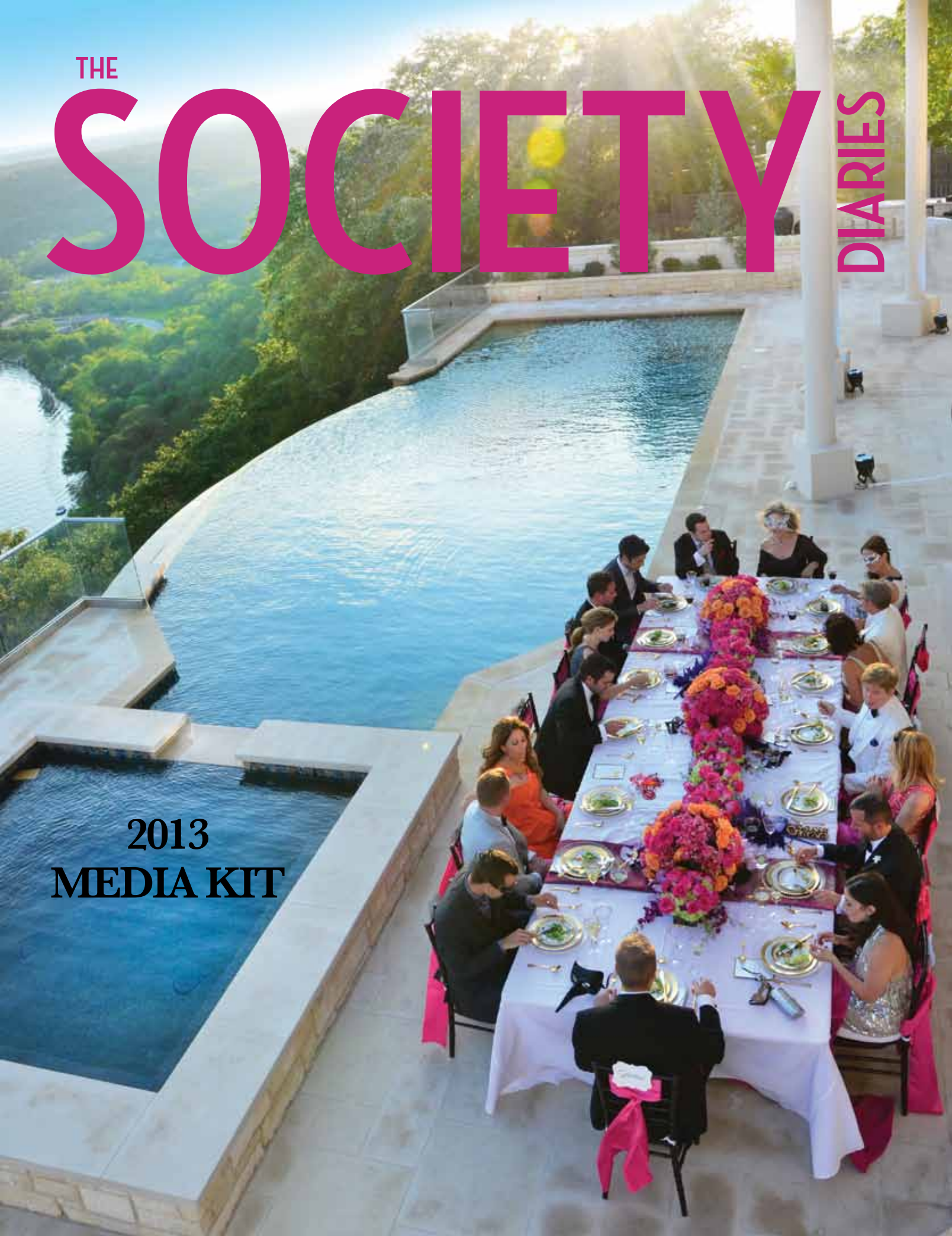


THE SOCIETY

DIARIES

2013
MEDIA KIT





WE ARE *THE SOCIETY DIARIES*

THE SOCIETY DIARIES delivers an unduplicated, highly valued demographic that is educated, affluent and upwardly mobile with a **taste for quality and unique experiences**. Utilizing the platforms of print and on-line media, *THE SOCIETY DIARIES* captures, portrays and reveals the **modern, sophisticated and dynamic region** of Austin, Houston, San Antonio, South Texas and into Mexico.

