

# ONESELF

M A G A Z I N E

# FACT SHEET

**A bold, uncompromising view of the multifaceted landscape that is young America.**

**Oneself Magazines business model is educate through entertainment.** We create events to not only promote our lifestyle magazine and our advertisers but draw in our target audience and base or editorial on grace, love, relationships, health, wealth, technology, fashion and positive attitudes. We've been called a "Self-help Hip-Hip magazine" but our vision for our publication is much more broad. We've accomplished reaching out to thousands of people by being innovative and clever in our marketing campaign strategies.

**Frequency: BI-MONTHLY**

**Readership: 120,000 +**

**Distribution:** Metro Hartford, Bloomfield, Bristol, Colchester, New Haven, West Haven, East Haven, Hamden, Meriden, Wethersfield, Willimantic, New Britain, Torrington, Waterbury, Greenwich, Milford, Stratford, Stamford, New London, Groton, Middletown, Norwalk, Bridgeport, and Western MA

> Now currently free throughout the tri-state and the world via podcast.

**Product-** Positive print magazine covering opportunity resources from a perspective that's both entertaining and informative.

**URL-** [www.oneselfmag.com](http://www.oneselfmag.com)

**Editor-** Lesette Velasquez

**Founder-** Dyshann Anderson

**Start-up-** March 2001

**Launch Date-** March 17, 2006

**Tag Line-** One World, One Life, Oneself

**Quote-** "Today's world is changing. It is driven by the undeniable culture of hip hop and the people who live it."

**Subjects-** Lifestyle, Music, Entertainment, Social, Health, Financial, Knowledge, Community relations and awareness.

**Features-** Build Oneself, Tycoon Tips, Each One Teach One, Local Reviews, Career Savvy and Booked Marked.

**Attitude-** Positive, Enlightened, Adventurous, Progressive, Technology Enthusiast, Fashion Conscious, Trendy

**Target Audience-**

**Young Adults: Ages 18-24**

Characteristics: Innovators, Trendsetters, Early Adopters of Technology

Interested in: Games, Entertainment, The Latest Technology, Socializing, Celebrities

**Young Professionals: Ages 25-34**

Characteristics: Innovators, Trendsetters, Utilizers of technology

Interested in: Entertainment, Specialized Social Activity, Technology, News, Time Savers and Effective Life Management and Organization

01  
ONE  
SELF  
MAG  
COM

The information contained in this communication is confidential, may be privileged, and is intended for the exclusive use of the above named addressee(s). If you are not the intended recipient(s), you are expressly prohibited from copying, distributing, disseminating, or in any other way using the information contained within this communication. If you have received this communication in error, please contact the sender via E-mail. In addition, the content of this E-mail should, in no way, be considered as official tax or accounting advice. Tax or accounting advice is only rendered through official engagement with Aquastone Graphix, LLC. ONESELF MAGAZINE P.O.Box 340125 Hartford, CT 06134 Pho: (860) 956 2749 Fax: (860) 656 6458 sales@oneselfmag.com www.oneselfmag.com

AQUASTONE GRAPHIX AS

Let's Build.