

# MORE THAN A STANCE .COM

MEDIA KIT • SPRING 10

# MORE THAN A STANCE

“It’s about time the culture had something like this.”

- Benson Lee, Director of Planet B-Boy



## WHAT IS MORE THAN A STANCE?

More Than A Stance is an online b-boy magazine with monthly features, a frequently updated blog, media galleries and an events map and calendar viewable at [www.morethanastance.com](http://www.morethanastance.com).

## WHAT’S WITH THE NAME?

The name More Than A Stance reflects the belief that it’s been due time for b-boying to be taken seriously as a tradition, culture, and artform. It reflects the frustration of seeing the trite, inaccurate coverage b-boying receives in the mainstream media time and time again. It represents the exasperation of reading eyesores of interviews with b-boys and b-girls that are typd lyk diz.

More Than A Stance reflects the firsthand understanding that because b-boying is more than a mere pose or fad, it deserves the same coverage and treatment as other cultures and elements of hip-hop. It means that with the recent explosion of b-boying back into the public consciousness, more people than ever are hungry to find out more, and we’ve taken it upon ourselves to elevate the game. It’s what the people of More Than A Stance would be doing anyway—we just had to give it a name.

## WHO WE ARE

More Than A Stance is the result of a late night conversation between Paul Rogers and Calvin Son, two friends who discovered and fell in love with b-boying while attending the same high school in Homewood, Alabama. As b-boys with college degrees in film and journalism, respectively, they were both disappointed with the lack of quality and availability of reliable b-boy news.

After realizing they had all the tools and experience they needed to begin their own b-boy magazine, the idea was planted. A few late nights, Gmail chat sessions, and domain name searches later, More Than A Stance made its debut in April 2008.

## HIGHLIGHTS AND ACCOMPLISHMENTS

In a little over a year, More Than A Stance has received worldwide recognition for its professionalism and innovation in featuring b-boying's biggest figures, issues and events. Featured subjects have included everyone from hip-hop veterans like Kool Herc, Alien Ness and Kwikstep to up-and-coming phenomena like Thesis, Toyz and Focus. Most recently, More Than A Stance has also had the honor of being flown out to provide coverage for the Street Science and the Notorious IBE events in the Netherlands.

Aside from its renowned video and written features, More Than A Stance has gained a following for its up-to-date blog, reviews, events calendar and special issues including its gift guide and shoe guide. Contributors include the esteemed DJ Skeme Richards, whose features can be found alongside packages exploring the world of deaf and hard of hearing b-boys and b-girls alongside profiles of directors, photographers, designers, writers, event organizers and others who are impacting the worldwide b-boy community.

## TESTIMONIALS

"More Than A Stance is the best online magazine for breakdancing and b-boy culture, period. They are the most polished and most professional resource for information, interviews, events and video reviews, and it's been a privilege for me to support them and work with them."

- Barry Rabkin, owner of CypherStyles.com, Inc., the world's largest online b-boy video store

"There are a lot of sites out there bringin' interviews with b-boys and hip-hoppers in general, and frankly, they all fall short to each other since they are all one in the same. But More Than A Stance brings you interviews with the people you want to know about, and what's best is that they do it with their own unique style of writing. Don't expect to see basic Q&A on More Than A Stance—expect to read fine literature from people who truly love this culture."

- Alien Ness, president of the Mighty Zulu Kingz, recognized as the world's first b-boy crew

"I read every single [interview] that you guys come out with ... We need more people like yourselves and more journalists who are going to ask the right questions—the deep questions."

- Poe One, b-boy pioneer and event organizer, judge and instructor.

## RATES

<b>Top Horizontal Banner (Top of every page) 728x90</b>	<b>\$15 CPM</b>
<b>Square Banner 300x250</b>	<b>\$10 CPM</b>
<b>Small Horizontal Banner (Blog pages only) 468x60</b>	<b>\$10 CPM</b>