

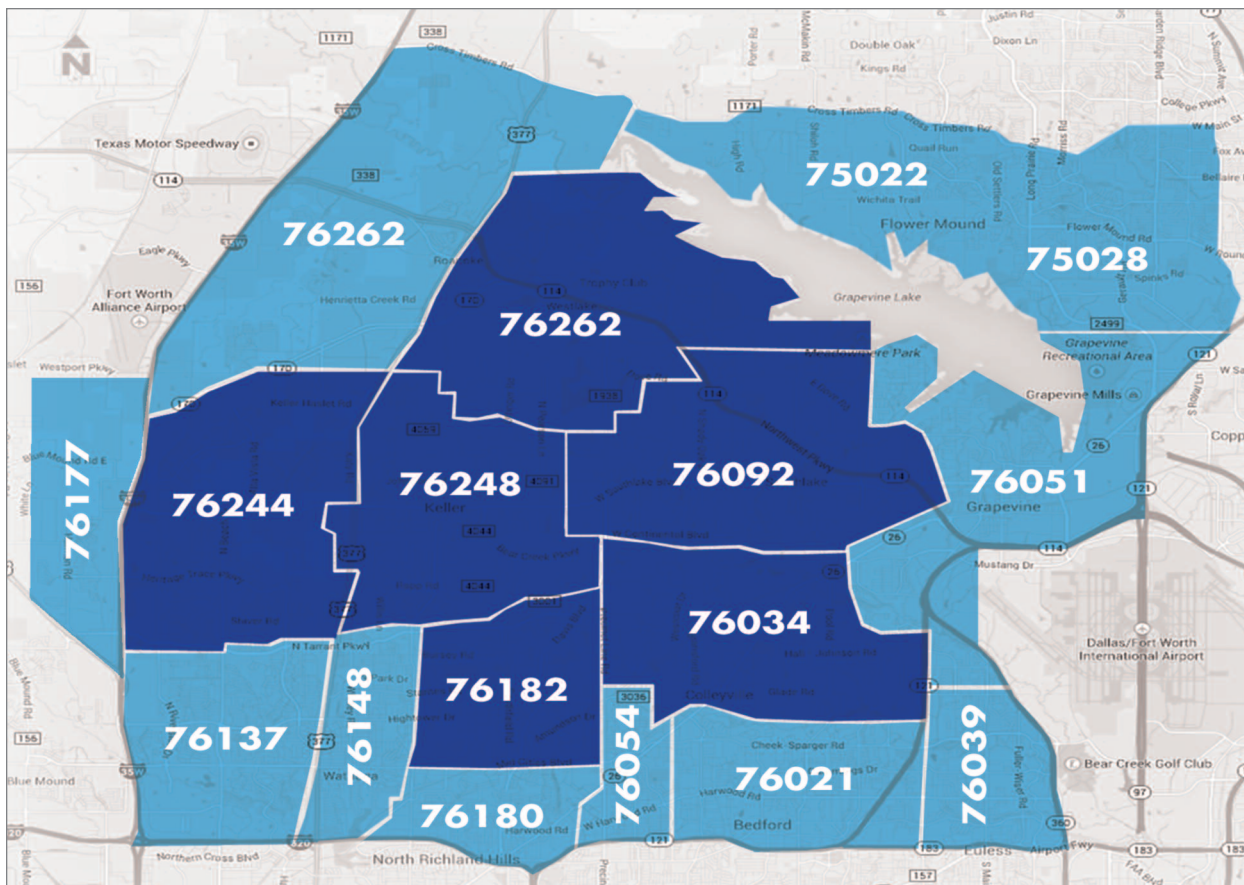
Society Life



FAMILY ○ FAITH ○ FOOD ○ FASHION ○ FUN ○ HOME ○ HEALTH ○ PEOPLE ○ PETS ○ CHILDREN ○ COMMERCE ○ CHARITY ○ COMMUNITY



THE EXCLUSIVE MAGAZINE OF NORTHEAST TARRANT COUNTY



Society Life

MAGAZINE

SOCIETY LIFE QUICK FACTS

- 14th year of production
- Locally owned and operated
- High-quality, monthly publication with 12 issues per year
- Community and Lifestyle content

MONTHLY DISTRIBUTION

- Readership 128,000+
- 90% direct mailed / 10% stand distribution
- Direct mailed to affluent households in N.E. Tarrant County
- 100% pick-up rate in stands
- Mailed to homeowners with a home value of \$350,000+
- Stand distribution at grocery retailers serving 12,000-15,000 p/wk (i.e., Whole Foods, Tom Thumb, Market Street, Albertsons)
- Digital distribution on website and facebook page
- The current year plus 5 years of back issues can be viewed at on our website at SocietyLifeMag.com

NORTHEAST TARRANT COUNTY COVERAGE AREA

- Direct mailed to homes and stand distribution in: Colleyville, Heritage-Alliance area, Keller, North Richland Hills (north), Southlake, Trophy Club and Westlake
- Stand distribution in: Fort Worth, Grapevine, HEB area, North Richland Hills (south), Roanoke and Watauga

