

RICHARDSON LIVING

2009 MEDIA GUIDE

Richardson Living, in publication since 2004 delivers meaningful content to our vibrant community. Created with our readers' interests in mind, each issue offers more editorial content than advertising. From updates on economic development to features about our citizens, our commitment is to keep the community informed and connected. ■

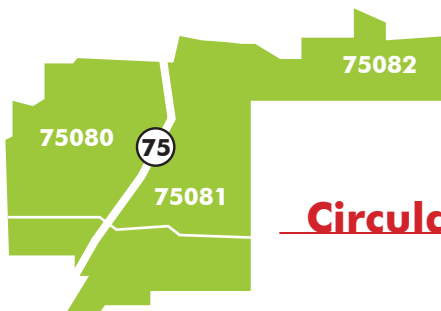
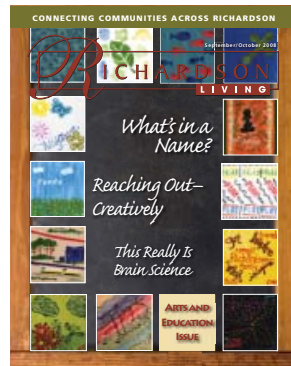


Characteristics & Content

Richardson Living is a lifestyle publication that offers:

- **Full-color format**
- **Glossy magazine paper stock**
- **Professional design and printing**
- **Coffee table appeal**

The content—showcasing Richardson citizens, businesses, and communities—revolves around community, home and health.



Zip Codes Reached
75080, 75081, 75082

Circulation & Distribution

Richardson Living is a bi-monthly publication with a circulation of 25,000 copies. More than 20,000 copies of each issue are mailed to higher income homeowners. The remaining copies are available in various locations across the city for newcomers and residents. ■

Advertising Rates

AD SIZE	1X	3X	6X
Full page	1299	1175	1019
1/2 page	711	644	569
1/3 page	548	495	439
1/4 page	431	390	345
1/6 page	302	275	245

PREMIUM POSITIONS

Back Cover	n/a	1665	1525
Inside Front Cover	n/a	1385	1250
Inside Back Cover	n/a	1225	1165
Page 3	n/a	1165	1125

Additional charges may apply for ad design.

When supplying images and/or logos for use in your story or ad, follow these guidelines to ensure successful printing. ■

Submission Guidelines

Build your ad as process CMYK. The ad sales representatives will send you a proof prior to printing.

Full Page Ad Design

Text in full page ads should be within 0.5" of the trim size. Please note the trim size when laying out your ad.

Specifications

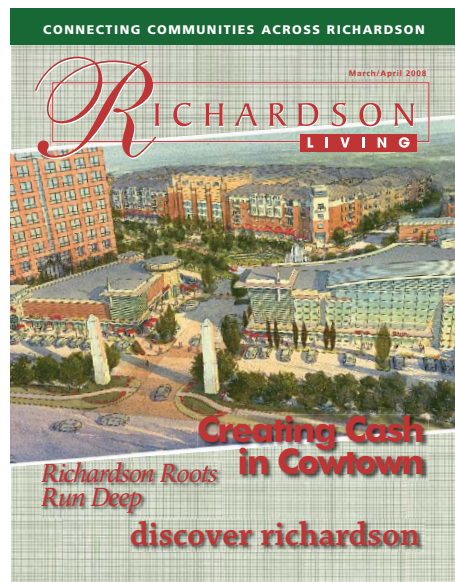
PDFs: Press quality only

Colors: Process (CMYK)

Images: Minimum 300 DPI

Ads should be no more than 50% text.

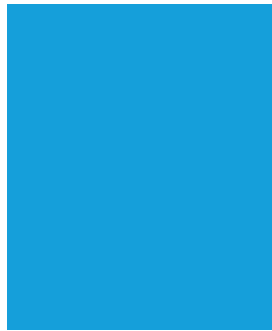
Ads should be emailed to elizabeth@richardsonliving.com.



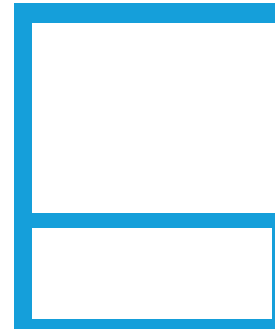
Magazine Dimensions

Magazine Trim Size: 8.375" x 10.75"

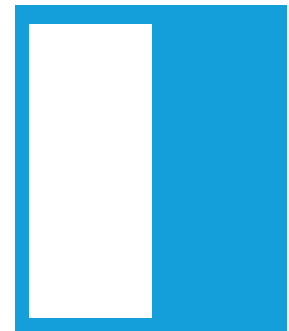
Magazine Bleed Size: 8.625" x 11"



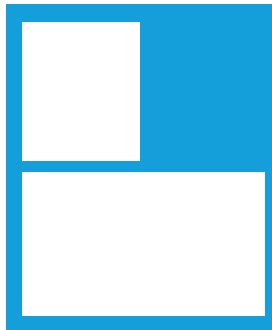
Full Page Bleed:
8.625" x 11"
Trim Size:
8.375" x 10.75"



2/3 Horizontal:
7.375" x 6.205"
Trim Size:
7.375" x 2.915"



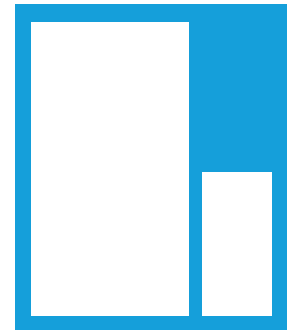
1/2 Vertical:
3.512" x 9.5"



1/4:
3.512" x 4.56"
1/2 Horizontal:
7.375" x 4.566"



1/3 Vertical:
2.22" x 9.5"
Trim Size:
4.799" x 4.574"



2/3 Vertical:
4.799" x 9.5"
1/6:
2.22" x 4.574"

Advertising Deadlines

ISSUES	AD SPACE	ARTWORK
Jan/Feb	11/20	12/10
Mar/Apr	2/1	2/12
May/June	4/2	4/9
Jul/Aug	6/2	6/12
Sep/Oct	8/6	8/13
Nov/Dec	9/29	10/9



PO Box 833623 • Richardson, TX 75083 • 214.228.0710

To discuss our publication and advertising opportunities, please contact **Richardson Living** at **214.228.0710** or e-mail erica@richardsonliving.com