



FOUNDED 1910

# THE CRISIS



“We got some advertising, especially from Negro businesses...the 'Big' advertisers remained aloof; some looked us over, but nearly all fell back on the rule not to patronize 'propaganda' periodicals. Besides they did not believe the Negro market worth entering.

*W.E.B. DuBois.*



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...the story of the 'darker race' needs to be told by us, the 'darker race.'

**Julian Bond**

Chairman Emeritus, NAACP  
Chairman Emeritus,  
The Crisis Board of Directors, Inc.

# THE CRISIS

[www.thecrisismagazine.com](http://www.thecrisismagazine.com)

## ABOUT

Journalist, historian, sociologist and civil rights activist, William Burghardt Du Bois, conceived and nurtured **The Crisis**. He insisted a vigorous, outspoken publication was essential to the success of the National Association for the Advancement of Colored People (NAACP). A group of NAACP leaders, which included Du Bois, Mary White Ovington and William English Walling, decided to take the name, "The Crisis," from James Russell Lowell's poem, "The Present Crisis," written at the height of the Civil War. In the November 1910 premier issue of the NAACP's official magazine, Du Bois defined **The Crisis** as dedicated to "set forth those facts and arguments which show the danger of race prejudice, particularly as manifested today toward colored people...it will assume honesty of purpose on the part of all men...white and black."

Unique to **The Crisis** magazine is its association with the National Association for the Advancement of Colored People (NAACP), the largest, most effective and most respected civil rights organization in the world. **The Crisis** serves as the official publication of the NAACP and has been the NAACP's articulate voice in this fight for civil rights since 1910.

**The Crisis** delivers an educated, affluent and loyal audience which is active and involved. **The Crisis** delivers an audience of influential leaders across 1700 NAACP branches and beyond.

**The Crisis** has chronicled Black America for over 100 years and is a sought after resource for researchers and scholars and others seeking information on the Black experience. **The Crisis**/NAACP digital archives at the Library of Congress is the largest and most used collection totalling over five million pieces.

## TODAY

Today, **The Crisis** continues as the official publication of the NAACP. It is a quarterly journal of civil rights, history, politics and culture and seeks to educate and challenge its readers about the issues that continue to plague African Americans and other communities of color. In addition to the cover story and feature articles, each issue of **The Crisis** includes: "Up Front"- news briefs; "Crisis Forum"- highlights of the arts and culture; and "NAACP Today"- news about the oldest and largest civil rights organization in the world.



## RATES

- FULL PAGE: \$12,000
- 2/3 VERTICAL: \$10,000
- 1/2 HORIZONTAL: \$7,000
- 1/3 VERTICAL, SQUARE: \$5,000
- 1/6 VERTICAL: \$2,900
- Frequency discount available
- Cover 2, 3 premium - 20%; C4 - 25%

## SPECIFICATIONS

- FULL PAGE: 7 3/8 x 10
- 2/3 VERTICAL: 4 5/8 x 10
- 1/2 HORIZONTAL: 7 3/8 x 4 3/8
- 1/3 VERTICAL: 2 1/4 x 10
- 1/3 SQUARE: 4 5/8 x 4 7/8
- 1/6 VERTICAL: 2 1/4 x 5
- TRIM: 7/875 x 10.5
- BLEED: 8.125 x 10.75
- BINDING: Saddle Stitch



When you have mastered numbers, you will in fact no longer be reading numbers, any more than you read words when reading books. You will be reading meanings.

W.E.B. Du Bois  
Founding Editor  
The Crisis Magazine

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## AUDIENCE

- CIRCULATION: 140,000
- MEDIAN HH INCOME: \$67,000
- EDUCATION:
  - Attended College: 91%
  - Graduated College or Better: 68%
  - Post Graduate w/Degree: 36%
- EMPLOYMENT:
  - Employed: 46%
  - Professional/Managerial: 67%
  - Retired: 49%
- MARITAL STATUS (Married/Partnered): 45%
- SEX:
  - Female: 52.5%
  - Male: 47.5%
- MEDIAN HH: 2
- MEDIAN AGE: 63
- OWNERSHIP:
  - Own Home: 78%
  - Own Vehicle: 91%
  - Own/Use Credit Card: 89%
  - Own/Use Computer, cell phone: 95%

## 2020 EDITORIAL CALENDAR

**WINTER:** Hollywood Issue - Telling Our Stories - Hollywood is beginning to look more like America, thanks to these trailblazers and innovative creatives.

**SPRING:** 2020 Census - What's at Stake? The 2020 Census could be a game-changer for communities of color. Plus, athletes like Simone Biles and Cocoa Gauff are bringing new energy to sports.

**SUMMER:** Criminal Justice - Outside the Walls - A look at fines and fees, wrongful convictions, and returning citizens to society. Navigating the cannabis industry.

**FALL:** Election 2020 - The history makers of State and local elections matter just as much as the presidential election. Who will make history this year? Plus, Black Americans tackling the technology industry.

