

Hyphen is a print magazine and media outlet for, in-the-know Asian Americans. Covering arts, culture and politics in a fresh and irreverent voice, **Hyphen is a media must for savvy Asian Americans.** With award-winning design and content, Hyphen is recognized nationwide as **an authority on contemporary Asian American identity.** Since its inception, Hyphen has been lauded in print, online and film, and has been featured or quoted in media outlets such as *Yahoo*, *ESPN*, *San Francisco Chronicle*, *Boston Globe*, *Houston Chronicle*, and *Racialicious*.

ABOUT THE MAGAZINE

Hyphen delivers fresh interviews, quirky analysis of pop culture, features on community issues, and original work by rising writers and visual artists.

Though Asian Americans may get general news from mainstream sources, over 70% seek ethnic media that reflects their heritage and lifestyle. With a voice that's witty, honest and all its own, Hyphen speaks to a passionate readership. Hyphen print issues are seen as collectors items to re-read over the years and keep forever.

WEBSITE + SOCIAL MEDIA

Hyphen's website is informational, social and interactive. With daily blog posts, web features from the print magazine, photo galleries and the first mainstream AAPI publication with a dedicated LGBTQ section, you reach the most wired and web-savvy ethnic group in the United States. As a defining voice in Asian American media, Hyphen's brand recognition has never been stronger. Hyphenmagazine.com attracts a highly targeted audience of Asian Americans interested in electronics, music, fashion, pop-culture, and politics.

PRINT SPONSORSHIPS

Around 1,000 issues are delivered to subscribers throughout the country at universities, libraries, organizations, and individuals. Hyphen readers are dedicated and active consumers. Receive a 25% discount on web sponsorship prices with the purchase of a print ad.

| | | |
|-----------------------------------|---------------|---------|
| Spread | 17" x 11" | \$1,000 |
| Full Page | 8.5" x 11" | \$550 |
| 1/2 page horizontal | 8.5" x 5.375" | \$250 |
| 1/3 page vertical | 2.75" x 10.5" | \$150 |
| 1/4 page vertical | 4" x 5" | \$125 |
| 1/5 page | 2.75" x 5.25" | \$100 |
| Inside front cover (left) | 8.5" x 11" | \$625 |
| Inside front cover (right) | 8.5" x 11" | \$600 |
| Back cover | 8.5" x 11" | \$1,000 |

WEB SPONSORSHIPS

| | Size (w x h) | 1 Month | 3 Months |
|---------------------|--------------|---------|----------|
| Large Banner | 1180 x 147px | \$1,000 | \$2,500 |
| Skyscraper | 230 x 600px | \$750 | \$1800 |
| Rectangle | 230 by 200px | \$500 | \$1500 |

BRAGGING RIGHTS

| | |
|------|---|
| 2004 | Nominated for "Best New Title" by Utne Independent Press |
| 2006 | Won "Best Cover" for its seventh issue at the Independent Press Association Convention |
| 2007 | Nominated for "Best Design" by Utne Independent Press |
| 2008 | Awarded with "Flames of Justice" by the Chinese for Affirmative Action |
| 2010 | Nominated for "Best Social/Cultural Coverage" by Utne Independent Press |
| 2012 | Awarded Journalism Award by the Asian American Journalists Association Momo Chang (Senior Editor) & R.J. Lozada (Videographer) |

READERS + ONLINE USERS

The majority of Hyphen readers are educated and upwardly mobile Asian Americans in their 20s-40s. They are actively seek experiences, ideas and brands that resonate with their identities.

WEB + SOCIAL MEDIA STATS

| | |
|-------------------------|---------|
| Unique visitors in 2014 | 330,00 |
| Page views in 2014 | 624,000 |
| Newsletter subscribers | 5000+ |
| Facebook likes | 32,000+ |
| Twitter followers | 11,200+ |

Asian Americans
are expected to
have a collective
buying power
of \$1 trillion
by 2017.

SOURCE: NIELSEN NEWswire