URBANE MAGAZINE

Arkansas' Premier Black Publication

AMPLIFYING BLACK ARKANSAS

2026 PR PARTNERSHIP GUIDE

PRINT | DIGITAL | SOCIAL | EVENTS















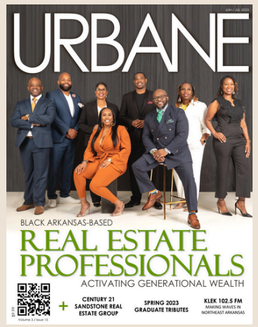
















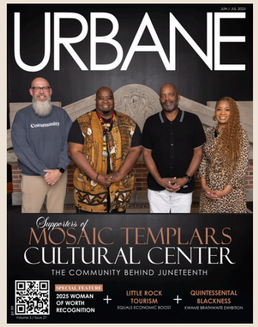






























Five Years. One Mission.

Who is URBANE? We are.

ur·bane

/ər-ˈbān/

1. *(adj.) [a people] notably polite or polished in manner;* It is a description of Us.
2. *(n.) a lifestyle magazine for Black Arkansans*

***See also**:* in your mirror

We dope as hell!

INSIDE THE KIT

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STILL.
BLACK.
PROUD.
URBANE.

URBANE Magazine is Arkansas' premier, independently-owned & -operated Black publication, dedicated to telling the stories, culture, history, and accomplishments of Black Arkansans past, present, and future.

It is created to **uphold** and **reaffirm** the **respect**, **dignity**, and **existence of all Black people**, especially those here in Arkansas.

Through thoughtfully curated features, URBANE highlights the richness of Arkansas' Black culture and elevates the individuals whose work, leadership, and legacy continue to shape this state for generations to come.



STILL.
BLACK.
PROUD.
URBANE.

MISSION

URBANE Magazine exists to amplify the voices, stories, culture, and contributions of Black Arkansans. Its platform is driving representation, connection, and pride across the state.

GOAL

- serve as Arkansas' premier source of Black-centered storytelling and information
- elevate the achievements, history, and everyday experiences of Black Arkansans
- strengthen community pride and cultural literacy across generations
- promote economic empowerment and visibility for Black-owned businesses
- connect readers, leaders, and institutions through authentic media
- preserve and highlight Arkansas' African American heritage



AMPLIFYING BLACK ARKANSAS

URBANE Magazine is expanding its mission with a renewed commitment to elevate the voices, stories, and lived experiences of Black Arkansans across the state.

For five years, URBANE has served as a cultural mirror and amplifier, showcasing Arkansas' Black brilliance, documenting Black history, honoring Arkansas' Black leaders, and celebrating the everyday Black people who shape the soul of Arkansas.

As we enter our next chapter, we are widening the lens: deeper community coverage, richer storytelling, more statewide visibility, and intentional platforms that cultivate pride, connection, and representation. We are here to ensure that our stories are not only told, but also valued, preserved, and uplifted.

This is our charge. Our purpose. Our contribution to the culture.

We are ***Amplifying Black Arkansas***.



from the editor

DIANNA D. DONAHUE

EDITOR & PUBLISHER OF URBANE MAGAZINE

I conceived URBANE Magazine long before its first issue ever reached a reader. What began as a quiet dream rooted in creativity and an unwavering love for my people became a calling I could no longer ignore. In 2021, at a moment when the world felt heavy with noise, erasure, and misrepresentation, I chose to respond. **URBANE was born as a counter-narrative, but it has grown into so much more.**

Over the last five years, URBANE Magazine has become a trusted cultural publication for Black Arkansas. With volunteers and avid supporters, URBANE has documented our history, celebrated our excellence, challenged false narratives, and honored the everyday individuals who make this state vibrant and worth championing. What began as one woman's vision now stands as Arkansas' premier Black publication, a platform that amplifies our progress, preserves our stories, and centers our community with intention.

My commitment has never changed: to create conversation across generations, to show us as successful and striving, to make room for our voices, and to hold space for the richness of our identity. But as URBANE enters its next chapter, the mission expands. I am further expanding its statewide reach, amplifying new voices, broadening our coverage, and fostering a stronger ecosystem that reflects the depth and diversity of Black Arkansas.

I am honored to stand in a lineage of Black Arkansas journalists, storytellers, and publishers dating back to the 1800s. Their legacy steadies me, and our future drives me. With URBANE, I am committed to ensuring that our culture is not only seen but valued. Not only remembered but preserved. Not only celebrated but continually uplifted.

Thank you for being part of this work. Thank you for reading, supporting, sharing, and believing in the power of URBANE.

Here is to the next five years and every voice we will amplify along the way.

URBANE



AUDIENCE PROFILE

URBANE Magazine covers art, culture, news, health, education, business, wealth, style, society, relationships, history, and social justice—reflecting the brilliance and diversity of Black Arkansas.

Our readers form a growing print and digital community connected through our website, social media, and bi-monthly publication. They are hardworking, forward-thinking, and community-minded, seeking authentic stories that celebrate who we are and where we are going.

Rooted in Arkansas yet resonating far beyond it, URBANE continues to inform, inspire, and amplify the voices shaping Black culture and community.

Sources: Arkansas Small Business and Technology Development Center https://worldpopulationreview.com/states/arkansas-population; https://www.indexmundi.com/facts/united-states/quick-facts/arkansas/black-opulationpercentage#map on November 17, 2020; https://datausa.io/profile/geo/arkansas?genderResidents=sex1&measureWorkforcePyramid=wage&pums5RacesPyramid=pums5Race2&pums5RacesResident=pums5Race2&pums5WorkforcePyramid=pums5Race2&raceEducation=pums5Race2

URBANE MAGAZINE IS NOW A RECOGNIZED AND TRUSTED BRAND ASSOCIATED WITH ARKANSAS' BLACK CULTURE.

URBANE IS CHARACTERIZED AS RELEVANT, THOUGHT-PROVOKING, RELATABLE, PROFESSIONAL, AND NECESSARY.

URBANE HAS A WIDE VARIETY OF TOPICS THAT IT COVERS, BUT OUR LEADING AUDIENCE FAVORITES ARE ***HISTORY***, ***SOCIETY***, AND ***ENTERTAINMENT***.

ARKANSAS' BLACK DEMOGRAPHIC

BLACK POPULATION	480,352 / 14.91%
STRONGEST AREA	South & East counties
EMPLOYED	57.4%
AVERAGE AGE	35.9
• female	39.3
• male	36.6
MARITAL STATUS	
• married	28.8%
• divorced	13%
• never	47.7%
EDUCATION	
• high school graduate	82.98%
• college graduate (bachelor's+)	27.1%
HOUSEHOLD INCOME	
• w/o high school diploma	$28,826
• w/ bachelors	$42,361
URBANE'S TARGET AUDIENCE	Black Arkansans 25 to 55 age range

* table depicts the demographics of URBANE's potential readers - all median

AUDIENCE REACH SNAPSHOT

35.9
AGE MEDIAN

64.4%
FEMALE AUDIENCE

35.6%
MALE AUDIENCE

2.7K+
EMAIL SUBSCRIBERS

2.9K+
PRINT READERS

307
DIGITAL READERS

352K+
SOCIAL MEDIA PAGE VIEWS†

110K+
AVERAGE DIGITAL PLATFORM VISITS†

7.0K+
AVERAGE WEBSITE UNIQUE VISITS†

* All numbers are averaged and totaled across all URBANE platforms. Sources include Google, Facebook, Instagram, X (formerly Twitter), LinkBio, TikTok, & Simplebooklet Analytics for a 90-day period. Retrieved November 7, 2025. †Average

DIGITAL REACH

Followers: 7,900+

Impressions: 99,830+

TOP 10 ARKANSAS CITIES BY FOLLOWERS

1. Little Rock
2. North Little Rock
3. Conway
4. Fayetteville
5. Sherwood
6. Pine Bluff
7. Jacksonville
8. Maumelle
9. Bryant
10. Jonesboro

SUBJECTS OF INTEREST

- Power Covers
- Entertainment
- Society
- History
- Branded Content
- Styles
- Wealth
- Government
- Health
- Education
- Culture
- News
- Religion
- Business

@THEURBANEMAG

2026 EDITORIAL CALENDAR



February / March / April: BLACK LOVE & CULTURE
Content & Ad Deadline: 1/15
Goes Public: 2/1

5-year Anniversary Collector's Edition

ANTICIPATED TOPICS

- Black History - Past & Present
- Valentine's Day
- How to Dress for Valentine's
- Healthy Heart
- Financial Literacy
- The Working Women
- Winter Weather Moods



