Channel Targeted	Leaderboard	780 x 90	\$25	\$15
	Full Banner	375 x 60	\$25	\$15
	Medium Rectangle	160 x 250	\$25	\$15
	Square	120x120	\$25	\$15
	Large Skyscraper	120 x 600	\$25	\$15
	Medium Skyscraper	120 x 360	\$25	\$15
	Small Skyscraper	120 x 275	\$25	\$15
Page Targeted	Banners (All Sizes)	Variable	\$30	
	Banners (All Sizes)	Variable	Call for prices	
eNewsletter	Banners (All Sizes)	Variable	Call for prices	



**QBR uses ClickAudit to track clicks and impressions.**

- Provide web address for linking banner ads.
- All text and jpeg banners must be received at least 3 business days prior to placement.
- Send banners via e-mail to advertising@qbr.com. Image format: .jpeg; maximum file size: 20K

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Targeting the African American Lifestyle**



**QBR AND HARLEM BOOK FAIR CAN DISPLAY A VARIETY OF BANNERS IN WAYS THAT BEST SUIT YOUR NEEDS.**

**Christian**

**Professional**

**Urban Life**

**Leisure**

**Readers**

**RUN OF NETWORK**

QBR.com and harlembookfair.com

**RUN OF SITE**

Select the individual QBR or Harlem Book Fair site that best fits your goals.

**CHANNEL TARGETED**

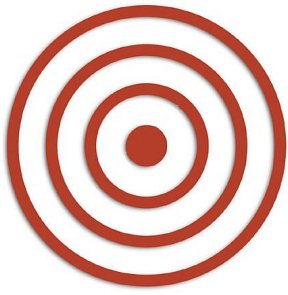
A specific set of related QBR or Harlem Book Fair pages (Home-pages, New Books section, QBR Review sections, QBR Black Ink, our discussion blog, our monthly newsletter, HBF Panel Discussions section, Attending Authors section, and more).



**PAGE TARGETED**

An individual QBR or Harlem Book Fair page (Home- pages, New Books section, QBR Review sections, QBR Black Ink, our discussion blog, HBF Panel Discussions section, Event Schedule, Attending Authors section, and more).





**Christian**

**Professional**

**Urban Life**

**Leisure**

**Readers**

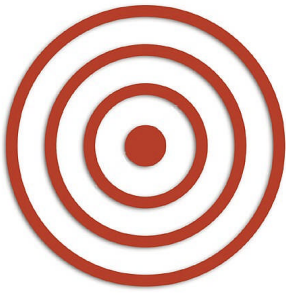
**ADDITIONAL SERVICES**

- Advertising discounts in our marketing partners' print publications (no agency discount available\*):  
Positive Community Magazine  
Uptown Magazine  
The Network Journal
- Author Profile on QBR.com and harlembookfair.com
- Book review service provided by QBR.com
- eNewsletter advertisements on QBR.com and harlembookfair.com
- Author interview and reading posting and podcasting
- Partnering websites added on an on-going basis



\* (Pricing and media kits available upon request)





**Christian**  
**Professional**  
**Urban Life**  
**Leisure**  
**Readers**

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