

ESLEEK

Inspiration for Nubian Heritage...



2013 Digital Media Kit

Biography

Hailing from the Flatbush section of Brooklyn, NY; Erik always had a knack for entertainment. As an avid fan of *Yo! MTV Raps* and BET's *Rap City*, he felt he had what it took to become a force within the Hip-Hop industry. In High School, Erik and a neighborhood friend decided to start a rap duo. While learning more about the business side of the industry, the duo decided to part ways, as Erik's focus shifted into working behind the scenes and away from the microphone.

In 2001, he enrolled in Kingsborough Community College and majored in Broadcasting Management. Since then, he discovered a love for the Radio Industry and has been heavily involved in the business. During his tenure, he hosted a successful Hip-Hop and R&B show called "Koncrete Radio" interviewing the likes of Nas, Kelly Rowland, and Ron Browz, amongst other artists. In addition, he wrote and produced all segments and sketches aired on Koncrete Radio while working Promotions at Clear Channel's Power 105.1.

In his final year of Radio and after working with the controversial duo Star and Buc Wild, Erik (formerly known as Eaztwood) decided to try his hand in journalism. In February of 2009, he became a freelance web contributor for *The Source Magazine*. After a few months of maintaining the "Digital Dimes" column, *The Source* underwent some financial hardships, which resulted in a shift of The Source's website; specifically the "Digital Dimes" column. Instead of waiting for another opportunity, Erik seized the moment by breathing life into his new venture; *Esleek Magazine*.

The founder/CEO claims Hip-Hop still run through his veins; however, he wishes to stray from the urban culture and take a new angle. "When you hear the name *Esleek*, I want you to think Elegance, Style, Empowerment, and most of all, Inspiration" he says. "Our culture is very rich and unparalleled, yet it's recognized only one month per year, so it's only right to develop a platform for us to speak unanimously to the world" he continues. Armed with impeccable writing abilities and strong articulation, we can all attest his readers will be following a million strong.



Erik Wakefield
Founder / CEO

Mission: Elegance, Inspiration and Empowerment.



At *Esleek*, our vision is to uplift the African American Community. Words we live by:

- Elegance: Each article will be constructed with class and dignity; portraying African Americans in a positive manner, highlighting our accomplishments.
- Inspire: Our compelling interviews are crafted to inspire our audience to become leaders.
- Empower: After reading *Esleek*, our goal is to influence a call of action.

Demographic: Female

Age: 25 – 49

Avg. Income: 40 – 75k

Esleek's Departments



Esleek Beauty:

Exclusive interview with the month's selected print model. To be considered, please submit photos and a press kit to Esleekmag@gmail.com. Submissions will be selected based on quality of the photo, originality and experience of the model.

