

2010 - 2011 Rate Card rates valid till August 2011



| everything for topeka parents |

the ABCs of XYZ

XYZ Magazine is based out of Topeka and created by the founders of *sevenightfive* magazine. XYZ highlights art, entertainment, local flavor and lifestyle for Topekans with children ages 0-18. It is a colorful, lighthearted magazine that offers art activities, recreation, music reviews, restaurants that both kids and their parents will enjoy, and acts as a resource to adults who love to explore the city with their children. Features have included how to turn Farmers Market Saturdays into a treasure hunt, the insider's guide to Topeka public pools and The Mulvane Art Museum's outreach programs for homeless youths. Recurring columns in XYZ include "The Picky Eater Goes out to Eat" wherein a kid-friendly restaurant is evaluated by a notoriously picky eater, an "Imagination" section with kids' games and art and an "Expert Corner" with advice from a local child professional about child behavior and health. There is something inside XYZ for everyone.

At XYZ, we think that Topeka parents are hip, sophisticated and appreciate the arts and culture. We recognize that they try to show their kids what Topeka has to offer and strive to help them in this journey.

nuts + bolts

- Produced quarterly and on stands with the first day of the season (June 21, September 22, December 21, March 20)
- Subscription Based
- Advertisers receive 30 complimentary copies
- Additional copies can be supplied at a reduced business rate
- Targeted free distribution every month including events, neighborhoods, parents groups, waiting areas, etc.
- Online advertising available. Find rates at www.xyztopeka.com
- Initial readership over 6,000 and growing

go team go

Our goal is to bring the best products, services and experiences in Topeka to our readers. Therefore, we are mindful of who we approach as advertising partners. Once you join XYZ, you'll quickly learn that our magazine is built on fundamental beliefs in good business, honesty, trust and great customer service.

extras

- Green Practices
- Locally Owned
- Modern Design
- Expansive Reach
- We support Topeka [seriously, every contributor donates time or money to local nonprofits, as does the publication]
- Distribution to over 200 businesses
- Social Media
- In-the-know

reaching your ideal customers

closing dates

SUMMER: June 1
 FALL: September 1
 WINTER: December 1
 SPRING: March 1

print stuff you need to know

Accept Adobe PDF, Photoshop and Illustrator EPS Files. CMYK only. Fonts must be embedded. Prefer document to be 400 dpi. Will accept 300 dpi resolution.

contact us

785.249.3126
 xyzTopeka@gmail.com

EDITORIAL OVERVIEW

KID'S CORNER

Feature of Kids ArtWork
 Kid-friendly places
 "Imagination" section

LOCAL FLAVOR

Picky eater goes out to eat

ARTS & ENTERTAINMENT

Art classes
 Fun entertainment *you both will enjoy*

RESOURCES

Features on must-know resources
 Sports + Classes






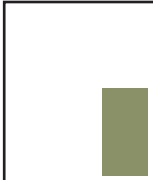
FEATURES

Features on Topeka lifestyle

EVENTS

Top events the whole family can enjoy

Trim Size: 8.5 x 10.875

| AD SIZE | AD DIMENSION | RATE [NET] |
|---|---|---|
|  | BACK COVER | |
| | 8.754 X 11.125 [BLEED] | \$2525 [1X] |
| | 8 X 10.375 [LIVE AREA] | \$2195 [2X] \$1865 [4X] |
|  | FULL PAGE | |
| | 8 X 10.375 [GIVES AD BORDER] | \$2000 [1X] |
| | W/ BLEED REFER TO COVER | \$1700 [2X] \$1450 [4X] |
|  | HALF PAGE 7.5 X 4.6375 [HORIZONTAL] 3.5 X 9.775 [VERTICAL] | \$1400 [1X] \$1200 [2X] \$1000 [4X] |
| | | |
|  | 2/3 VERTICAL | |
| | 4.875 X 9.775 | \$1800 [1X] \$1500 [2X] \$1300 [4X] |
| | | |
|  | 1/3 VERTICAL OR SQUARE | |
| | 2.25 X 9.775 (VERTICAL) | \$900 [1X] |
| | 4.875 X 4.875 [SQUARE] | \$750 [2X] \$650 [4X] |
|  | 1/6 VERTICAL | |
| | 2.25 X 4.75 | \$600 [1X] \$500 [2X] \$400 [4X] |
| | | |

All rates are net. Additional 10% for premium and guaranteed positions. Production assistance is available.

Your Ad Rep + Contact Info is: