

# The SOCIETY diaries

Austin, San Antonio & South Texas

## media kit



*The Society Diaries* magazine provides a dynamic insider's view of the bold lifestyle and exciting personality of Central & South Texas.

We highlight the best of People, Parties, Culture, Travel, Design, Charity, Entertaining and beyond.

*The Society Diaries* magazine brings our sophisticated readers the very best of the world has to offer. As the premier luxury lifestyle magazine in the area, we target the wealthiest and most influential demographic.

Through high-profile events and our strategic distribution partners, our magazine is read by a captive audience of influential socialites, celebrities, business owners and trendsetters.

Published bi-monthly on exceptionally high quality paper, each issue of *Society* is proudly displayed in the most luxurious hotels and residences in Austin-San Antonio & South Texas.



## *distribution:*

**Estimated readership: 40,000**  
**Circulation: 10,000**  
**Online readers: 50,000 estimated**

Strategic in our circulation, we maintain an air of exclusivity by limiting and prequalifying our mail subscribers. In addition, our magazine can only be found in the most elite distribution locations in Austin, San Antonio & South Texas, insuring that virtually all magazines are in the right hands.

### **Subscriptions: Prequalified subscribers**

Events: Distributed via select charity, social and Society-sponsored events.

**Controlled Distribution: Complimentary distribution to retailers, fine hotels, spas, restaurants and restaurants.**

**Austin/San Antonio/S. Texas: 10,000**

### **Sample Distribution Austin**

2nd Street District, The Domain, Four Seasons Hotel, Barton Creek Resort, Lake Austin Spa, Mansion on Judges Hill, West Sixth & Lamar, Driskill Hotel

### **Sample Distribution San Antonio**

Shops on Broadway, Shops at La Cantera, Hotel Valencia, Emily Morgan Hotel, The Watermark Hotel, La Mansion Hotel, Sloan/Hall, Julian Gold



# *calendar 2011/2012*

## Sep-Oct·Fall

Art Work Due: 8/10

Release Date: 9/1/11

## Jan-Feb·Winter

Art Work Due: 12/10

Release Date: 1/1/12

## May-June·Summer

Art Work Due: 12/10

Release Date:: 5/1/12

## Nov-Dec·Holiday

Art Work Due: 10/10

Release Date: 11/1/11

## Mar-April·Spring

Art Work Due: 2/10

Release Date: 3/1/12

## July-August·Travel

Art Work Due: 2/10

Release Date: 7/1/12



# ad specifications

## Characteristics

Bleed Size: 9.25" x 11.125"

Trim Size: 9" x 10.875"

Live Area: 8.75" x 10.575"

Paper: 8 pt COVER SM House #3 Premium Gloss - cover  
60 lb. text SM House #3 Premium Gloss - inside

Color: 4/4, Matte UV coating on cover

Binding: Perfect Bound

## Ad requirements

Trim Size: 9" x 10.875"

Live Area: 8.75" x 10.575"

Accepted Applications

Adobe PDF

Adobe Photoshop - jpg/tiff

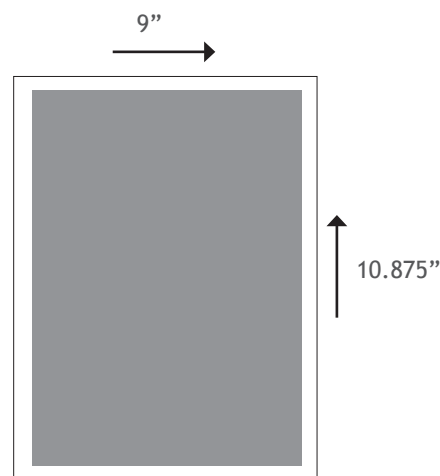
Adobe Illustrator- ai/pdf

## File:

Scan Resolution is 300 dpi. Color scans  
as CMYK jpg/tiff/eps/pdf

## Press Ready PDF.

- File cannot use transparency  
(if your file uses transparency, please see EPS below.)
- All images must be set at 300 dpi for optimum quality  
(saved at lower dpi will result in a poor quality, low resolution image).
- All colors must be 4 color CMYK or grayscale.
- File must have a minimum of .125 inches bleed on all four sides.
- Save as file type PDF.
- Compatibility requirements. Acrobat 4.0 or higher.
- All compression for images should be at 300 dpi for optimum quality.
- Crop marks should be added to saved art with an offset of .25 inches  
(do not use bleed marks).
- When saving art, please include all embedded fonts.



