

# Media Kit

In Motion Magazine®

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

A multicultural, online U.S. publication about democracy

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February 2007

# In Motion Magazine Demographic Survey Results

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## 1. What is your gender?

Gender: Female .....	57.5%
Gender: Male .....	40.5%
Declined to state.....	2.0%
Total Gender Response .....	100.0%

## 2. How old are you?

Under 18.....	11.0%
19-24 .....	14.0%
25-34 .....	16.0%
35-44 .....	12.0%
45-54 .....	22.0%
55-64 .....	17.0%
65+ .....	8.0%
Total Age Response.....	100.0%

## 3. What is your education level?

High School.....	16.0%
College/University .....	46.5%
Post Graduate .....	34.0%
Other .....	3.5%
Total Education Response .....	100.0%

## 4. What is your approx. household income?

Under \$15,000/ year .....	23.0%
\$15,000-\$29,999/ year .....	14.0%
\$30,000-\$39,999 / year .....	8.0%
\$40,000-\$49,999 / year .....	9.0%
\$50,000-\$59,999 / year .....	8.0%
\$60,000-\$74,999 / year .....	11.0%
\$75,000+ / year .....	21.0%
Other/Declined to state .....	6.0%
Total Income Response .....	100.0%

*please see page 3 for more Survey Results*

# In Motion Magazine Demographic Survey Results

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## 5. Where are you (country)?

USA .....	66.0%
India.....	7.0%
Canada.....	2.0%
UK .....	2.0%
Other .....	22.0%
Total Non-USA.....	34.0%
Total Country Response .....	100.0%

## 6. Why do you read In Motion Magazine?

Research.....	41.0%
College / School Assignments .....	15.0%
News .....	22.0%
Entertainment .....	6.0%
Other .....	16.0%
Total Why IMM Response .....	100.0%

## 7. What is your occupation?

Arts.....	6.2%
Clerical .....	1.3%
Entertainment .....	1.0%
Farming / fishing .....	3.0%
Healthcare .....	5.0%
Homemaker .....	1.0%
Laborer .....	1.6%
Legal .....	1.6%
Machine operator, truck driver.....	1.3%
Media.....	2.2%
Military .....	1.0%
Professional .....	7.8%
Retired.....	4.0%
Sales / Marketing .....	4.2%
Service worker.....	1.0%
Student (K-12) .....	8.5%
Student (college / university).....	16.3%
Teacher / professor / education.....	21.6%

*please see page 4 for more Survey Results*

# In Motion Magazine Demographic Survey Results

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Technology / science .....	3.2%
Other .....	8.2%
Total Occupation Response .....	100.0%

## 8. Do you shop online?

I've shopped online in the past 6 months .....	42.0%
I've shopped online in the past 1 year .....	9.0%
<i>total within a year</i> .....	51.0%
I do not shop online .....	47.0%
Did not state .....	2.0%
Total Shop Online Response .....	100.0%

## 9. Do you purchase online?

I've purchased online in the past 6 months .....	46.0%
I've purchased online in the past 1 year .....	12.5%
<i>total within a year</i> .....	58.5%
I have never purchased online .....	41.0%
Other .....	0.5%
Total Purchase Online Response .....	100%

*please see page 5 for Rates*

# In Motion Magazine Advertising Rates

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## Rates Over Time

1 month, banner ad at top of 40 different pages .....\$450/mo.  
3 months, banner ad at top of 40 different pages .....\$405/mo.  
6 months, banner ad at top of 40 different pages .....\$360/mo.

*Banner ad dimensions: 468 x 60 pixels  
Banner ad can be jpeg or animated gif*

## Placement by In Motion Magazine Section

The 40 pages can be in groups of 10, with each group of ten within any of In Motion Magazine's sections (for example, 10 in "Global Eyes", 10 in "Education Rights", 2 sets of 10 in "Art Changes").