Our upscale audience has an affinity for their hometown region, the world, and possesses a strong sense of self and confidence in their future prosperity. This financially secure and aspirant target market enjoys a captivating mix of editorial that we spotlight of **the most interesting people, parties, culture, travel, design, charity, and entertaining features**.

Through high-profile events and our strategic distribution partners, a captive audience of influential social-ites, celebrities, business owners, and trendsetters reads our magazine. *THE SOCIETY DIARIES*, a bi-monthly publication, is an ideal marketing and **advertising alliance for top quality brands that wish to connect with a premium consumer audience**.

AT A GLANCE

PRINT

The Society Diaries

ONLINE

www.thesocietydiaries.com

Updated Weekly

PUBLISHER

Eduardo Bravo

ASSOCIATE PUBLISHER

Rossana Leeper

EDITOR-IN-CHIEF/
CREATIVE DIRECTOR

Lance Avery Morgan

PUBLISHED

Bi-Monthly, 6X Per Year

KEY MARKETS

San Antonio, Austin, Houston & South Texas

READERSHIP

50,000+

SOCIAL MEDIA

[Facebook.com/TSD1mag](https://www.facebook.com/TSD1mag)

CONTACT

Est. 2011

MMG Communications

SA, TX 78216

O: 210. [REDACTED]

F: 210. [REDACTED]

DISTRIBUTION



Estimated Readership: 50,000

Circulation: 12,000

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, Houston, San Antonio & South Texas, insuring that virtually all magazines are in the right hands.

Subscriptions: Prequalified subscribers

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

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

Austin/Houston/San Antonio/S. Texas: 12,000

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

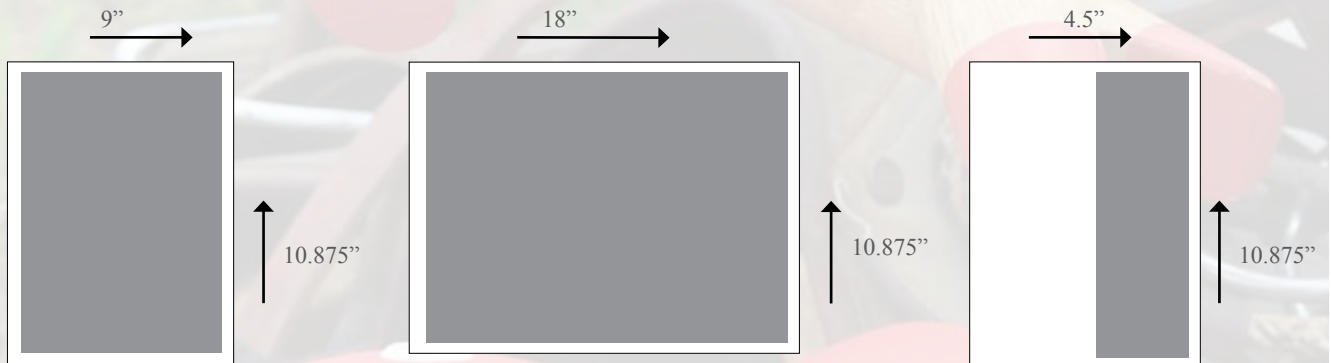


RATES

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 \$4750	3x \$4250	6x \$3750
half page, vertical -	1x \$1500	3x \$1250	6x \$1000



full page & back cover size
Bleed Size: 9.5 x 11.375

Two Page Spread Ad
Bleed Size: 18.5 x 11.375

Half Page Ad
Bleed Size: 5 x 11.375

CONTACT

San Antonio
Rossana Leeper

phone: (210) [REDACTED]
[REDACTED]