READER DEMOGRAPHICS

- 90% between the ages of 30 and 60 years
- Average household income \$200,000+
- 85% are married
- 70% female / 30% male readership
- Most readers are parents
- College-educated consumers with active lifestyles
- Hyper-local audience who find that community magazines are helpful in making their purchase decisions

MAGAZINE DISTRIBUTION AND READER ANALYSIS

DIRECT MAILED TO HOMES AND STANDS

SOUTHLAKE	76092
TROPHY CLUB / WESTLAKE	76262
COLLEYVILLE	76034
ALLIANCE / HERITAGE	76244
KELLER	76248
N. RICHLAND HILLS (north)	76182

STAND DISTRIBUTION ONLY

N. FORT WORTH	76177
FORT WORTH	76137
GRAPEVINE	76051
HEB AREA	76054 / 76021 / 76039
N. RICHLAND HILLS (south)	76180
ROANOKE	76262
WATAUGA	76148
FLOWER MOUND	75022 / 75028

Society Life magazine is a monthly publication geared towards the families and businesses of Northeast Tarrant County. Society Life is a high-quality community and lifestyle magazine that has a readership of over 128,000. As a faith-based and family-oriented publishing company, we listen to our readers and respond to their interests through our editorial content. The primary focus of Society Life magazine is the local community, its businesses and influential residents. Society Life readers shop at exclusive retailers, drive luxury vehicles, travel, dine out frequently and they have the discretionary income to spend on products and services. After 14 years in print, Society Life is a trusted source of local information to its loyal readership.



HOMEPAGE SLIDER (690w x 390h) \$550 p/mth
Homepage placement - rotates between 3-5 sliders

BANNER AD (485w x 90h) \$350 p/mth
Homepage and inner page rotating placement

Camera-ready ads/sliders, submit files with these requirements:

- Resolution must be a minimum of 72 DPI at full size
- Acceptable formats include .gif, .jpg, .png or rich media
- 50K max for static or animated GIF and 80k for banner flash
- Email URL link, info and image to societylifemag@verizon.net

WEBSITE STATS / DEMOGRAPHICS

- Over 20,000 page views per month
- Over 700 page views per day on average
- Over 1,100 local, unique /first-time visitors per month
- Sliders viewed an average of 6 times per minute
- 1% click-through rate based on 100 impressions
- Affluent, hyper-local audience between 35-54 years old

VALUE ADDED WEBSITE MARKETING OPPORTUNITIES

- Placement in our digital edition included in all contracts
- All websites hyper-link in Society Life digital edition online
- Homepage sliders offered for approved events and content
- Free banner ad for 12 or 24 month contracts 2/3 page size and up (*value: \$4,200 for 12x and \$8,400 for 24x contracts*)

PRINT AD PRICING

	1x	3x	6x	12x*	24x*
1/4 QUARTER	\$750	\$675	\$605	\$550	\$520
1/3 SIDEBAR / SQUARE	\$900	\$845	\$785	\$725	\$680
1/2 VERTICAL / HORIZONTAL	\$1,400	\$1,260	\$1,150	\$1,065	\$1,000
2/3 VERTICAL	\$1,750	\$1,585	\$1,485	\$1,400*	\$1,320*
FULL PAGE	\$2,500	\$2,350	\$2,250	\$2,040*	\$1,920*
INSIDE BACK COVER	\$3,000	\$2,850	\$2,750	\$2,465*	\$2,320*
INSIDE FRONT COVER	\$3,500	\$3,200	\$3,000	\$2,805*	\$2,640*
BACK COVER	\$4,500	\$4,000	\$3,600	\$3,230*	\$3,040*
2-PAGE SPREAD	\$3,600	\$3,350	\$3,150	\$2,890*	\$2,720*
SPECIAL SECTION 1-PAGE PROFILE	\$1,950				
SPECIAL SECTION 2-PAGE PROFILE	\$3,000				
1-PAGE BUSINESS SPOTLIGHT	\$3,000				
2-PAGE BUSINESS SPOTLIGHT	\$4,000				
FRONT COVER + 4-PAGE ARTICLE	\$8,000				
FRONT COVER + 6-PAGE ARTICLE	\$9,000				