May / June / July: HONOR THY MOTHER & FATHER
Content & Ad Deadline: 4/15
Goes Public: 5/1

ANTICIPATED TOPICS

- Summer-Summer-Summer-Time
- Mother's & Father's Day
- Prom Season Fashions
- Memorial Day
- BBQ Season Open
- Armed Forces Day
- Spring Graduates
- International Yoga Day
- Summer Road Trips
- Pride Month



August / September / October: BACK TO SCHOOL
Content & Ad Deadline: 7/15
Goes Public: 8/1

ANTICIPATED TOPICS

- Educated & Black
- Awareness & Appreciation
- Back to School Fashions
- Celebrating Labor Day
- Black Educators Matter
- Health Awareness - Sickle Cell
- Self-Improvement Month
- Clergy Appreciation
- Commemorate John H. Johnson



November / December / January: TIS THE SEASON
Content & Ad Deadline: 10/15
Goes Public: 11/1

ANTICIPATED TOPICS

- Black Dollar Days
- Holiday Recipes
- Honor Our Fall Graduates
- D9 Love
- New Year's Celebrations
- Holiday Mental Health
- Human Rights Month
- Kwanzaa

All dates, content, and themes are tentative, subjective, flexible, and subject to change at editor's discretion

BRAND EXTENSIONS

URBANE Listen First
Showcasing Arkansas' audible art and artists

URBANE Event Gallery
Capturing our presence in Arkansas arts, culture, and community

URBANE People
Celebrating everyday Black Arkansans, their impact, effort, & existence

URBANE Book Club
Promoting literacy; featuring world-wide Black authors/illustrators



URBANE Power Circle
Our membership & supporter tier, giving readers, advertisers, and partners a deeper way to engage and invest.

URBANE's Favorite Thing
Staff-curated products and services we love

URBANE Readers' Choice
Community-voted favorites across Arkansas

URBANE Spotlight
Recognizing standout people, businesses, and organizations

URBANE Eats
Showcasing food, chefs, and culinary stories across Arkansas

Editor's Pick
Publisher-selected products, services, and noteworthy finds

all are designated for Black, Arkansas-based/-connected \ Opportunities available for sponsorship, cross-promotion, or feature inclusion.

URBANE Signature FEATURES

URBANE MAGAZINE WOMEN OF WORTH

Recognizes Black, Arkansas-based or -connected women who are emerging or experienced professionals, volunteers, ministers, leaders, and change-makers

URBANE MAGAZINE MEN OF MERIT

Recognizes Black, Arkansas-based or -connected men who are emerging or experienced professionals, volunteers, ministers, leaders, and change-makers

BLACK EDUCATORS MATTER

Recognizes Arkansas' Black primary, secondary, post-secondary, and vocational school educators & administrators

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BLACK ARKANSAS GRADUATE RECOGNITIONS

Features some of Arkansas' Black-owned Businesses that should be supported during the holiday season

BLACK DOLLAR FRIDAY *Arkansas Guide*

Recognizes Arkansas' Black primary, secondary, post-secondary, and vocational school graduates

URBANE Magazine's *Finest* of 2026

Showcases Black, Arkansas-based favorites for a chance to be recognized as URBANE's Finest

STRONGER TOGETHER

Arkansas' Divine Nine Exposition

Highlights members of the Divine Nine who are making progressive moves on behalf of the Culture that impacts the world

URBANE

Signature

EVENT

Women of Worth & Men of Merit
Recognition Luncheon

URBANE Magazine's live, annual recognition celebration of the Women of Worth & Men of Merit features participants. It honors individuals whose leadership and impact embody URBANE's mission to amplify Black voices, bringing together community leaders, entrepreneurs, and visionaries for an afternoon of recognition, connection, and culture.



