

MEDIA KIT

PHILOSOPHY

AroundTown® Arts & Culture Magazine is dedicated to South Florida's rich cultural tapestry. An indispensable monthly resource that features the sophistication of **ART** and **MUSEUMS**, the reverberating sounds of the **STAGE**, the excitement of the **FESTIVALS** and **SPECIAL EVENTS**, and the enrichment of **FAMILY ENTERTAINMENT**. Complimenting all of this is the quintessential **DINING GUIDE** that will expand all of your culinary delights.

AroundTown® keeps readers in touch with all that is happening in the exciting world of the Arts and Entertainment throughout Dade, Broward & Palm Beach Counties. As the only publication of its kind, we guide our readers in planning the perfect day, evening or weekend excursion and provide them with the content to keep them knowledgeable in all things **ART**, and to help them **Live Life Culturally™**. AroundTown® brings South Florida culture to the fingertips of our readers; no more dirty newspaper fingers, no more googleing endless websites, no more sitting at home, and no more hearing about events after they happen



PRINT

DISTRIBUTION

AroundTown® Arts & Culture Magazine has 35,000 (with 15,000 copies printed per month) monthly readers and is published 10 times a year, with May/June and July/August as 2 combined issues.

AroundTown® Arts & Culture Magazine is distributed through paid subscriptions, magazine sales, special events, and complimentary distribution at key cultural venues, attractions, galleries, residential & office buildings & schools.

PAID SUBSCRIPTIONS

Magazines are delivered by mail to all paid subscribers.

MAGAZINE SALES

The magazine can be found for purchase in bookstores and select retailers, including Barnes & Noble and Winn-Dixie stores, throughout Dade and Broward Counties as well as select cities outside of South Florida.

SPECIAL EVENTS

AroundTown® Arts & Culture Magazine supports art and culture events as well as numerous charities throughout the year. Magazines are offered complimentary during those events; typically in VIP gift bags.

COMPLIMENTARY DISTRIBUTION

Magazines are delivered to cultural venues, galleries, residential and office buildings throughout Miami-Dade, Broward, and Palm Beach Counties.

GEOGRAPHIC BREAKDOWN BY COUNTY

DADE: 45% BROWARD: 35% PALM BEACH: 20%

READERSHIP PROFILE

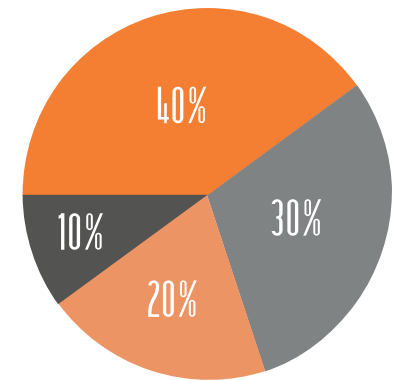
AroundTown® Arts & Culture Magazine appeals to culturally active, sophisticated and affluent individuals possessing the desire and means to enrich their lives and their community. The majority of readers are 35 and over with the ambition to find unique and productive ways to spend their time. They retain the Magazine all month as a "must have" reference tool to plan their activities.

AroundTown® Arts & Culture Magazine offers the culturally driven individuals, socially active information seekers, foodies and supporters of the arts a compelling look at the arts and entertainment offered in South Florida while highlighting the "must sees" and "must dos" to enhance their accomplished lifestyles.

READER MIX

(Quantities may vary by month)

- 40% Subscribers, Members, Condo Buildings
- 20% Cultural Venues: Theaters, Museums, Attractions +
- 30% Events, Galas, Festivals
- 10% Office Buildings, Doctor's Offices, Hospitals

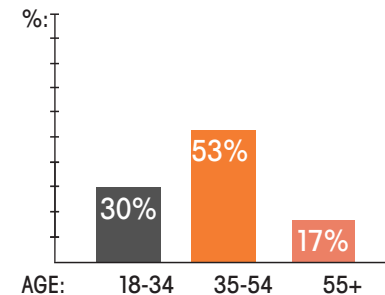


DEMOGRAPHICS

Income

Average Household Income: \$150k+

Age



Gender





MAGAZINE SPECS

AroundTown® Magazine is printed in full color on high quality, glossy-coated text stock & UV matte coated hard cover stock.

All print ready Ad submissions should be in four color (CMYK), images Resolution should be scanned at **300 dpi**.

File formats accepted: EPS, **PDF**, **JPG**, Tiff

Storage media accepted: Drop Box, EMAIL, CD-ROM, DVD-ROM, USB DRIVE

Changes to ads within the contract period are the sole responsibility of the advertiser. All new ads must be submitted by the issue deadline and approved by publisher.