Specific pages within sections can be chosen (if no ad already present) or will be assigned to the next top ten pages available (of our approx. 1,400 entries we have monthly rankings of the top 500).

## Spanish Language Ads

Spanish language ads can go on any collection of Spanish-language pages.

## In Motion Magazine Size and Readership Context

In Motion Magazine has approx. 1,400 articles, interviews, etc.  
In 2006, the In Motion Magazine site recorded 120-150,000 visits each month.

*please see page 6 for History, Content, & Editorial Staff*

# In Motion Magazine

## History, Content, & Editorial Staff

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### History and Content

In Motion Magazine has been on the web for eleven years. Our subtitle description is “a multicultural, online U.S. publication about democracy”. The magazine has ten sections (several with their own co-editors in different parts of the U.S.), many sub-sections, and various cross-section indexes including:

Art Changes	Autonomy: Chiapas-California
Education Rights	Email, Discussion & Opinion
En Español	Global Eyes
Healthcare	Human & Civil Rights
In Defense of Affirmative Action	Photo of the Week / Archive
QA: Interviews	Rural America

Our general approach is not so much to write about people and what they do but to interview people and/or publish articles by people describing for themselves what they do. There are many photos. In Motion Magazine has reported extensively and received contributions from around the U.S. as well as from around the world (Albania, Belgium, Brazil, Bolivia, Canada, China, Cook Islands, Cuba, El Salvador, Fiji, Iceland, India, Indonesia, Ireland, Italy, Japan, Mexico, New Zealand, Nigeria, Serbia, South Africa, Trinidad & Tobago, Venezuela, Zambia).

In 2006, the In Motion Magazine site recorded 120-150,000 visits each month.

### Editorial Staff

**Publisher and Co-editor: Nic Paget-Clarke**

International journalist and photographer. Interviews and articles published in: *Global Studies: India and South Asia*, 7th Edition; *Z Magazine*; *ila* (Germany); *Just Change* (New Zealand); *regina* (Germany); *Opposing Viewpoints “Illegal Immigration”* (Greenhaven Press). Interviews have been translated into and published in Flemish, German, Italian, and Spanish. Photography published in *Color Lines*, *Elephant* (Netherlands), *Forschungsmagazin der Universitat Regensburg* (Germany), *Georgia Voyager*, *Goddess-ing*, *Houston Press*, *ila* (Germany), *Jazz Times*, *La Mision*, *Montana Journal* (for the American Festival Project), *National Journal*, *OneWorld.net*, *regina* (Germany), *Safe Food News*, *Smaakmakend/Biologica* (Netherlands), *San Diego Union-Tribune*, *San Francisco Examiner*, *TUNZA* (United Nations Environment Programme), *Unity*, *Utne Reader*, *World Rivers Review*, *Yoga Journal*, titles/textbooks/reference books (some press runs pending) by Brown Reference Group (UK), Glencoe/McGraw-Hill, Harry N. Abrams, Inc., House of Anansi Press (Canada), McDougall Littell, Oxford University Press, Publishers Resource Group.

*please see page 7 for more on Editorial Staff*

# In Motion Magazine History, Content, & Editorial Staff

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## *Co-editor – Art Changes / From Where I Stand: Alice Lovelace*

Alice Lovelace is considered one of Atlanta's premiere poets. In the late seventies she worked shoulder to shoulder with Toni Cade Bambara to organize the Southern Collective of African American Writers (SCAWW) and was a coordinator for the historic 1980 Conference on Black South Literature and Art at Emory University. Alice has performed at venues across the nation. Her most recent publications include *Remembering My Birth: new and Collected Poems* from Horizons Press in Atlanta and *This is for Family, poetry and music* from BlackEagle Records, Atlanta. Alice has a Master of Arts degree in Conflict Resolution from Antioch University. She has worked with Alternate ROOTS and Arts Extension Services at the University of Massachusetts to design and teach an Arts for Social Change curriculum for artists, arts administrators and social service organizations. In recognition of her work in the community, Alice received the Bronze Jubilee Award for Long Term Contributions to the Arts, the Community Service Award from the Sisterhood of Higher Education, The City of Atlanta Mayor's Fellowship in the Arts, and the Paul Robeson Cultural Democracy Award from the Arts Exchange. Most recently, the Fund for Southern Communities presented Alice with their 1997 Torchbearers Award for consistent contributions to social justice. In 2002 Project South presented her with the Spirit of the Movement Award in recognition of her use of poetry to educate people about social justice and political issues.