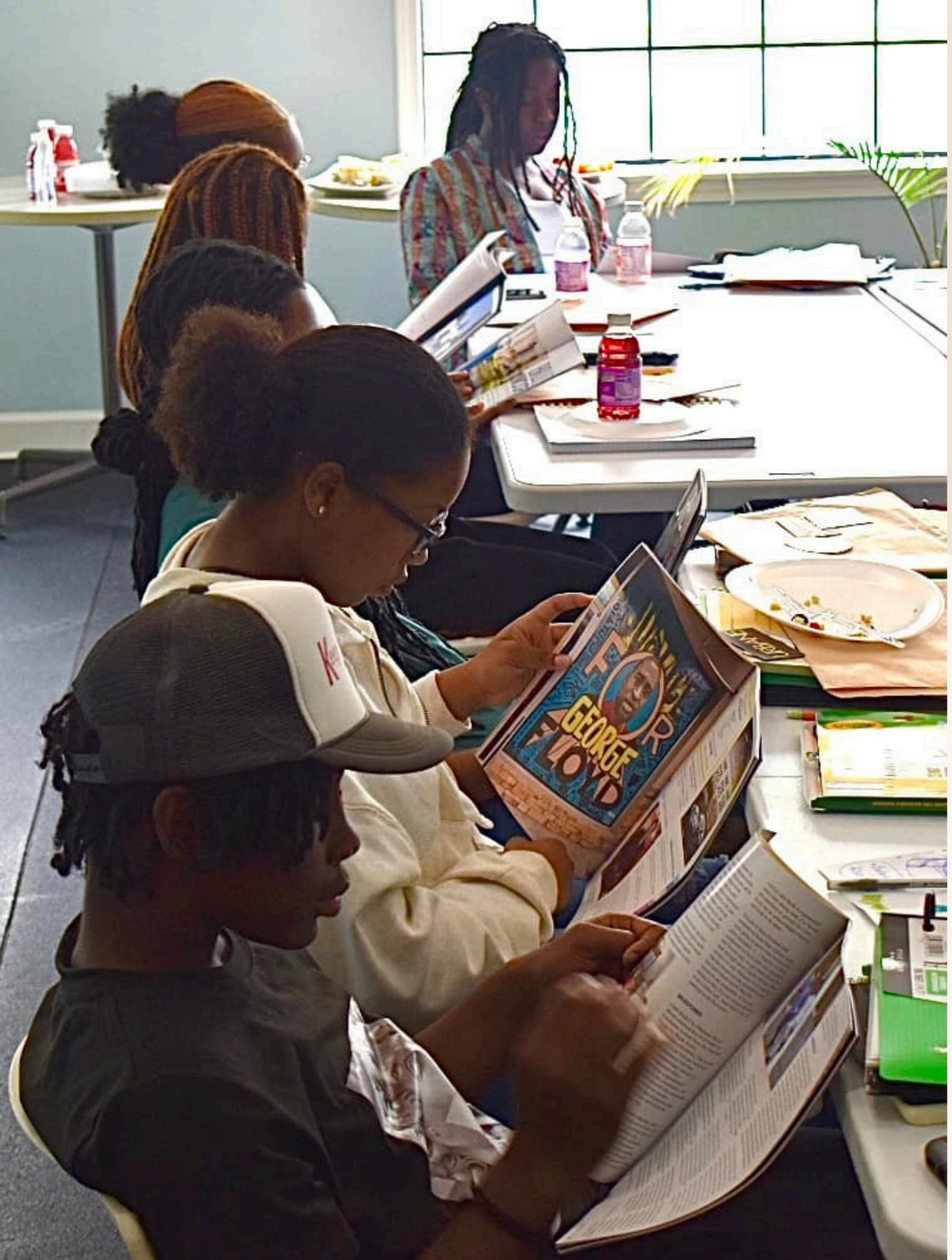




- Annual celebration of community excellence
- Awards honoring local changemakers
- Networking among business, civic, and creative leaders
- Media coverage and branded photo opportunities
- Sponsorship and vendor opportunities available

- Date: 2nd Quarter / July
- Attendance: >100 guests
- Demographic: 80% women | 20% men
- Reach: featured across URBANE print, digital, and social platforms
- Tone: Inspirational - Elevated - Empowering

Additional URBANE-branded experiences are in development, expanding quarterly engagement opportunities for partners and audiences statewide.



PR PARTNERSHIPS WITH URBANE

URBANE Magazine partners with PR agencies and representatives whose clients align with our mission, readership, and editorial values.

All PR features are produced with the same editorial standards as our general content and include professional editing, layout, and publication across digital + print editions.