Fashion

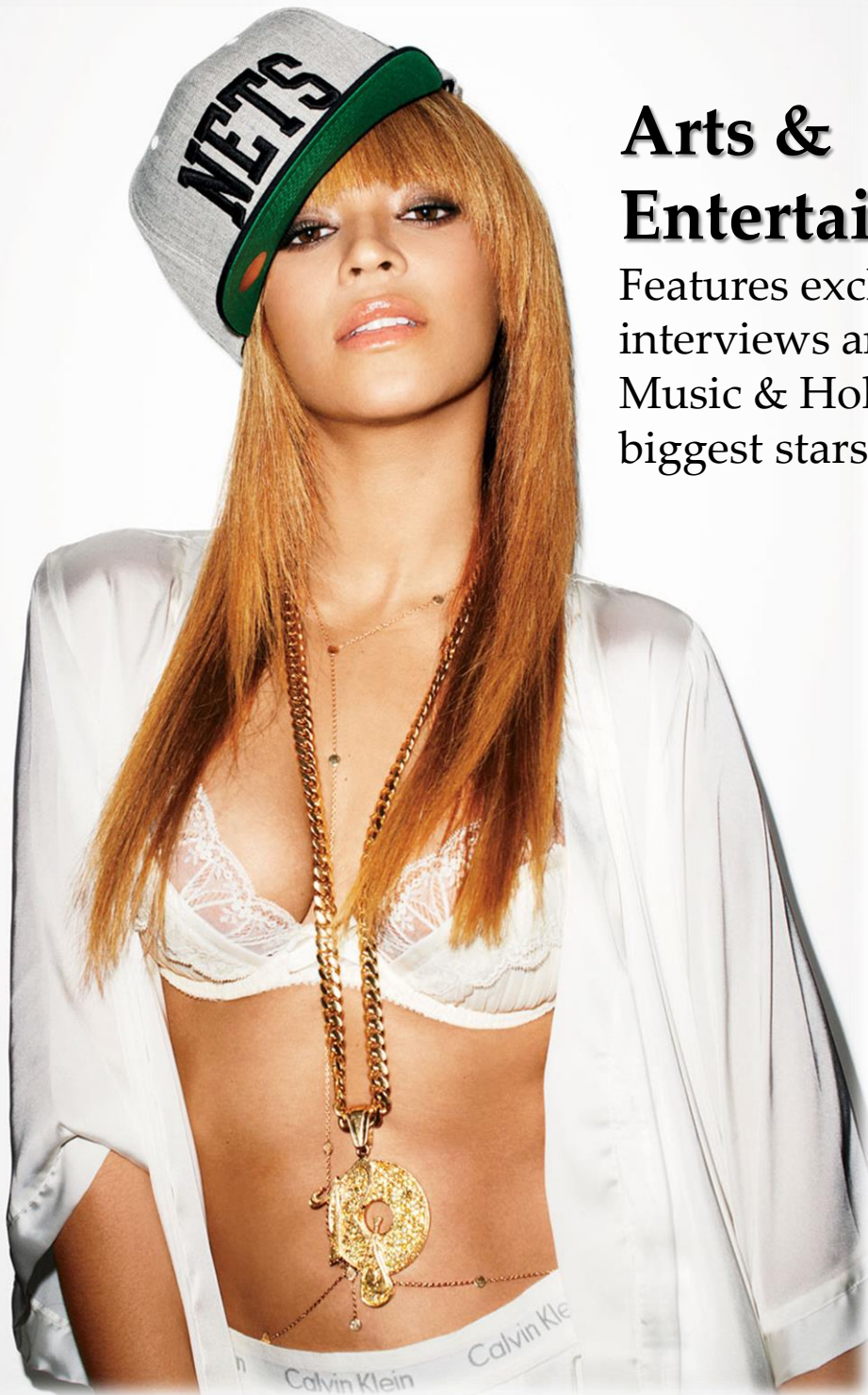


Fashion:

From Brooklyn to London and Japan. Esleek Fashion features seasonal trends, Runway, Advice, Tips and Interviews from Celebrity Stylists and Designers

***Do you have style?** Submit your photos to be considered for Esleek's look book. Send your photos to esleekmag@gmail.com