Society accepts two delivery methods.

### 1. e-mail

- Send complete artwork via email:  
[REDACTED]
- Please compress any files over 10 MB  
11.377" or send artwork using a different  
method like...

### 2. yousendit.com

- Follow the simple instructions at  
[www.yousendit.com](http://www.yousendit.com).
- Send complete artwork to:  
Alejandra Moncada  
[REDACTED]

Any questions about ad qualifications and delivery methods can be sent via email to:

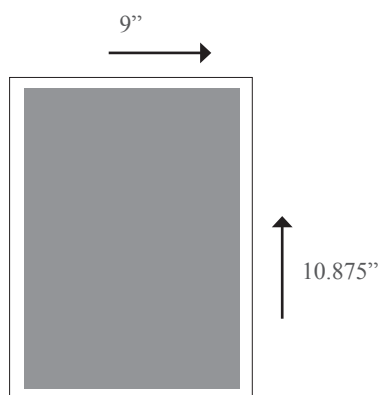
Alejandra Moncada [REDACTED]

## rates

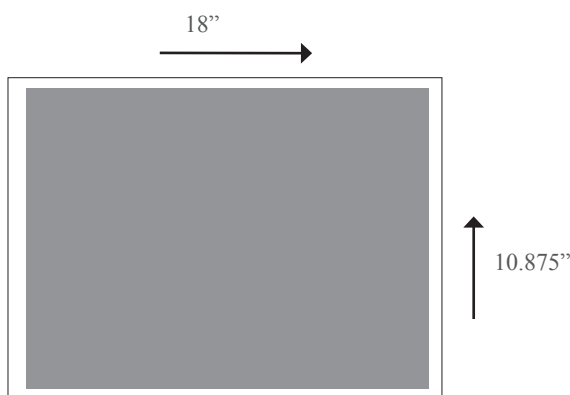
Premium Placement:

An Additional 25% for Inside Front Cover and Inside Back Cover Spreads

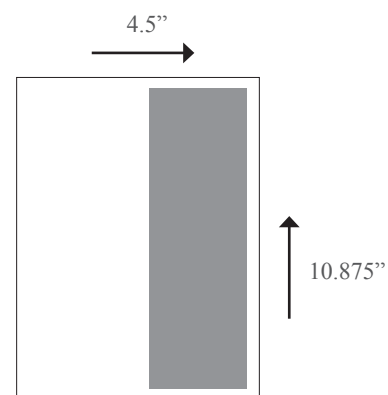
|                   |              |              |              |
|-------------------|--------------|--------------|--------------|
| full page -       | 1x<br>\$2750 | 3x<br>\$2250 | 6x<br>\$2000 |
| back cover -      | 1x<br>\$4200 | 3x<br>\$4000 | 6x<br>\$3750 |
| two page spread - | 1x<br>\$4700 | 3x<br>\$4200 | 6x<br>\$3800 |



full page & back cover size



two page spread size



1/2 page vertical

## contact

San Antonio

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Austin

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mail: [REDACTED]

# *magazine insertion order*

Client: \_\_\_\_\_

Agency: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Insertion (check all that apply):

Size

Spread

Full page

Issue

Sep/Oct •Fall

Nov/Dec•Holidays

Jan/Feb•Events

Mar/April•Spring

May/June•Summer

July/August•Travel

Price, per insertion \$\_\_\_\_\_

Total: \$\_\_\_\_\_

Client Signature\_\_\_\_\_ date\_\_\_\_\_

Ad Representative Signature\_\_\_\_\_ date\_\_\_\_\_

Please fax completed insertion order to Society. 210-525-0337 Attn: MMG Communications, Inc. Sales. The signature above confirms receipt and understanding of advertising contract.

Rossana Leeper

phone: (210) \_\_\_\_\_

mail: \_\_\_\_\_

San Antonio, Texas, 78216

Phone 210- \_\_\_\_\_

Fax 210- \_\_\_\_\_