

THE SOCIETY DIARIES

Texas



Media Kit
2015

www.thesocietydiaries.com

The Society Diaries



The Society Diaries magazine is the premiere, glossy regional publication chronicling the upscale lifestyle of Austin, Dallas, Houston, Laredo, San Antonio and South Texas. We feature sophisticated, fashion forward lifestyle content that provides an insider's view into the exclusive world of high society and reveals the very best the region has to offer. Covering style, philanthropy, society, design, culture and people, The Society Diaries magazine understands the dynamic pulse of Texas and beyond. Utilizing the platforms of print and digital media, The Society Diaries captures, portrays and reveals the modern, sophisticated and dynamic region of Austin, Dallas, Houston, Laredo, San Antonio and South Texas.

Through high-profile events and our strategic distribution partners, a captive audience of influential socialites, celebrities, business owners, and trendsetters reads our magazine. The Society Diaries, a bimonthly publication, is the ideal marketing and advertising alliance for top quality brands that wish to connect with a premium consumer audience and their strategic, regional media buy.

THE
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The Editorial

*“We are deeply committed to covering
the very best Texas has to offer.”*

- Lance Avery Morgan, Editor in Chief

2015 Editorial Calendar

JAN/FEB

Winter Style, Iconic Texas Culture

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

MARCH/APRIL

Spring Glamour

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

MAY/JUNE

Summer Chic, International Travel

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

JULY/AUG

Warm Weather Luxe

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

SEPT/OCT

Fall Fashion, Design Trends

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

NOV/DEC

Autumn Elegance, Entertaining

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

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THE
SOCIETY
DIARIES

The Reader

Female	67%
Male	33%
Age	47% (25-40) 53% (41-60)
Median HHI	\$150,000-\$225,000 (69%) \$225,000+ (18%)
College Graduate	92%
Post Graduate	68%
Readers Per Copy	4.5
Total Readership (Print and Digital)	100,000
Key Markets	Austin, Dallas/Ft. Worth, Houston, Laredo, San Antonio, South Texas
Subscription	\$14.99/Full Year



Circulation

Digital & Print

The Society Diaries is published 6x a year with a loyal, affluent combined readership of 113,000 per issue.

Print Circulation:	13,000
Print Readership:	50,000
Digital Readership:	50,000
Total Readership:	113,000
(Print and Digital)	
Avg. Readers Per Copy:	4.5



Distribution

Rare Opportunity For Strategic Regional Advertising

Strategic in our circulation, we maintain exclusivity by limiting and prequalifying our mail subscribers. In addition, our magazine can be found in curated distribution locations in Austin, Dallas, Houston, Laredo, San Antonio & South Texas, insuring that virtually all magazines are in the right hands.

Direct Mail Distribution

The Society Diaries is direct-mailed to the most affluent readers based on a compilation of curated lists of the best country clubs, city dining clubs and private schools. We also distribute to the significant ranch owners within the South Texas region.

Rates

The Society Diaries is published 6x per year. Rates are per issue and net.

General Rates	6x	3x	1x
Two Page Spread:	\$4000	\$4500	\$5000
Full Page:	\$2250	\$2500	\$3000
Half Page (Vertical):	\$1250	\$1500	\$1750
Cover Rates	6x	3x	1x
Inside Front Cover Spread:	\$3750	\$4250	\$4750
Inside Back Cover:	\$2500	\$3000	\$3500
Back Cover:	\$4000	\$4500	\$5000
Digital Ads	6x	3x	1x
Horizontal Banner (980w x 122h)	\$750	\$1000	\$1250
Square (248w x 300h)	\$450	\$600	\$850

Contact

Rossana Leeper

Assoc. Publisher and Director of Adv. sales

Phone: 210. [REDACTED]

Email: [REDACTED]

Suzanne Warmack

Phone: 512. [REDACTED]

Email: [REDACTED]

Ad Specs

Characteristics

Trim Size: 9 x 10.875
Bleed Size: 9.5 x 11.375
Paper (Cover): 8 pt COVER SM House #3
Premium Gloss w/Matte UV coating
Paper (Inside): 60 lb. text SM House #3 Premium Gloss
Color: 4/4
Binding: Perfect Bound

Ad Requirements

Sizes: See diagrams to the right
Bleeds: All ads must have a .25”
bleed on all sides
Format: Press ready PDF preferred
Colors: CMYK
Resolution: 300 DPI
Fonts: Embedded or saved as outlines

Ad artwork must be flattened (no layers) in tiff, jpeg or PDF format. Crop marks are not required.

We accept two delivery methods:

E-mail

Send complete artwork via email to:



Maximum file size via email: 10MB. If file size is larger than 10MB send via DropBox as noted below.

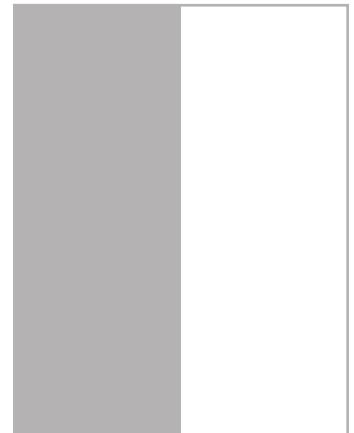
Drop Box

Follow the simple instructions at www.dropbox.com and send Drop Box link to



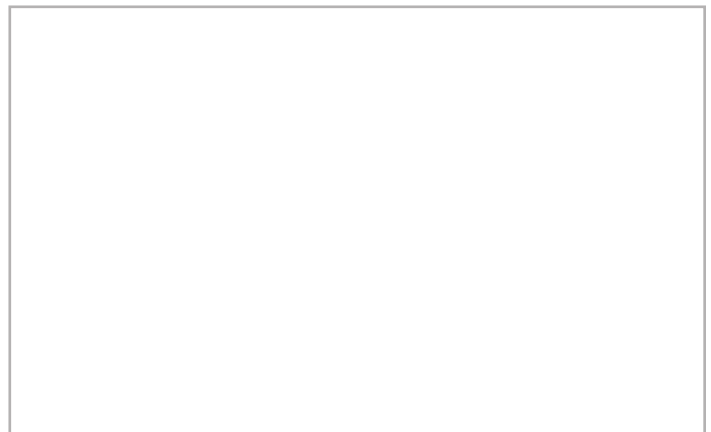
Full Page and Back Covers

Ad Size: 9 x 10.875*
Bleed Size: 9.5 x 11.375



Half Page Vertical

Ad Size: 4.5 x 10.875*
Bleed Size: 5 x 11.375



Spread and Inside Front Spreads

Ad Size: 18 x 10.875*
Bleed Size: 18.5 x 11.375

*Recommended Margin: .25”

AUSTIN

Neiman Marcus/The Domain	Roger Beasley Porsche
BMW of Austin	The Garden Room
W Hotel/Residences	Jonathan Adler
Central Market	Russell Collection Fine Art
John Eagle Rolls Royce/Bentley	Ferrari of Austin
Copeland's Jewelry	Mecca Spa
The Blanton Museum	Luxe Apothetique
Whit Hanks Antiques	Arthouse
By George	Audrey Kelly
Wally Workman Gallery	Jack Ryan Jewelry
Hotel Ella	Arhaus
Urbanspace Interiors	Milago
Kendra Scott	Jose Luis Salon
Four Seasons Residences	The Menagerie
Second Street District	Valentines Too
Whole Foods	Land Rover/Jaguar
	Julian Gold

HOUSTON

Uptown Park	Deutsch & Deutsch Jewelry
Zadok's	Festari Clothiers
Madison Lily Rugs	Granduca Hotel
IW Marks	Hermès
Houston Motor Club	Hotel ZaZa
Houston Polo Club	Kai Spa
Royal Oaks Shopping Center	Kuhl-Linscomb
Sloan Hall	Neiman Marcus
Bentley Houston	Roche Bobois
Ligne Roset	Sakowitz Furs
Momentum Porsche	Saks Fifth Avenue
Rice Village	Sorella Hotel
The Galleria	St. Regis Hotel
A'Bientot	Tootsies
J.McLaughlin	Vanity Lounge
Arhaus Furniture	

DALLAS

Museum Tower	Galleria Dallas
Neiman Marcus	Smink
Hotel ZaZa	Samuel Lynne Galleries
Highland Park Village	Dallas Design District
Stanley Korshak	Avant Garden
W Dallas Victory	The Bohlin Co.
Roche Bobois	Snider Plaza
Magnolia Hotel	Nest
Matthew Trent	Kendra Scott
Ritz Carlton Residences	J. McLaughlin
Tootsies	Northpark Center
Mansion on Turtle Creek	Bishop Arts District
Bachendorf's	The Azure
Ligne Roset	Madison
Forty Five Ten	Q Custom Clothier
Aston Martin of Dallas	Billy Reid
Cowboy Cool	

SAN ANTONIO

Neiman Marcus	Vineyard
Saks Fifth Avenue	South Texas Money Management
Jetlinx	Porsche of San Antonio
Flightime Business Jets	San Antonio Museum of Art
Art Pace	Witte Museum
Tiffany & Co.	McNay Museum
Tory Burch	Sloan Hall
Omega	Frost Bank
Hotel Valencia	Ballet Conservatory of South Texas
Julian Gold	Greenfield's Market
Central Market	
Whole Foods at The	

LAREDO

Powell Watson Motors	Laredo Art Center
Polly Adams	Laredo CVB
La Reserva Bar & Grill	WBCA
Laredo Country Club	IBC Bank
Deutsch & Deutsch Fine Jewelry	Joe Brand
Falcon International Bank	Laredo Medical Center
	La Posada Hotel

2015 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

Back cover

Jan/Feb·Events

Mar/April·Spring

May/June·Summer

July/August·Travel

Sep/Oct·Fall

Nov/Dec·Holidays

Design Fee \$ _____

Price, per insertion \$ _____

Total: \$ _____

(Make checks payable to MMG Communications)

Client Signature _____ Date _____

Ad Rep. Signature _____ Date _____

Please fax completed insertion order to *The Society Diaries*. 210. [REDACTED] Attn: MMG Communications, Inc. Sales.
The signature above confirms receipt and understanding of advertising contract.

Rossana Leeper
phone: 210. [REDACTED]
mail: rossanaleeper@gmail.com

Suzanne Warmack
phone: 512. [REDACTED]
[REDACTED]

[REDACTED]
San Antonio, Texas, 78216
Phone 210. [REDACTED]
Fax 210. [REDACTED]

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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, based on our magazine's creative standards. 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 page position orders are negotiable. 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.