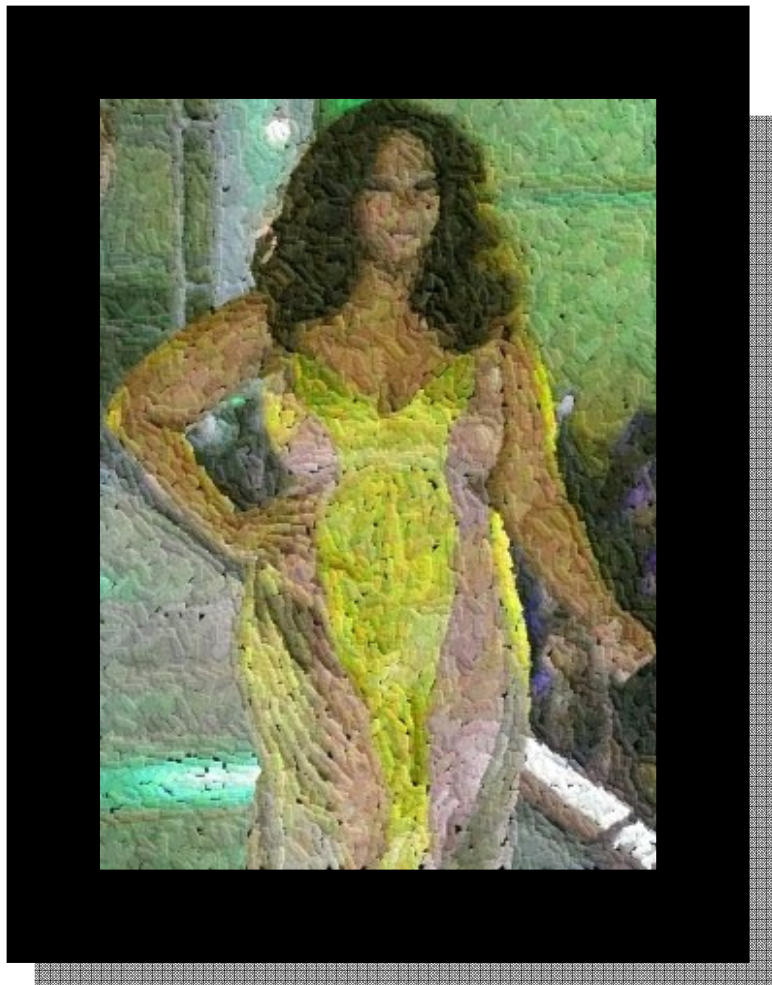

Thick Sista.h.com!

Teaching Health & Increasing Consciousness & Knowledge



TS





ThickSistah.com!

Teaching Health & Increasing Consciousness & Knowledge

Mission

Teaching Health & Increasing Consciousness & Knowledge
-A Resource For People Of Size.

What Does “ThickSistah” mean?

First, we separate the word “Thick” from “Sistah.”

THICK =

Teaching Health & Increasing Consciousness & Knowledge

We bring forth a consciousness of health as the ultimate lesson for people of size and provide an urban climate to which our readers can identify with as they embrace this new approach to thinking and living healthy.

Sistah =

Unity & Cohesiveness. It is more than just the fraternal definition of the word sister. Sistah is the epitome of sisterhood; it is the urban woman at her greatest; her confidence is at its highest and she constantly evolves as the elements of her existence is ever changing.

Target Audience:

ThickSistah.com! is a monthly on-line publication and provides an interactive community and forum for people of size. Our reach is 90% female but is all inclusive as it provides men and children with content specifically geared toward them. ThickSistah.com! speaks to their concerns, issues and interests. Content and article topics ministers to the spirit, provides health information as it relates to obesity, showcase today’s plus size fashions and our community can interact directly through online forum and chat.

And much more!

ThickSistah.com! provides its audience with content and media which specifically speaks to people of size.

TS



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Demographics:

- Female 90%
 - Age 18-56
 - Median Age 35
 - Education 75% have some college
 - Ethnicity 80% African American
 - 15% White
 - 5% Hispanic
 - Marital Status 79% Single
 - 21% Married
 - Employed 89%
 - Homeowner 55% own their own home
 - Mean \$50,000
-

A stylized logo consisting of the letters 'T' and 'S' in a handwritten, cursive font. The 'T' is black and the 'S' is red.



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African Americans are the second-largest minority market in the US. Researchers estimate they will spend \$860 billion in 2007, rising to \$1.1 trillion by 2012. The factors driving this buying power, such as improvements in education, income and employment, are also increasing African American Internet usage.

*Source—eMarketer

As the urban plus size community access our site:

- 100% identify with the mission
- 98% are ready to take action to make a change for a healthy life
- 85% visited a specific store

ThickSistah's Plus Size Community Spend Money:

- Over \$545 Million is spent on clothing in a Single Year.
- They spend \$88.5 Million a month in total
- \$1,061,904,000 is spent Annually with Credit Cards
- 89% own a credit card

Our readers find these topics attractive:

- 94% Fashion
 - 85% Health
 - 83% Beauty Products
 - 45% Finance
-





ThickSistah.com!

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ThickSistah.com's 2005—2009 Editorial Categories

ThickSistah.com! is an on-line publication which promotes health in urban communities. While engaging its members and communities, our audience knowledge is increased on topics relating to health, finance, relationships, family and more!