IMPORTANT:

Magazine trim plus bleed size and live area (Safety) are as follows:

Full Page Trim Size: 8" x 10.75" (Open Size - 8.25"x 11")

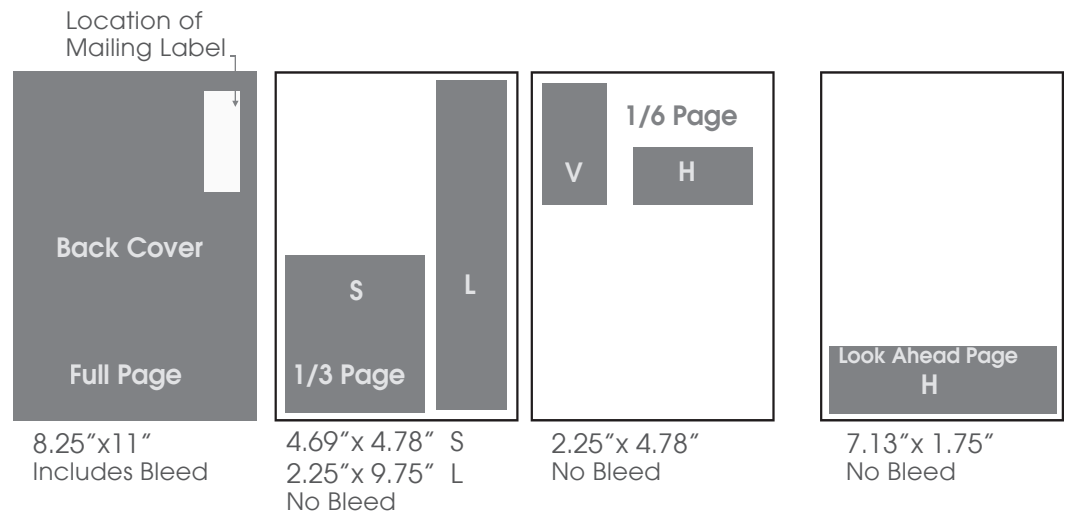
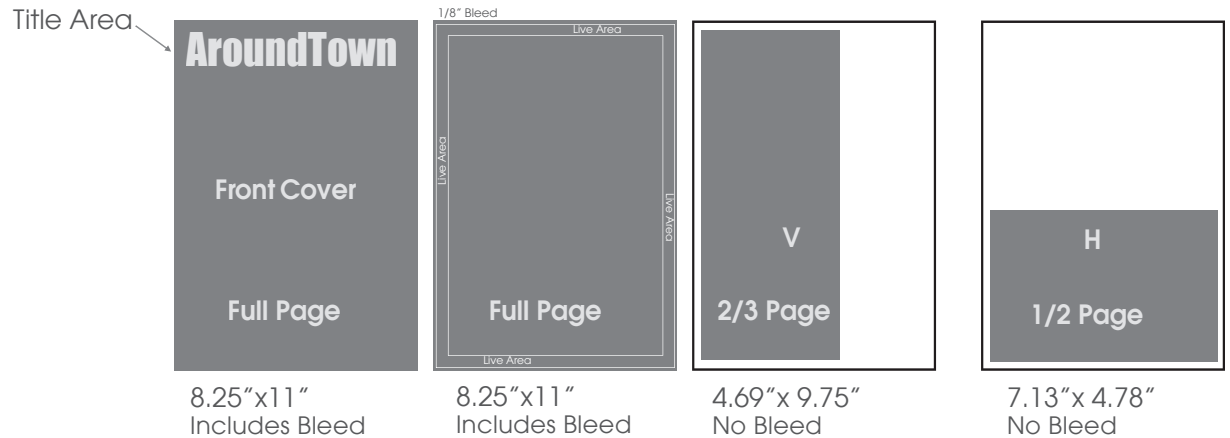
2 Page Spread Trim Size: 16" x 10.75" (Open Size - 16.25"x 11")

Bleed Size: .125" all around

Live Area: .375" from trim all around

(All ads with bleed require a Live Area)

Front Cover: Title Area, 2" from top for Magazine Title.





RATE CARD

Refer to side table for magazine ad rates. Rates are NET per month and subject to change without notice.

Placement is at publisher's discretion unless expressly contracted for. 10% additional for premium placement

DESIGN SERVICES

Graphic design services are available at a rate of \$300 per ad. Additional fees may apply to ads requested for use in other publications.

*Front cover is sold as a package in combination with editorial inside the magazine. Cover is reserved for targeted Arts, Festivals or Special Events, and is at Publisher's discretion.

DEADLINES

Space Reservation: the **5th** of each month prior

Art Deadline: the **10th** of each month prior

Email All Materials To: ART@AROUNDTOWNMAGAZINE.COM

EDITORIAL CALENDAR

Select Editorials will be featured online

JANUARY:

Festivals

FEBRUARY:

Romance

MARCH:

Music

APRIL:

Travel / Camps

MAY / JUNE

Museum Month
+ Mother's & Father's Day

JULY / AUGUST:

Culinary

SEPTEMBER:

Dance

OCTOBER:

Cultural Season Kick-Off

NOVEMBER:

Tours & Artwalks

DECEMBER:

Art Week Guide

* Editorial timing may fluctuate based on dates of Art Week

Ad Size	Open Rate	x3	x7	x10
Front Cove*	_____ \$3,975			
Back Cover	_____ 2,950			
Inside Cover	_____ 2,200			
Full Page Ad	_____ 1,900	____\$1,750	____\$1,600	____ \$1,400
2/3 Page Ad	_____ 1,550	____1,275	____1,150	____1,000
1/2 Page Ad	_____ 1,150	____975	____900	____800
1/3 Page Ad	_____ 800	____700	____650	____550
1/6 Page Ad	_____ 500	____400	____350	____300
LA- Bottom Ad	_____ 600	_____ -	_____ -	_____ -