



Dawah International, LLC

A Multimedia Company

Contact : Jenny Triplett
www.prisonworldmagazine.com
pwmagazine@bellsouth.net

FOR IMMEDIATE RELEASE
May 28, 2008

PRISONWORLD MAGAZINE Opens Its Doors To Advertisers

Dawah International, LLC has introduced and released it's one of a kind magazine for prisoners. Prisonworld Magazine is published on a seven-issue basis in order to communicate with those behind the wall. It is very unique in conception and the only magazine especially for the prison system that showcases poetry, letters of inspiration, thoughts, comments, and opinions, individually and collectively, of inmates.

The magazine is tailored for the incarcerated, but is available to the general public for purchase and participation. Dawah has formulated a pen pal service where men and women across the United States who have a desire to communicate with someone in prison can do so in anonymity. As well, inmates can communicate with one another through free pen pal ads. Inmates can become VIP members with special privileges. The magazine also offers trivia and scrabble contests, surveys, religious content, and much more.

Prisonworld Magazine now ships to over 400 institutions, state and federal, in 32 states. "Since it is free to the institution's libraries, we can estimate our readership at approximately 350,000 per month," says Rufus Triplett Jr., Editor. The magazine also has a large "free world" subscriber base. Many people find the magazine interesting because of its positive messages, humor, resources and trivia. The magazine is highly demanded and anticipated in all of the institutions.

The magazine has recently opened its publication to advertisers. In keeping with the attitude of giving its readers what they want, the magazine is seeking typing services, gift stores, greeting card wholesalers, pen pal/MYSPACE services, lawyers/paralegals, jewelry stores, audio books/bookstores, authors (self-published, African-American, self-help, etc) and entrepreneurial services as advertisers. Jenny Triplett, Editor-in-Chief, says, "We receive several letters every week requesting all kinds of services. Even though we would like to, we cannot handle all of the prisoners needs. We know there are people out there who are willing to think outside the box."

Prisonworld Magazine offers better than competitive rates and an extremely unique target market. With over 2.2 million incarcerated, anyone who advertises in the magazine has a direct link to a community with its own market share.

Dawah is a family owned and operated company established to bring a positive vibe to the prison community. The owners are originally from Michigan, with ties in Toledo, Ohio and Florida, and have been based in the Atlanta area for over 15 years. When asked the question what would make you start a magazine like this, the owners respond intelligently "We hope to bring new and different ideas to the multimedia game as well as enlighten views and perceptions of an uninformed and forgotten society."

Dawah International, LLC
www.dawahinc.com

PO Box 380
www.prisonworldmagazine.com

Powder Springs, GA 30127
www.myspace.com/dawahinternational

(770) 439-7938