## *Co-editor – Autonomy: Chiapas-California: Roberto Flores*

Roberto Flores is a life-long activist for human rights. He is now working with others in Los Angeles on facilitating and developing the concept of "autonomy" as a method of rebuilding oppressed communities through structural development. In 1996-97, as a Fulbright scholar, he did research in Chiapas, Mexico on the "Feminine Factor Within the Zapatista Movement". He is currently finishing his doctoral degree (ABD) doing his dissertation on "Informal learning between transnational networks", specifically on learning between Chicano artists in the Los Angeles area and Zapatistas in Chiapas.

## *Co-editor – Education Rights: Pedro Antonio Noguera, Ph.D*

Pedro Noguera is a professor in the Steinhardt School of Education at New York University. An urban sociologist, Noguera's scholarship and research focuses on the ways in which schools are influenced by social and economic conditions in the urban environment. Noguera has served as an advisor and engaged in collaborative research with several large urban school districts throughout the United States. He has also done research on issues related to education and economic and social development in the Caribbean, Latin America and several other countries throughout the world.

From 2000 - 2003 Noguera served as the Judith K. Dimon Professor of Communities and Schools at the Harvard Graduate School of Education. From 1990 – 2000 he was a Professor in Social and Cultural Studies at the Graduate School of Education and the Director of the Institute for the Study of Social Change at the University of California, Berkeley.

Pedro Noguera has published over one hundred research articles, monographs and research reports on

*please see page 8 for more on Editorial Staff*

# In Motion Magazine

## History, Content, & Editorial Staff

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topics such as urban school reform, conditions that promote student achievement, youth violence, the potential impact of school choice and vouchers on urban public schools, and race and ethnic relations in American society. His work has appeared in several major research journals and many are available online at [inmotionmagazine.com](http://inmotionmagazine.com). He is the author of *The Imperatives of Power: Political Change and the Social Basis of Regime Support in Grenada* (Peter Lang Publishers, 1997); *City Schools and the American Dream* published by Teachers College Press in the fall of 2003; and *Unfinished Business / Closing the Racial Achievement Gap*, co-edited with Jean Yonemura Wing, published by Jossey-Bass, 2006.

### **Co-editors – Rural America: Rhonda Perry and Roger Allison**

Rhonda Perry and Roger Allison are farmers near Armstrong, Missouri. Also, Rhonda Perry is Program Director of the Missouri Rural Crisis Center (MRCC) and Roger Allison is Executive Director of the MRCC. The Missouri Rural Crisis Center is a statewide organization of 5,500 farm and rural families with thirteen chapters around the state of Missouri.

The MRCC is a nonprofit organization founded in 1985. It is a progressive, statewide membership organization that works to empower farmers and other rural people. The mission of MRCC is to preserve family farms, promote stewardship of the land and environmental integrity, and strive for economic and social justice by building unity and mutual understanding among diverse groups, both rural and urban.

*please see page 9 for Contact Information*



# In Motion Magazine Contact Information

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## To Inquire about Advertising Space in In Motion Magazine

*email:* [ads@inmotionmagazine.com](mailto:ads@inmotionmagazine.com)

*phone:* 858.558.7134

*web:* [www.inmotionmagazine.com](http://www.inmotionmagazine.com)

*mail:* PO Box 927482, San Diego, CA 92192, USA

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