

THE SOCIETY

DIARIES

TEXAS



Media Kit
2017

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 read 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 Editorial

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

- Lance Avery Morgan, Editor in Chief

2017 Editorial Calendar

JAN/FEB

Winter Style, Iconic Texas Culture

Art Work Due: 12/10 • Release Date: 11

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)	114,000
Key Markets	Austin, Dallas/Ft. Worth, Houston, Laredo, San Antonio, South Texas
Subscription	\$14.99/Full Year



Save Venice Ball, Italy

Circulation

Digital & Print

The Society Diaries is published 6x a year with a loyal, affluent combined readership of 115,000 per issue.

Print Circulation:	15,000
Print Readership:	50,000
Digital Readership:	50,000
Total Readership:	115,000
(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, ensuring 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]

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.

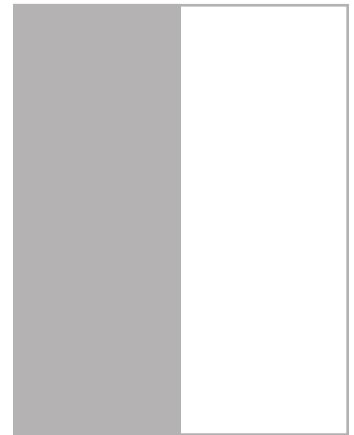
Drop Box

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



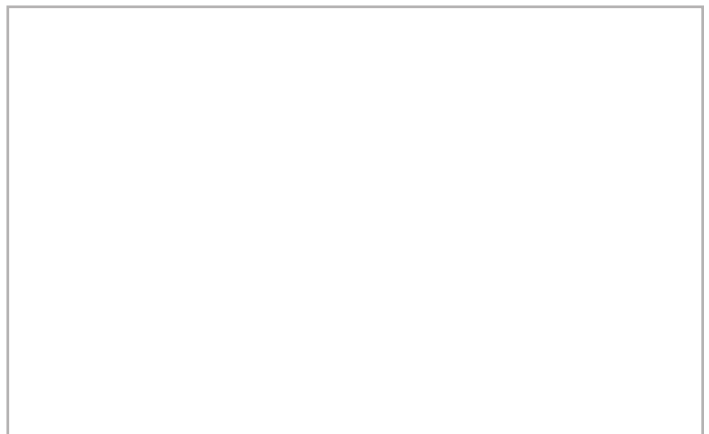
Full Page and Back Covers

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
Late European
W Hotel/Residences
Central Market
BMW de Austin/Bentley
Copeland's Jewelry
The Blanton Museum
Whit Hanks Antiques
By George
Wally Workman Gallery
Hotel Ella
Urbanspace Interiors
Kendra Scott
Four Seasons Residences
Second Street District
Whole Foods
Roger Beasely Porsche

The Garden Room
Jonathan Adler
Russell Collection Fine Art
Ferrari of Austin
Mecca Spa
Luxe Apothetique
Arthouse
Audrey Kelly
Jack Ryan Jewelry
Arhaus
Milago
Jose Luis Salon
The Menagerie
Valentines Too
Land Rover / Jaguar
Julian Gold

Dallas

Dallas
Museum Tower
Neiman Marcus
Hotel ZaZa
Highland Park Village
Stanley Korshak
W Dallas Victory
Roche bobois
Magnolia Hotel
Matthew Trent
Ritz Carlton Residences
Tootsies
Mansion on Turtle Creek
Bachendorf's
Ligne Roset
Forty Five Ten
Aston Martin of Dallas
Cowboy Cool

Galleria Dallas
Smink
Samuel Lynne galleries
Dallas Design District
Avant Garden
The Bohlin Co.
Snider Plaza
Nest
Kendra Scott
J. McLaughlin
Northpark Center
Bishop Arts District
The Azure
Madison
Q Custom Clothier
Billy Reid

Houston

Uptown Park
Zadok's
Madison Lily Rugs
IW Marks
Houston Motor Club
Houston Polo Club
Royal Oaks Shopping Center
Sloan Hall
Bentley Houston
Ligne Roset
Momentum Porsche
Rice Village
The Galleria
A'Bientot
J. Mc Laughlin
Arhaus Furniture

Deutsch &
Deutsch Jewelry
Festari Clothiers
Granduca Hotel
Hermès
Hotel ZaZa
Kai Spa
Kuhl-Linscomb
Neiman Marcus
Roche Bobois
Sakowitz Furs
Saks Fifth Avenue
Sorella Hotel St.
Regis Hotel
Tootsies
Vanity Lounge

San Antonio

Ballet Conservatory of
So. Texas
Neiman Marcus
Saks Fifth Avenue
Jetlinx
Flighttime Business Jets
Art Pace
Tiffany & Co.
Tory Burch
Omega
Hotel Valencia
Julian Gold
Central Market

Whole Foods at the Quarry
and Vineyard
South Texas Money Mngt.
Porsche of San Antonio San
Antonio Museum of Art Witte
Museum
McNay Museum
Sloan Hall
Frost Bank
Cadillac
Hotel Emma
The Shops at The Pearl The
St. Anthony Hotel

South Texas

Powell Watson Motors
Polly Adams
La Reserva Bar & grill
Laredo Country Club
Deutsch & Deutsch
Fine Jewelry Falcon
International BankJ.

Laredo Art Center
Laredo CVB
WBCA
IBC Bank
Joe Brand
Laredo Medical Center
La Posada Hotel

THE SOCIETY DIARIES
Insertion order 2017

Client: _____

Agency: _____

Contact: _____

Address: _____

Phone: _____

Email: _____

Fax: _____

Insertion (Check all that apply)

Size	Issue	
<input type="checkbox"/> Full Page	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr
<input type="checkbox"/> 2-Page Spread	<input type="checkbox"/> May/ June	<input type="checkbox"/> Jul/ Aug
<input type="checkbox"/> 1/2 Page Spread	<input type="checkbox"/> Sept/Oct	<input type="checkbox"/> Nov/Dic
<input type="checkbox"/> Back Cover		

Pay by Check

***Make Checks payable to MMG Communications**

Pay by Credit Card

Name as appears on Card: _____

Credit Card number: _____

Expiration Date: _____

Security Code: _____

Billing Address: _____

TOTAL: \$ _____

Client Signature: _____ Date: _____

Ad Representative 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.

Make check payable to MMG Communications, Inc.

Rossana Leeper phone: (210) [REDACTED] email: [REDACTED]

Address: [REDACTED], San Antonio, Texas 78216 Phone (210) [REDACTED] Fax (210) [REDACTED]

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.