PR PARTNERSHIP RATE CARD

The following are URBANE's public relations collaboration opportunities. These rates and packages are exclusive to PR agencies and representatives. Standard advertising and brand placement rates are listed separately. Beginning in 2026, URBANE will publish quarterly (4x per year), making each issue more curated, exclusive, and impactful. We proudly partner with PR agencies to highlight clients who align with our mission and readership.

ANNUAL PR PARTNERSHIP PACKAGES	PRICE
Bronze • 3 Standard Features • 3 Social Media Spotlights	$1,800/year
Silver • 6 Total Features (print + digital exclusives) • 6 Social Media Spotlights • 2 Article PDFs for PR promotion	$4,000/year
Gold • 1 Cover Story Feature • 6 Total Features (print + digital exclusives) • 6 Social Media Spotlights • 1 Email Newsletter Highlight • Unlimited Article PDFs for PR promotion	$6,500/year

(All features include professional editing, layout, and publication in both digital and print issues.)

FEATURE PLACEMENT	PRICE
Standard Feature (2-3 pages)	$600
Spotlight Feature (1 page)	325
Cover Story (6-8 pages, includes cover)	1,750
Digital Only Feature" option for $400	400

ADD-ON PROMOTION	PRICE
Social Media Spotlight (IG + FB post)	$150
IG Reel + TikTok Feature	200
Email Newsletter Highlight	125

URBANE V ANNIVERSARY
PRIORITY PR PLACEMENT OPPORTUNITIES

1. ANNIVERSARY ISSUE PRIORITY REVIEW

Clients receive elevated consideration for placement within the URBANE V Anniversary Issue, published 02-02-2026. Includes:

- Priority review for feature story submissions
- Consideration for premium editorial placement within the issue
- “URBANE V Spotlight” distinction for approved stories
- Extended or enhanced profile space when editorially appropriate

2. EVENT-WEEK DIGITAL VISIBILITY BOOST

A high-impact digital push tied to URBANE V celebration week. Ideal for client campaigns, launches, or brand awareness moments. Includes:

- Priority review for website editorial features published during URBANE V week
- Opportunity for inclusion in the URBANE Weekly digital newsletter
- “Anniversary Partner” tag on approved digital stories

3. ANNIVERSARY SOCIAL SERIES CONSIDERATION

URBANE V will feature a curated series of social media moments celebrating five years of culture, creativity, and community. Includes:

- Priority consideration for inclusion within the anniversary social series
- Customized social feature formats (editorial reels, stills, or branded spotlight posts)
- Elevated exposure across URBANE’s social channels leading into and during the celebration

(price upon request • Limited • Anniversary Exclusive)





COVER RATE CARD

COVER TYPE	1 ISSUE	4 ISSUES
Outside Front (cover 1)*	**$600**	unavailable
Inside Front (cover 2)*	570	1,750
Inside Back (cover 3)*	525	1,600
Outside Back (cover 4)*	585	1,650

FOR PRINT & DIGITAL ISSUES

IDEAL FOR:

- Maximum Visibility
- Brand Prestige & Credibility
- Exclusive Exposure
- Storytelling Opportunity
- Extended Shelf Life
- Social Media & Cross-Promotion
- Marketing Asset
- Audience Targeting
- Media Validation

** requires full-page ad only.*
** No refunds. No returns.*
** Prices do not reflect tax and other fees.*



COVER SPECS

COVER 1, 2, 3, AND 4: ***PHOTOGRAPHY REQUIREMENTS***: All photography must be original, professional quality, and created specifically for the cover or advertisement. No AI images accepted. Minimum resolution is 300 DPI at full print size, with final dimensions of 8.5 inches by 11 inches in CMYK color mode. Accepted formats are JPG, PNG, or TIFF. Photographs must be sharp, clear, and free of filters, watermarks, and distortion. Purchaser is responsible for securing all rights and written permissions from the photographer or studio for print and digital use. URBANE Magazine may require raw files, alternate images, revisions, or reshoots, and reserves full authority to reject any images that do not meet editorial or technical standards.