Austin
Lance Avery Morgan

phone: (512) [REDACTED]
[REDACTED]

EDITORIAL CALENDAR



January/February • Winter

Art Work Due: 12/10
Release Date: 1/1/13

July/August • Travel

Art Work Due: 6/10
Release Date: 7/1/13

March/April • Spring

Art Work Due: 2/10
Release Date: 3/1/13

September/October • Fall

Art Work Due: 8/10
Release Date: 9/1/13

May/June • Summer

Art Work Due: 4/10 Release
Date: 5/1/13

November/December • Holiday

Art Work Due: 10/10
Release Date: 11/1/13



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

All Ads must have a .25" bleed on all sides.

Half Page Ad

Live Size: 4.5 x 10.875
Bleed Size: 5 x 11.375

Full Page Ad

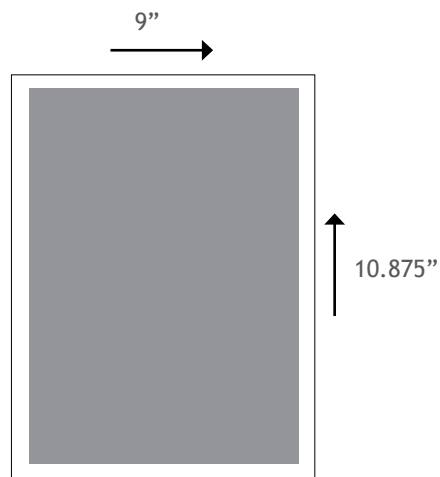
Live Size: 9 x 10.875
Bleed Size: 9.5 x 11.375

Two Page Spread Ad

Live Size: 18 x 10.875
Bleed Size: 18.5 x 11.375

Press Ready PDF.

Ad artwork must be flattened (no layers) in tiff, jpeg or PDF format. Please note that if you are sending a PDF, it must be in CMYK format with bleeds pulled and fonts must be embedded or saved as outlines. Crop marks are ok but not required. Resolution must be 300 dpi. All art must be in CMYK format.



We accept two delivery methods:

1. e-mail

- Send complete artwork via email: [REDACTED]
 - Please compress any files over 10 MB or send artwork using a different method like
- ### 2. yousendit.com
- Follow the simple instructions at www.yousendit.com
 - Send complete artwork to: Jonathan Santagata [REDACTED]

TARGET AUDIENCE

THE SOCIETY DIARIES Magazine appeals to an upscale audience with an affinity for the best life has to offer. The publication enjoys placement in a number of leading hotels, resorts and spas as well as high visibility placements in luxury boutiques, wealth management offices, real estate offices, salons and other distribution points that receive high traffic from our targeted audience.

AGE OF READERS	47% (25--40) 53% (41--60)
FEMALE	67%
MALE	33%
HHI	\$150,000-\$225,000 (69%) \$225,000+ (18%)
COLLEGE GRADUATE	72%
POST GRADUATE	68%
AVERAGE READERS PER COPY	5.0
TOTAL READERSHIP	50,000
SUBSCRIPTION	\$19.99 / 6 Issues
KEY MARKETS	Austin Houston San Antonio South Texas: McAllen Laredo

2013 Magazine Insertion Order

THE
SOCIETY DIARIES

Client: _____

Agency: _____

Contact: _____

Address: _____

Phone: _____

Email: _____

Fax: _____

Insertion (check all that apply):

Size

Spread Full page 1/2 page vertical

Issue

Jan/Feb·Events Mar/April·Spring May/June·Summer
 July/August·Travel Sep/Oct ·Fall Nov/Dec·Holidays