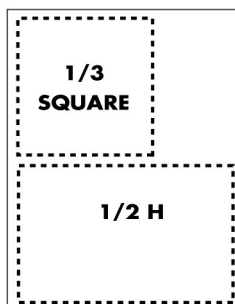
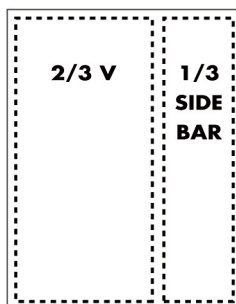
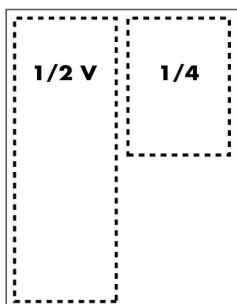
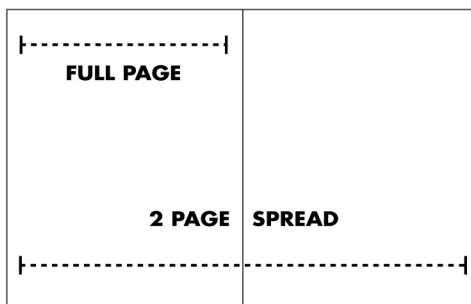
*FREE WEBSITE BANNER ADVERTISING

The asterisked extended contracts above receive a free website banner ad on our website for each month of their contract. The qualifying ad sizes are the 2/3 page size and larger only. Website ad is valued at \$4,200 for 12x contracts and \$8,400 for 24x contracts.

\$1000 PER MONTH CONSISTENT PRICING PLAN

Ad sizes will vary in each issue. Ask your sales rep for the details or a proposed plan.

Ad design services and full color is included on all ad sizes and contracts. All prices shown are per issue.



PRINT AD SIZES

DIMENSIONS (wxh)

1/4 QUARTER	3.565" x 4.75"
1/3 SIDEBAR	2.25" x 9.625"
1/3 SQUARE	4.625" x 4.75"
1/2 VERTICAL	3.565" x 9.625"
1/2 HORIZONTAL	7.25" x 4.75"
2/3 VERTICAL	4.625" x 9.625"
FULL PAGE (includes 1/8" bleed)	8.5" x 10.75"
BACK COVER (request template)	8.75" x 9.75"
ALL COVERS (includes 1/4" bleed)	8.75" x 11"
SPREAD (includes bleed)	16.75" x 10.75"

MAGAZINE TRIM SIZE: 8.25" x 10.5" (wxh)

REQUIREMENTS: Full page, covers and spreads, keep live matter 1/2" from all trim edges. 1/8" bleed on all sides is included in full page and spread dimensions. *Please ask for a template for back cover design requirements. Art must have a resolution of 300 DPI. Color must be CMYK. Ads must be the exact size listed. Digital files only. High resolution PDF preferred. We also support: .eps, .pdf, .tiff or .jpeg. Email your materials to: societylifemag@verizon.net. Advertising copy, contracts and orders are subject to publisher's acceptance. Publisher reserves the right to reject or cancel any advertisement not conforming to editorial or graphic standards of Society Life magazine. Changes or cancellation not accepted after deadlines. Publisher reserves right to repeat the last printed ad.

HIGH RESOLUTION PRINT AD TEMPLATES AVAILABLE FROM YOUR SALES REP TO ENSURE YOU HAVE CORRECT SIZE AND DIMENSIONS.

EDITORIAL CONTENT

Society Life magazine features a variety of themed issues throughout the year. Please discuss the Editorial Calendar for this year with your sales rep. Our themed issues are:

- TOPS IN TARRANT
- ANNUAL MEDICAL GUIDE
- SEASONAL HOME ISSUES
- WOMEN IN BUSINESS
- THE FAMILY ISSUE
- TOP TABLES FOOD ISSUE
- BEAUTY ISSUE
- WHO'S WHO IN BUSINESS
- HOLIDAY FESTIVITIES
- LIVING HEALTHY

Our readers also enjoy monthly editorial topics such as:

- SOCIETY KIDS (*quarterly*)
- SOCIAL STATUS POLLS
- TIDBITS: NEWS
- DATEBOOK: EVENTS
- BUSINESS SPOTLIGHTS
- ROSE TABLE RECIPES
- TOP TABLES DINING GUIDE
- HOME WITH A TWIST
- SL STYLE: FASHION
- WANDERLUST: TRAVEL
- GREATER GOOD
- A DAY IN THE LIFE OF..
- WHERE LOCALS GO: DINING REVIEWS

You can see examples of these special sections and other back issues at SOCIETYLIFEMAG.com

CLOSING DATES / DEADLINES

SPACE RESERVATIONS

The ad reservation deadline is: THE 10TH OF THE MONTH PRIOR

(example: February issue deadline is January 10th)

AD BUILD MATERIALS

The deadline for ad build materials is: THE 15TH OF THE MONTH PRIOR

(example: February issue deadline is January 15th)

CAMERA-READY ADS

Camera-ready ads are due: ON/BEFORE THE 25TH OF THE MONTH PRIOR

(example: February issue ad deadline is January 25th)

JOIN THE SOCIETY LIFE COMMUNITY

Partner with Society Life to take advantage of our social media platforms by submitting posts for upcoming events, giveaways, specials and local news important to our hyper-local community.



#SocietyLifeMag

FACEBOOK: facebook.com/SocietyLifeMag
 TWITTER: twitter.com/SocietyLifeMag
 INSTAGRAM: instagram.com/SocietyLifeMag