PAYMENT: Purchaser must submit full payment within 3 days of typewritten logistics being finalized. Covers remain available until full payment is received. Payment must be submitted through the official URBANE Magazine invoice by card, cash, check, or bank transfer. Partial payments and deposits are not accepted. Failure to pay within three days releases the cover to another party and forfeits placement without refund, credit, or transfer. ***No refunds. No returns***. ***EXPENSE***: *Potential additional expenses for the purchaser: photography expenses, à la carte purchases, additional digital and print copies of the magazine, pages in the issue, taxes, shipping, etc. URBANE Magazine's potential expenses: none. Purchaser does not have rights or privileges, or is entitled to reimbursement or compensation of any form, once content is included on/in any URBANE product, for perpetuity.* ***CREATIVE CONTROL***: Purchaser input is minimal. URBANE Magazine maintains full creative direction. The Editor may make all final changes without purchaser approval. All design and editorial decisions are final. ***USAGE***: *Purchaser does not have rights or privileges, or is entitled to reimbursement or compensation of any form, once content is included on/in any URBANE product, for perpetuity.* Purchaser may use the final cover image only for personal or business marketing with proper credit to URBANE Magazine. Alteration, resale, redistribution, or publication in any other magazine or commercial product is prohibited. Purchaser may share excerpts of the feature story for personal or business marketing with proper credit to URBANE Magazine. Full reproduction, republication, resale, or placement in any other publication or platform in full or in part is prohibited. ***CONTENT DEADLINE***: Content must be submitted by the 15th before the issue is released to the public. Late submissions may be moved to the next issue or applied to another form of advertising. **No refunds or returns** are issued for missed deadlines.

COVER 1: ***SPECIFICATIONS*:** Includes five (5) complimentary print issues, no additional complimentary digital or print issues, feature story, feature coverage in only one (1) issue, 4 full-pages/2 spreads (can be used for an editorial article and/or branded content), and a recorded interview conducted by a URBANE representative via phone, Zoom, or in-person for transcription to support the feature story. It is not published as audio. Dimensions are 8 ⅛" x 10 ¾" trim / 8 ½" x 11" bleed. Best suited and only available for the feature story of the issue. Viewable in both the print and digital editions. ***REQUIREMENT*:** A relevant story that is accepted at the discretion of the Editor; a recorded interview conducted by a URBANE representative via phone, Zoom, or in-person; a typewritten agreement of all logistics between purchasers and Editor before any monetary transactions; fresh and new photography for the cover; and agree with the Editor's concepts and final revisions. Cover story subject matter is accepted and determined by relevance at the discretion of the Editor. The final, approved draft of the cover is at the discretion of the Editor only.

COVER 2, 3, & 4: ***SPECIFICATIONS*:** Includes one (1) complimentary print issue of each issue the cover is in, no complimentary digital issues, and no story coverage of any kind. Priced per cover location in the magazine per number of issues. Best suited for advertising. Requires a full-page ad. Only Cover 2 is viewable in both digital and print editions. Content deadline is the 15th before the issue is released to the public. Dimensions are 8 ⅛" x 10 ¾" trim / 8 ½" x 11" bleed. ***REQUIREMENT*:** A single, full-page ad – it cannot be divided; accepted at the discretion of the Editor; a typewritten agreement of all logistics between purchasers and Editor before any monetary transactions; new photography for the covers; and agree with the Editor's concepts and final revisions. Subject matter is accepted and determined by relevance at the Editor's discretion. The final, approved draft of the cover is at the discretion of the Editor only. ***DESIGN*:** Includes an ad design, if needed. Pre-existing designs are accepted; however, they will be approximately replicated to meet the magazine's design standard and layout dimensions if necessary. This cover should include the business logo, contact information, and pictures, or as much as the page dimensions will allow, if available, and visually complements URBANE Magazine standards. Proof provided; approval is required by deadline listed above. ***EXPENSE*:** The cost covers the number of issues purchased, as specified.



DIGITAL MOTION COVER

$290

PLUS TAX

Turn your story into an exclusive digital motion cover!

Take your brand, project, or personal story to the next level with an exclusive URBANE Magazine Digital Motion Cover!