Arts & Entertainment



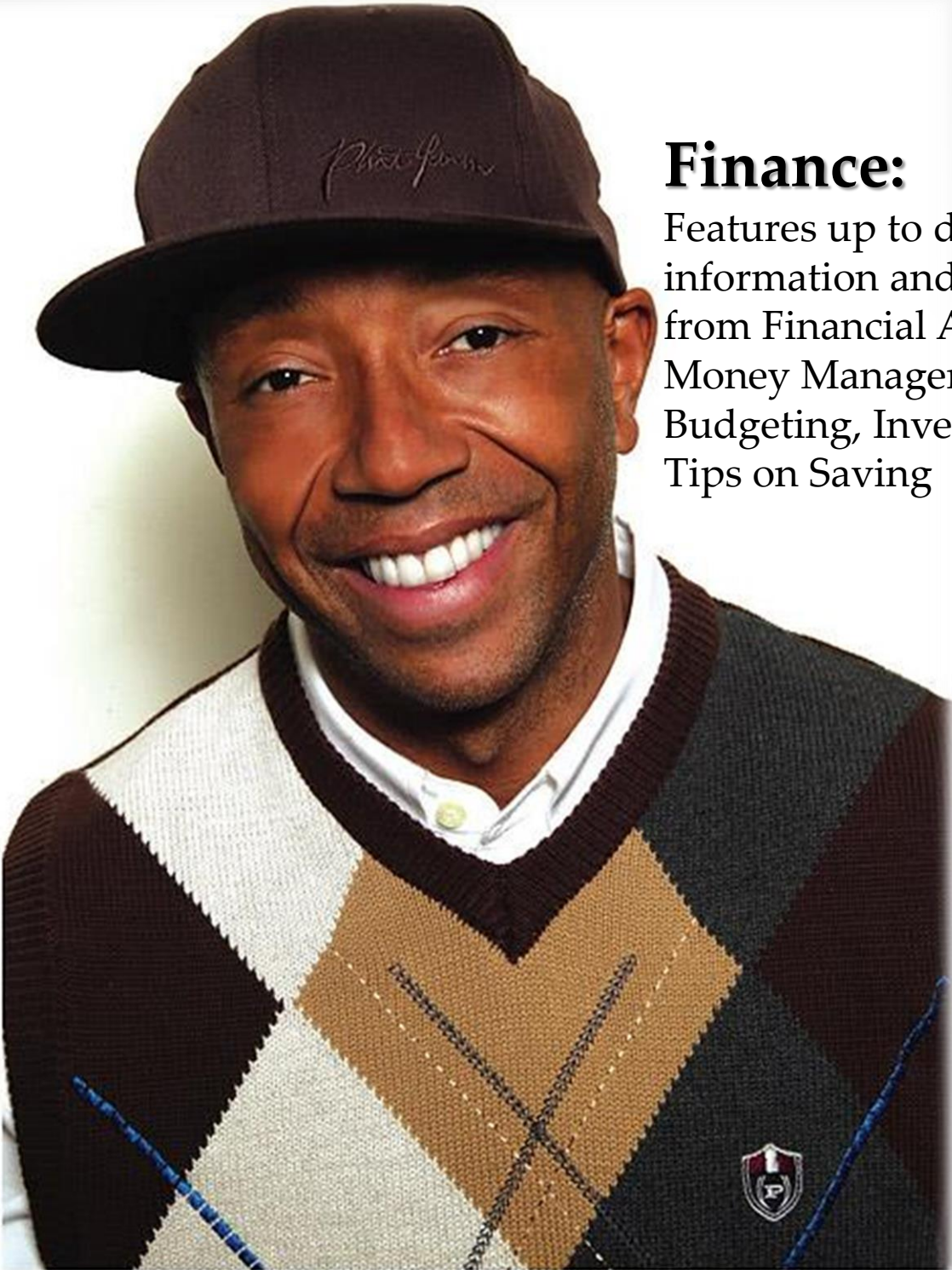
Arts & Entertainment:

Features exclusive interviews and stories of Music & Hollywood's biggest stars

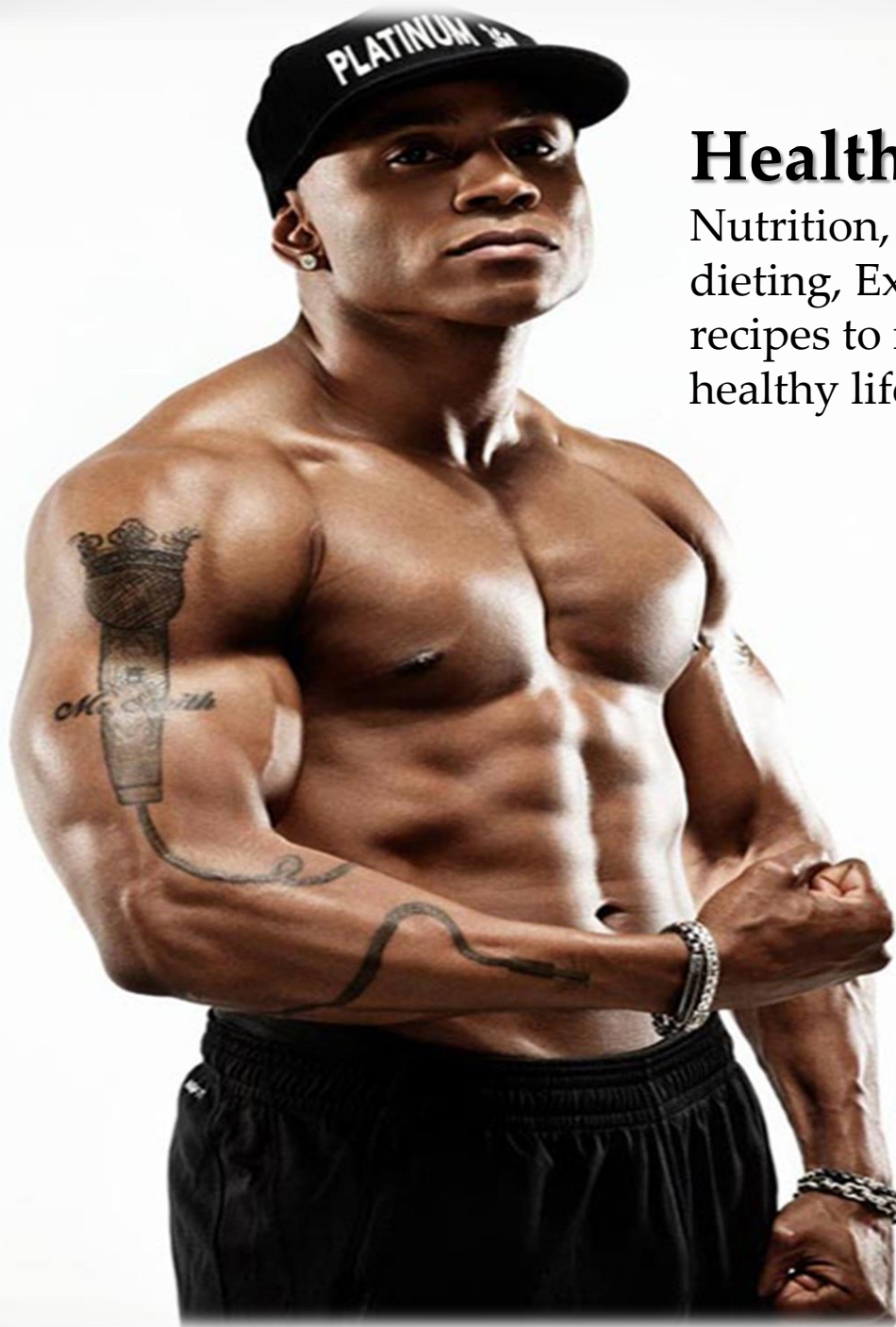
Finance

Finance:

Features up to date information and advice from Financial Analysts, Money Management, Budgeting, Investments & Tips on Saving



Health & Fitness



Health:

Nutrition, Tips on dieting, Exercise and recipes to inspire a healthy lifestyle

Lifestyle



Lifestyle:

Articles, Polls &
Features regarding
Pop-culture and
everyday living

SPOILER
TV

Sports



Sports:

Provides an inside look at professional sports teams and highlighting the accomplishments of African American athletes

Reader Interaction

Best and Worse Dates:

Have you ever dated someone that completely swept you off your feet? Did your date lead to multiple meetings and blossomed into something long term? Tell us about it! Send an email and photos to esleekmag@gmail.com. Once approved, your story will be featured on our website.

Have you ever dated someone and experienced the infamous "Hell Date"? You tried everything in your power to cut the date short; (fake emergency call, relative just died, or food poisoning?) Please share your story! Send your disaster date to esleekmag@gmail.com. Once we approve your submission, it will be posted on our website.

*Esleek respects your privacy. All submissions will be posted in anonymously.

Confessions:

Do you have anything to get off your chest? Do you want to confess to a best friend, lover or a family member anonymously? Share your story. Sometimes it's easier to rectify a problem by knowing the person's reaction a head of time. Send all confessions to esleekmag@gmail.com.

Public Apologies:

We all make mistakes and do things we regret. Unfortunately at times; a simple apology may not cut it. If you really would like to let that special someone know how sorry you are, reach out! Your apology may be posted on our website! Send your apologies to esleekmag@gmail.com.

*All confessions will be submitted anonymously unless requested otherwise by the sender.

Contact Us

Esleek Magazine wants to be the first choice of your publication needs; therefore we value your feedback. Please forward all suggestions, comments, questions and concerns to esleekmag@gmail.com

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