Design Free \$ _____

Price, per insertion \$ _____

Total: \$ _____

Client Signature _____ date _____

Ad Rep. Signature _____ date _____

Please fax completed insertion order to The Society Diaries. 210-██████████ 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-██████████

ADVERTISING CONTRACT

The terms and conditions set forth in this advertising contract shall govern the relationship between The Society Diaries and the advertiser and agency. Unless expressly agreed to in writing by The Society Diaries, no other terms or conditions appearing in contracts, orders, insertion instructions or otherwise will be binding on The Society Diaries. Except as otherwise noted, these terms and conditions will apply to advertising appearing in both The Society Diaries Magazine / M.M.G. Communications and on its affiliated website, www.thesocietydiaries.com.

All advertisements are accepted and published by The Society Diaries entirely on the representation that the agency or advertiser is duly authorized to publish the entire contents and subject matter and shall be jointly and severally responsible for payment thereof. In consideration of the publication of advertisements, the advertiser and agency, jointly and severally, will indemnify and save harmless The Society Diaries and its officers and employees, from any loss, liability, or expense (including reasonable attorney's fees) incurred as a result of any claim, proceeding or suit for libel, violation of the right of privacy of publicity, plagiarism, copyright or trademark infringement and any other claim, proceeding or suit based on the contents or subject matter such advertisements.

The Society Diaries reserves the right to reject or cancel any advertising for any reason at any time. Prepayment may be required prior to acceptance of an advertisement for publication. Acceptance of an advertisement for publication in the magazine does not guarantee that it will be published in issues circulated in foreign countries and/or in any particular state. In consideration of The Society Diaries reviewing for acceptance, or acceptance, of any advertising for publication, the agency and/or advertiser agree not to make any promotional or merchandising reference to The Society Diaries in any way without the prior written consent of The Society Diaries in each instance.

The liability of The Society Diaries for any act, error, or omission for which it may be held legally responsible shall not exceed the cost of the space ordered or occupied by the error. The Society Diaries / M.M.G. Communications will not, in any event, be liable for any consequential or special damages, including, but not limited to, lost income or profits. The Society Diaries specifically assumes no responsibility for errors in key numbers. The Society Diaries or its affiliates shall not be subject to any liability whatsoever for any failure to print, publish or circulate any issue or issues, or parts thereof, or to make available the websites, or otherwise fulfill an order, occasioned because of accidents, fires, strikes, work stoppages, system outages or other circumstances beyond The Society Diaries' control. Unintentional or inadvertent failure of The Society Diaries to print, publish or circulate, make available or fulfill advertising shall not operate as a breach of this advertising contract.

All restrictions in the placement of advertising, including but not limited to, positioning, separations, facings, editorial adjacencies or other stipulations, are at the sole discretion of The Society Diaries. With respect to the magazine, fixed position orders are acceptable only for covers 1-4. With respect to the magazine, insertions made within 12 months from the date of the first insertion under the earliest applicable contract by affiliates, subsidiaries or co-owned companies may be counted together with those of the affiliate, parent company or co-owner for the purpose of determining discounts.

Cancellation of any portion of an advertising contract on behalf of the advertiser automatically nullifies any rate and/or position protection for the remainder. If a space discount has been deducted in paying for prior insertions on a canceled contract, the advertiser and/or agency shall reimburse The Society Diaries for any difference between the rate paid and the rate earned. Credits that are unused within 12 months of incurrence shall be forfeited.

For the purpose of this advertising contract, "publication" shall mean any use, reproduction, display or transmission of any advertisement in any media now existing or hereafter developed. By placing advertising with The Society Diaries / M.M.G. Communications, advertiser and agency agree to be bound by the terms of this advertising contract. This advertising contract shall be governed by and construed in accordance with the substantive laws of the state of Texas. Any civil action or proceeding arising out of or related to this advertising contract shall be brought in the courts of record of the state of Texas. Advertiser and agency consent to the jurisdiction of such courts and waive any objection to the laying of venue of any such civil action or proceeding in such courts.