Ideal for:

- Spot-Promoting via social media
- Brand Visibility + Digital Promotion
- Personal & Professional Stories

DIGITAL COVER PURCHASE: A custom-designed, official URBANE-branded digital cover video mirroring the quality and aesthetic of our renowned print editions. Best suited for the solitary feature story, it can be published multiple times throughout the year, ensuring ongoing yearly promotion and providing flexibility for your marketing needs. **INCLUDES:** Digital cover and article featured in an exclusive article published on URBANE's official website only. Viewable in abbreviated and/or full-length on URBANE's digital platforms, including social media channels, website banners, and email newsletters only. **DOES NOT INCLUDE:** Complimentary digital or print issues. Will not be included in any regularly scheduled digital or print issue. Pre-existing designs, videos, and pictures are not accepted. **REQUIREMENT:** A relevant story that is accepted at the discretion of the Editor, a typewritten agreement of all logistics between purchasers and Editor before any monetary transactions, new photography for the cover, and accede with the Editor's concepts and final revisions. Additional requirements may be made throughout the process until its completion at the discretion of the editor to meet the standards of the URBANE Magazine brand. **EXPENSE:** Potential additional out-of-pocket expenses on the purchaser's behalf: photography expenses, purchases a la carte, additional digital and print copies of the magazine, pages in issue, taxes, shipping, etc. Potential additional out-of-pocket expenses on URBANE Magazine's behalf: none. The Editor will make the final determination if purchaser's preference is feasible for the overall layout of the issue. Prices are subject to change with or without notice. URBANE reserves the right to revise advertising rates at any time. See Terms and Conditions for additional information.

WHY URBANE WORKS

A PROVEN PLATFORM WITH PURPOSE

URBANE Magazine is Arkansas' trusted source for Black culture, stories, and progress. For five years, we have inspired and informed a loyal audience who values authenticity, creativity, and representation.

TARGETED AND TRUSTED

Our readers are leaders, professionals, entrepreneurs, and changemakers across the state. They support brands that reflect their values and communities.

MULTI-PLATFORM REACH

URBANE's impact spans print, digital, social, and live events, giving advertisers multiple ways to engage a statewide audience that is highly connected and culturally aware.

COMMUNITY CREDIBILITY

Rooted in real relationships and consistent storytelling, URBANE's reputation carries weight. Our Collector's Editions are kept, shared, and celebrated, ensuring long-term brand exposure and cultural impact.

THE URBANE ADVANTAGE

Partnering with URBANE means more than advertising; it means aligning with a mission to amplify Black Arkansas and strengthen the stories that move our culture forward.

WAYS TO PARTNER:

- Integrated Advertising (P + D + Social)
- Sponsored Editorials and Advertorial Features
- Event Sponsorship & On-Site Brand Visibility
- URBANE Power Circle Corporate Memberships
- URBANE Woman Collective Series Partnerships
- Custom Campaigns & Collaborations
- Product Showcase or Giveaway Inclusions
- Licensing & Reprint Rights

The Platform. The People. The Proof.

USAGE RIGHTS & REPRINT POLICY

URBANE Magazine retains full copyright ownership of all editorial content, layouts, and imagery published across its digital and print editions.

To maintain the integrity of our work and support fair creative compensation, any external use of URBANE content requires prior written permission and an active Reprint License, including reprints, reposts, or digital sharing.

GUIDELINES FOR USE

- All licensed materials must include a credit line:
- Originally published in URBANE Magazine, [Month/Year]. All rights reserved.
- Content may not be altered, edited, or resold without written permission.
- Licenses are non-transferable and apply only to the original client or PR firm.
- Unauthorized use of URBANE content constitutes copyright infringement.

HOW TO REQUEST A LICENSE

To request permission or obtain a Reprint License, contact:
URBANE Magazine – Licensing

- [your email address]
- www.TheURBANEMag.com

Please include:

1. The article title and issue date.
2. The intended use (print, digital, promotional, etc.).
3. The platform or publication where it will appear.

Licenses will be processed within 3–5 business days upon receipt of payment and signed agreement.

LICENSE TYPE	DESCRIPTION	TERM	FEE
Single-Use PDF	For client or internal use only.	One-time	$175
Digital Reprint License	Allows posting of the full article or excerpt on the client's or PR Firm's website and.or social media platforms. credit to URBANE required.	12 month	$225
Unlimited Reprint License	Grants full digital and print promotional use for up to one year. Credit to URBANE required on all uses.	12 months	$600



URBANE MAGAZINE

Arkansas' Premier Black Publication

ADVERTISE WITH URBANE
TheURBANEMag.com/Advertise-With-Us

PURCHASE AN ISSUE
TheURBANEMag.square.site

SUBMIT A REQUEST
TheURBANEMag.com/Submit-A-Request

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photo by Randall Lee Photography