

# The Insider Mag - Media Kit

## **MISSION STATEMENT**

The Insider Mag is a traveler's magazine. It provides readers with in-depth articles, interviews, insights into travel, culture, arts, business, fashion, dining, hospitality, entertainment, civic leaders, communities and history in the world.

Our primary focus is a well-written, researched, informative and entertaining story.

Our readership demographic is targeted to traveler's who are for the most part, in the middle-to-upper income levels of all ages and who fall into a \$50,000 plus demographic. We speak directly to our reader's needs and deliver what is important to them: travel, adventure, technology, careers, social issues, entertainment, outstanding quality and values in products and services.

We stand out as an honest resource of genuine quality and integrity in today's varied scope of journalism. The Insider Mag speaks for our readers and the world in which we live.

## **DISTRIBUTION**

The primary distribution outlet for The Insider Mag is airports across the United States, in Paris, France at local English-speaking locations in the city and inserts in newspapers in the United States. As a primary airport-distributed magazine, we offer advertisers a breakthrough opportunity to get your message across to this unique consumer.

Our circulation is a minimum of 500,000 with a normal print run of 1 million. The Inside Mag is also available for download and purchase through THE INSIDER MAG website at <http://theinsidermag.com>, MAGSTER.COM and from the Apple Magazine Newsstand.

## **RADIO STATION**

WTIM PB Boston is a radio station owned and operated by The Insider Mag. WTIM exists to inspire and appeal to the sophisticated, educated listener in a meaningful and entertaining way. Inspired by the publisher's first radio show in Los Angeles, The Anthony Duva Radio Show, that show began on KPRO 1570AM in San Bernardino with 390,000 listeners and was then heard from five years on THE INSIDER MAG website and on the syndicated podcast site. With the new radio station show, owned by The Insider Mag, WTIM produces a number of original programs such as "Duva Show" and editor-in-chief Rita Cook's Bonjour World with International-editor-at-large co-host Guillaume de Vaudrey. WTIM also airs syndicated programs from the American Radio Network. The 24/7 WTIM podcast can be heard live on THE INSIDER MAG website at <http://theinsidermag.com> and can be heard on demand at [http://theinsidermag.com/insidermag\\_radio.html](http://theinsidermag.com/insidermag_radio.html).

Please contact [publisher@theinsidermag.com](mailto:publisher@theinsidermag.com) if you are interested in sponsorship.

## **DEMOGRAPHIC**

The Insider Mag was created to inspire and appeal to the sophisticated, educated traveler/consumer in a meaningful and entertaining way. We reach our focused demographic through our targeted distribution outlets, namely, airports across the United States. Our readers are primarily women, yet discerning men will equally read our pages.

Our readers look to The Insider Mag as a resource to learn about where to shop, dine, vacation, and be entertained.

Obtain The Insider Mag three ways:

- At airports across the United States
- As a single issue- \$2.95
- One Year Subscription (four issues) - \$12.00

You may purchase a single issue or subscribe by sending a check, cashier's check, or a money order to:

**The Insider Mag**

**Attn: Subscription**

**11 Sewall Street**

**Somerville, Ma. 02145**

Please include an email address with payment so we can confirm receipt of payment and shipment of magazine.

## **PRINT ADVERTISING DEADLINES**

Space Close date- deadline for ad buys without print-ready files.

Material Close date- deadline for ad buys with print-ready files.

We have ad designers on staff who can design your print advertisement for \$250-\$300 per ad. Please refer to "space close date" if you would like to take advantage of our ad design services.

### **Issue Space Close**

Spring: March 15

Summer: June 15

Fall: October 15

Winter: December 15

### **Material Close**

Spring: February 5

Summer: April 5

Fall: August 5

Winter: November 5

## **PRINT ADVERTISING RATES (NET)**

Front cover inside and Last page cover rates

**Premium Placement:** Inside Front Cover, Inside Back Cover, Outside Back Cover is subject to an additional 25% placement fee.

All rates are per ad/per issue rates. Payment is due at the time of signing unless otherwise approved in writing.

	Half year (2 issues)	1 Year (4 issues)
Full Page:	\$38,950	\$77,900
1/2 Page:	\$29,000	\$58,000
1/4 Page:	\$24,000	\$48,000

### **Special Positioning:**

- 2nd & 4th covers - 25% premium
- 3rd cover and opposite TOC - 15% premium
- A second year rate guarantee will be applied to a one-year advertising commitment.
- Ad rate for a 30-second radio spot is \$1080.00. Ad rates are based on a single spot purchased and special discounts will apply for multiple spots.
- A package deal combining both radio and print ads is also available. A multiple purchase rate discount will apply.

### **Notes:**

1. **NEW ADVERTISERS MUST SUBMIT PAYMENT ONE MONTH IN ADVANCE OF CLOSING DATE OF EACH ISSUE.**

2. *All rates given are gross rates: 15% Commissionable for qualifying ad agencies*

3. *INSERTS - Information available upon request*

4. *All advertising accepted at discretion of Publisher. All rates subject to change without notice*

### **\*WEB PACKAGES:**

We offer web and print advertising packages based on your advertising buy and event sponsorships.

### **PLEASE MAKE CHECKS PAYABLE TO:**

The Insider Mag, 11 Sewall St. Somerville, Ma. 0214

## **AD SUBMISSION**

### **ARTWORK REQUIREMENTS:**

We work on a MAC platform and accept the following file types in order of preference: (NOTE: all images must be CMYK and at least 300 DPI at 100% and all fonts must be embedded, outlined or included)

Press Ready PDF must be Press Resolution, CMYK and have all fonts and images embedded

300 DPI CMYK TIFF MECHANICAL SPECIFICATIONS

Full Page Live Area: 7.00" x 8.50"

Half Page Horiz: 7.00" x 4.25"

Half Page Vert: 3.50" x 8.50"

Quarter Page: 3.50" x 4.25"

Website Advertising Specs

Header and Footer Banner Ads- (two per page) 730 x 92

Right Side Ad- 220 x 110

Footer Flash Ad- To participate in this ad space, we require a logo, a photo, and a URL from the sponsor.

Delivery- Ads may be submitted via email to publisher@theinsidermag.com/

Regardless of deliver method, all creative materials must be received by due date.

File Format- We prefer .pdf files with contact proof. We also accept high resolution formats such as .eps and .jpg. Please submit all fonts. Once delivered, all ads are considered final. We cannot assume any liability.

**CONTACT INFORMATION**

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*Advertising/Marketing*

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**THANK YOU FOR YOUR CONSIDERATION**