

THE SOCIETY diaries

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

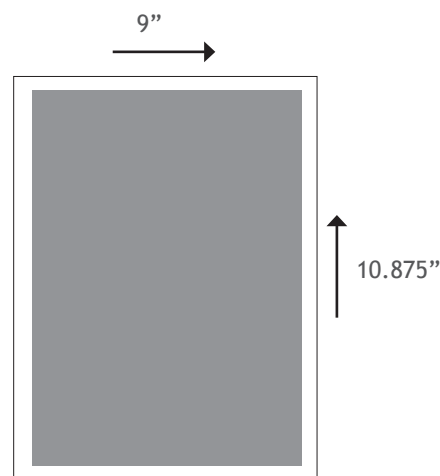
Adobe Illustrator- ai/pdf

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.
- Send complete artwork to:
Chris Lindenmayer
[REDACTED]

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

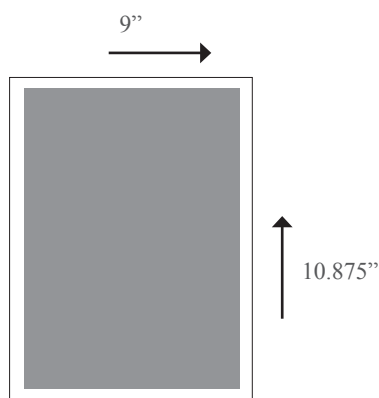
Chris Lindenmayer [REDACTED]

rates

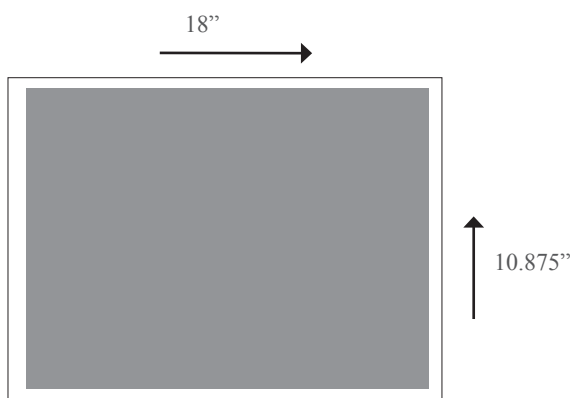
Premium Placement:

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

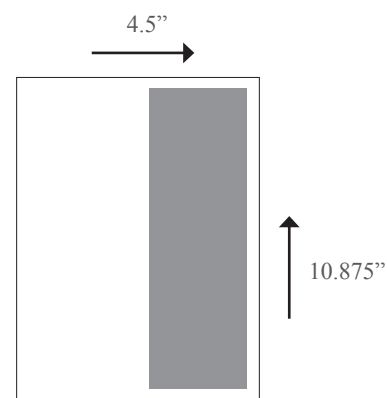
full page -	1x \$2750	3x \$2250	6x \$2000
back cover -	1x \$4200	3x \$4000	6x \$3750
two page spread -	1x \$4700	3x \$4200	6x \$3800



full page & back cover size



two page spread size



1/2 page vertical

contact

San Antonio

Rossana Leeper

phone: (210) [REDACTED]

mail: [REDACTED]

Austin

Lance Avery Morgan

phone: (512) [REDACTED]

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- _____