



INCLUB Magazine

Covering The Intersections of Purpose & Pop-Culture

MEDIA KIT 2025

Readers ONLY CLUB

InClub Magazine stands out by effectively engaging African American people and culture while also appealing to Gen-Z and Millennials on a broader scale.

InClub serves as a bridge, demonstrating that Black media can resonate with not only African Americans but also with the wider younger generation.

Evident from being invited to cover prestigious events like The Super Bowl Soul Sunday and New York Comic Con. Invited to cover impactful films such as Kinds of Kindness, It Ends with Us and The Forge.

Celebrities from different ends of the spectrum that follow and engage with us from Blake Lively, Taylor Rooks, to Levar Burton. We've interviewed people from former Philadelphia Mayor Candidate Helen Gym to the grandmother of Juneteenth Opal Lee.

Reach a national and diverse audience

3.2 million Global unique reach monthly average

12.1 million avg monthly views

10 Global Markets

We reach the thinkers, the change makers, the wolves in chic clothing, with good -taste and an eye for reading b.s. a mile away. The critical thinking, rebellious, regime toppling kind, with deep compassion for people and planet.



Why INCLUB?



GEN-Z REACH

We reach millions of gen-Z because we are the only pop culture and entertainment outlet with a focus on the things Gen-z care about most: sustainability, climate change and the environment. Issues where its largest demographic is Gen Z.

NATIONALLY RECOGNIZED

INCLUB'S influence has made it the magazine with the largest reach of Gen-Z in Philadelphia as well as become official press at The White and The Academy Awards.

CREATIVITY AND INNOVATION

We don't just advertise our partners, we tell their story, and culture. Connecting to news, conversations and experiences in creative was.

KEY *Pillars*

In the last 12 months InClub's audience spent

\$14.3 M

on eco-friendly, products, goods, food and clothing

73%

Have clicks on partners ads in our magazine, our website or social media platforms.

75%

said they buy from companies based on who they partner with, and their sustainable or eco-friendly practices

91% of our audience has purchased more than 5 books

83% have gone to see a movie in the theaters at least 5 times

60% have tried new hair and beauty products

89% identify as Christian

42% are married

\$142k Median Household income



CONTENT *PILLARS*

InClub Magazine offers a diverse array of sections, each catering to the varied interests of our readers. Here's a brief overview of each:

AFICIONADOS

This section is the esoteric sphere of the population. Deeply obsessed with deep opinions and feelings and commentary that delves into deep opinions and commentary on pop culture, movies, TV, music, arts, books, and culture, catering to those deeply passionate about these subjects.

ACTIVISTS

Dedicated to individuals that ask for forgiveness not permission sitting together in the cafeteria. Those with a consciousness for issues affecting underrepresented, underreported, or undervalued communities, this section covers topics like social justice, the environment, people, and politics.

ADULTING

For readers navigating adulthood, this section offers insights into health and wellness, finances, relationships, parenting, college life, business, and technology.

AESTHETICS

All the adornments, attire, and accoutrement that makes our social media grid and our closest look like our Pinterest boards. Focusing on beauty, fashion, trends, and shopping, this section provides inspiration for those looking to enhance their personal style and surroundings.

AFFLUENT

Catering to readers aspiring to an affluent lifestyle, this section covers topics like travel, food and drinks, events, parties, and faith, emphasizing a holistic approach to living abundantly.

A-LISTERS

Featuring interviews and conversations with celebrities, actors, musicians, scientists, astronauts, YouTubers, designers, and more, this section offers readers an inside look into the lives of notable figures. Each section is designed to engage and inform, reflecting the diverse interests and passions of our readership.



Ways to Partner with us in 2025

DIGITAL SEGMENTS

Roundtables: (bi-monthly)

Every other month will be our round table talks:

These will be celebrities and public figures in the same industry discussing their experiences within it. i.e. *(Actor on Actor, Author on Author, Parent on parent, Pastor on Pastor)*

Book Browsing with Dion Ringgold: (monthly)

Where we Invite authors, celebrities, and influencers to a renowned bookstore or library to discuss their favorite books, current reads, and the impact literature has had on their lives.

Building blocks (Bi-monthly)

Invite celebrities and influencer couples—be they partners, friends, or family members—to engage in building a LEGO set together while discussing their relationship dynamics, personal stories, and shared experiences.

Infinite Playlist (monthly)

where celebrities and influencers share their personal music selections, providing readers with unique insights into their musical tastes and inspirations.

Fitting Room Confessions (bi-weekly)

The segment captures candid conversations about their fashion hot takes, personal style philosophies, in a fun short conversation in different malls and fitting rooms.

Other signature segments include 10 things I can't live without, Good Idea or Bad idea, Ghosting and dating stories, defining moments, tastemakers test taste, comic book shopping.



EVENTS

Green Conversations Game Night March/April

InClub Magazine's interactive game night event designed to spark sustainability conversations, create meaningful connections. This event will merge the fun of game night-with the purpose of climate action, sustainability, and environmental awareness all while encouraging attendees to connect in groups.

Planet Shakers summit: People, Planet, and play Sept 3-7

This summit blends **impactful conversations, from movie screenings, immersive workshops, and cultural activations**, all with a deep commitment to **an immersive communal experience**. Get ready to connect with trailblazers, industry disruptors, and change-makers as we reimagine the future—together.



A multi-platform community that reaches and connects 3.4 million Gen-Z and Millennials ever month across social media, website, and App on average

Digital and Social

Monthly reach Instagram average **2 M**

Month views Instagram average **4 M**

Monthly unique website traffic **340k**

Monthly unique traffic to App (IOS and Google Play) 118k

Monthly reach Facebook **200k**

Monthly Facebook Views **1 M**

Pinterest monthly views **260k**

Audience across all social platforms 130,000

Brands our audience uses or shops or uses the most

Footwear: Veja, New Balance, Nike, Beauty: Ulta beauty Rare Beauty Fenty Beauty, money services: Robinhood, Venmo, task management: Slack, Canva, Luxury Brands: Bottega, Coach, Gucci, Arc'teryx and Ami Paris, Retail: Target, Boxed Water, Liquid Death.

Brands that have partnered with us

To partner with us contact Dion Ringgold
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