Thick Health

Dieting
Eating Disorders
Eating Habits
Surgeries
Weight Loss Products

Thick Money

Savings
Investing
Mortgage
Entrepreneurship
Banking
Budgeting
College

Thick Living

Travel
Houses
Cars
Sports
Outdoors
Home & Garden

Thick In The Spirit

Your Spirituality
Churches
Gospel Music
Community Outreach

Thick Love

Thick on Brothers
Dating
Marriage
Divorce
Sex

Thick Family

Children
Parenting
Time Managing
Kids and making sure to schedule enough time for you
Re-kindle the romance with your spouse

Thick Closet

Ashley Stewart
Anthony Mark Hankins
Cato
AGX
Catherine's
Torrid
Curve Style
And more. . . .

Thick Male

Not just big & tall but thick men who have something to say.
Thick Males, tell us what you want to see here - welcome to your stage!

Thick Expressions

Sound Off!
Share your thoughts about what you see here on ThickSistah.com!

Thick Lounge

Online Community where users are provided space to upload pics, music, post notes and email each other.

We invite our readers to - -

Live Thick!





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2009 Editorial Calendar

January:

New Year's Resolutions, Thick Living
Why Travel?, Thick Living
Couple Holiday, Thick Love
Plus Size Fashion, Thick Closet
Children At Play?, Thick Family
Health Journal, Thick Health
Fast Food vs. American Kitchens, Thick Health

February:

Black History, Thick In The Spirit
Have We Progressed Enough?, Thick Living
Dating Someone From Another Culture, Thick Love
Staying Healthy In Fast Food America, Thick Health
Loving Your Body, Thick Health

March:

Keeping Up Appearances – Thick Living
Are You Financially Over Extended?, Thick Money
The President's First 100 Days, Thick News
Lost Resolutions Found Again!, Thick Expressions
Picking Up the Pieces, Thick Male

April:

Praise God – I'm Cancer Free, Thick Health
Easter Sunday, Thick In The Spirit
World Financial Crisis, Thick News
Reunite With Family, Thick Family
Why Travel Part 2, Thick Living
Against All Odds, Thick Male
What Is Fashion?, Thick Closet

May:

Obesity—News, Thick Health
Thick Connections, Thick Lounge
The Future of Talk Radio, Thick News
Happy Birthday To The Editor!, Thick Expressions
BBW—Online Groups, Thick Living

June:

Fueling America, Thick Money
Mortgage Crisis, Thick Money
Dead Heat / Sign Of The Times, Thick In The Spirit
Homeless In America! & Political Leaders, Thick News
Obesity – A World Wide Epidemic, Thick Health
Today's Church, Thick In The Spirit
Dating On A Budget, Thick Love
Networking Online, Thick Lounge



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Teaching Health & Increasing Consciousness & Knowledge

2009 Editorial Calendar

July:

Family Reunion, Thick Family
Summer Vacations, Thick Travel
Live Within Your Means, Thick Living
Plus Size Swim Wear, Thick Closet
Summer Romance, Thick Love
Black America & Hispanics, Thick News
The Woman I Married – Where Did She Go?, Thick Male

August:

Travel, Thick Living
Thick Connections, Thick Lounge
Is He Really What You Need?, Thick Male
Dating While Thick, Thick Love
Popular Beauty Products, Thick Closet
Smart Spending, Thick Money
Amen!, Thick In The Spirit
Teen Pregnancy, Thick Family
Low Cost Pampering, Thick Living

September:

Traditional Poetry vs. Spoken Word, Thick Expressions
Adopting Black, Thick Family
Fall Fashions, Thick Closet
Back To School, Thick Family
End of Summer Travel Deals, Thick Living
Why Doesn't He Hear Me?, Thick Love
Let Me Just Watch The Game!, Thick Male

October

The Workplace & Obesity, Thick Health
My Husband Is Turned Off, Thick Expressions
Having A Baby Changed My Body, Thick Family
Travel Deals, Thick Living
Body Mind & Spirit, Thick In The Spirit
Male Entertainer's Staying Power, Thick Male

November

Thank You Lord!, Thick In The Spirit
Holidays & Family, Thick Family
Dating Online, Thick Love
Early Christmas Shopping, Thick Market
Networking Online, Thick Lounge
Taxes—Are You Prepared?, Thick Money

December:

Thick Lounge & Thick Market Month
TS Offices Closed For Christmas Holidays





ThickSistah.com!

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Ad Due Dates

PLEASE DIRECT QUESTIONS REGARDING ADS TO:

Tracy Lightner, Founding Editor
Phone: 409-718-7516
P O Box 1493
Port Arthur, Texas, 77641

AD MATERIAL DUE DATES FOR ISSUES:

Issue	Ad Close	Materials Due Date
January	November 13	November 23
February	December 13	December 23
March	January 13	January 23
April	February 13	February 23
May	March 13	March 23
June	April 13	April 23
July	May 13	May 23
August	June 13	June 23
September	July 13	July 23
October	August 13	August 23
November	September 13	September 23
December	October 13	October 23

Ad

Pictures—jpeg, ping, gif

Media Labeling Requirements

- Agency Name
- Contact Name
- Phone Number
- Ad Number/Advertiser
- File Name
- Vendor Contact
- Return Address (for return of material)
- List of Content

