

2011 MEDIA GUIDE

We connect with our readers

Started in May 2004, we at Richardson Living Magazine felt it was time for Richardson to celebrate itself, and a colorful city magazine is part of that process! Our bi-monthly publication, with a total distribution of more than 25K, brings you the best that Richardson has to offer, from local businesses and neighborhoods to the dynamic arts scene. With a mission to connect communities across Richardson and inspire involvement, we are dedicated to showcasing our vibrant community.

You connect with your customers

Reach Richardson's active and involved residents in a glossy, high-quality city magazine. Over the past six years, Richardson Living has been read, talked about and kept for future reference. It's a local community magazine with content customized for the Richardson reader, highlighting all of the people, places and events that make Richardson such a great place to live, work and play. With a total readership of 35,000 plus, the magazine reaches:

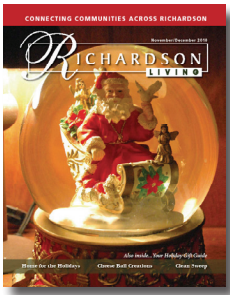
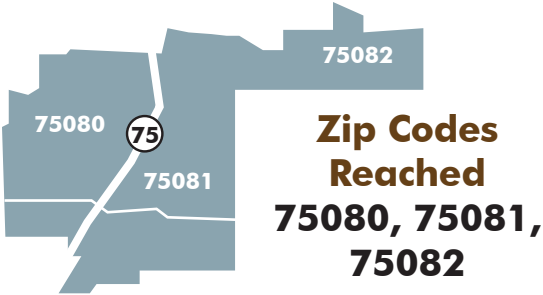
- 20,000 households and businesses six times a year
- Racks placed in high traffic areas throughout the city, such as the Eisemann Center, City Hall and Methodist Richardson Hospital
- Doctor, dentist and salon waiting rooms

"Richardson Living has provided great value to the marketing efforts of Whole Foods Market in Richardson. We get a steady rate of return on the coupons in our ads, and we find the staff very easy to work with."

- Karen Lukin, Dallas Media and Community Relations, Whole Foods Market

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. ■



Each issue of Richardson Living Magazine offers something for everyone, but select issues offer special emphasis and advertising opportunities. Please speak with your account executive about reserving space in these issues.

- January/February – Health and Wellness
- March/April – Home Improvement, Best of Richardson Survey, Business & Economic Development
- May/June – Best of Richardson, Summer Fun, Restaurant Guide
- Jul/Aug – Hobbies, Self-Improvement, Annual Reading Guide
- Sept/Oct – Arts and Education
- Nov/Dec – Holiday Gift Guide

Advertising Rates			
AD SIZE	1X	3X	6X
Full page	1399	1299	1199
1/2 page	789	689	629
1/3 page	599	549	489
1/4 page	479	429	379
1/6 page	339	299	269
1/8 coupon: \$199, 1/4 coupon: \$359			
PREMIUM POSITIONS			
Back Cover	n/a	1829	1679
Inside Front Cover	n/a	1529	1375
Inside Back Cover	n/a	1349	1279
Page 3	n/a	1299	1239
Additional charges may apply for ad design. See reverse for rates.			

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. Your 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.

Email ads to your ad sales representative or to elizabeth@richardsonliving.com.

Ad Design Fees

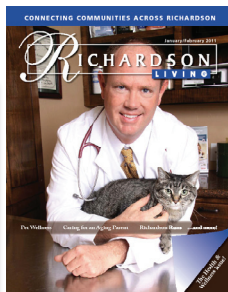
Custom ad design is available at the following rates:

\$50 for 1/6, 1/4, 1/3 page

\$75 for 1/2, or 2/3 page

\$100 for full page

*includes two minor revisions after ad approval



Magazine Dimensions

Magazine Trim Size: 8.375" x 10.75"

Magazine Bleed Size: 8.625" x 11"



Full Page Bleed:

8.625" x 11"*

*includes bleed allowance

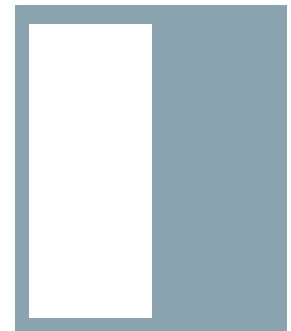
Trim Size:

8.375" x 10.75"



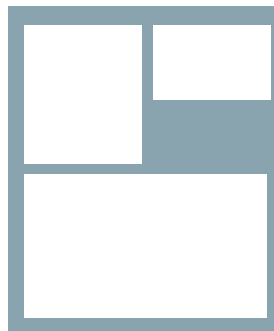
1/3 Horizontal:

7.375" x 2.915"



1/2 Vertical:

3.512" x 9.5"



1/4:

3.512" x 4.56"

1/8 Coupon:

3.512" x 2.28"

1/2 Horizontal:

7.375" x 4.566"



1/3 Vertical:

2.22" x 9.5"

1/3 Square:

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	12/10	12/13
Mar/Apr	2/4	2/11
May/June	4/8	4/15
Jul/Aug	6/3	6/10
Sep/Oct	8/5	8/12
Nov/Dec	10/7	10/14
Jan/Feb 2012	12/5	12/12



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To discuss our publication and advertising opportunities, please call our office or email melinda@richardsonliving.com.