

DIVA ZONE (Brooks Media Group) Rate Card #1 (Effective 8/1/17 - 12/31/17)

866-350-1150 (toll-free/fax)

email: admin@brooksmediallc.com website: www.brooksmediallc.com



Seasons, a subsidiary of Brooks Media Group, is a monthly mini magazine published in both print and electronic versions. For 2017 there will be three issues printed. An issue will be printed monthly for 2018. 105,000 copies of each issue will be printed; 100,000 distributed via Targeted Direct Mail; 2500 will be distributed at partnering retailers; 1500 will be distributed by field sales reps to merchants in targeted areas, 1000 will be distributed at various consumer events/promotions and 60,000 digital copies will be distributed each month. Digital issues are distributed via various social media targeted campaigns and an ever- growing email distribution list of opt-in subscribers.

Seasons Rate Card #1 8/1/17-12/31/17

ADVERTISING RATES

Position	3x	6x	12x
Full page	\$2100	\$2025	\$1950
1/2 page	\$1200	\$1125	\$1050
1/4 page	\$750	\$675	\$600
1/6 page	\$600	\$550	\$475
1/8 page	\$450	\$400	\$325
1/16 page	\$325	\$275	\$199
Full spread	\$3500	\$3300	\$3050
Inside front	\$2250	\$2050	\$1800
Inside back	\$2200	\$2000	\$1750
Back cover	\$2500	\$2350	\$2175
Advertorial (1/2 page)	\$900	\$825	\$750
Classified Ad	\$40 for the first twenty (20) words, \$.55 for each additional word. The area code/telephone number is considered one word.		

Rates shown reflect our introductory promotion honored through December 31, 2017. Lower rates are offered for each additional issue contracted. *All Ads are Full Color

Sales deadlines and contracts: All commitments and contracts must be signed at least thirty (30) days prior to the first business day in the month of publication. Full payment balance due no later than ten (10) business days prior to first business day in month of publication. All rates are non-commissionable.

PRODUCTION CHARGES

- Brooks Media Group has a graphic designer on staff to help prepare ads for you at no additional charge. If you would like to have the staff of Brooks Media Group to create an ad for you, you must provide all copy, logos and related art and photos. All requests for assistance in creating an ad must be made two weeks before publishing date. The surcharge for this service is included in your one time set up fee during this introductory promotion. The fee for this service beginning on January 1, 2018 will be 15% of the total cost of your ad.

- Proof changes, except for errors made by the publisher, will be charged to the advertiser. Publisher reserves the right to alter incorrectly sized ads to conform with the advertising format. A pdf file at 300 dpi or press-ready is recommended. Tiff or jpeg files are accepted if done in InDesign or Quark. All ads should be sent to: admin@brooksmediallc.com.

Issue:	Materials deadline:	Payment deadline:
October 2017	September 7, 2017	September 14, 2017
November 2017	October 7, 2017	October 14, 2017
December 2017	November 7, 2017	November 14, 2017
January 2018	December 4, 2017	December 11, 2017
February 2018	January 7, 2018	January 14, 2018
March 2018	February 7, 2018	February 14, 2018
April 2018	March 7, 2018	March 14, 2018
May 2018	April 7, 2018	April 14, 2018
June 2018	May 7, 2018	May 14, 2018
July 2018	June 7, 2018	June 14, 2018
August 2018	July 7, 2018	July 14, 2018
September 2018	August 7, 2018	August 14, 2018
October 2018	September 7, 2018	September 14, 2018
November 2018	October 7, 2018	October 14, 2018
December 2018	November 7, 2018	November 14, 2018

**All monthly payments to Brooks Media Group are processed on a recurring automatic draft basis. Payments may be made weekly, bi-monthly or monthly. Full monthly contractual payment must be processed for the upcoming issue by the payment deadline.*

ADVERTISING DIMENSIONS

Full-page, full-bleed (inside front/back cover only):	8.75 x 11.25 bleed; 8.5 x 11 trim size; 8 x 10.5 live area
Full spread:	16 x 9.3
Full-page inside:	7.125 x 10
Half-page horizontal:	7.125 x 4.875
Half-page vertical:	3.5 x 9.75
Quarter-page:	3.5 x 4.875
1/6 page:	4.86 x 2.28 horizontal / 2.4 x 4.55 vertical
1/8 page:	4.75 x 2.785 horizontal / 2.25 x 5.819 vertical
1/16 page:	2.25 x 2.785
Business card:	3.5 x 2





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UP CLOSE

Publication – DIVA Zone Magazine (a subsidiary of Brooks Media Group)

Frequency – Bi-Monthly/6 times annually

Circulation - 105,000 printed

Distribution - 100,000 mailed locally to target residential areas to include commercial establishments on select routes; 5,000 via target market retailers, Brooks Media Group field sales reps for marketing and at events. Strong regional existing following in Essex, Union, Morris, Bergen and Hudson Counties.

Digital Circulation - 60,000 (via aggressive marketing on social media in target markets and an ever-growing email list of opt-in subscribers)

Subscription Price - \$25/year (6 issues) regular, \$45 first class and foreign.

Editorial Content - brief articles, advertorials and photos to include general wellness lifestyle information (health, finances, family, community): Only positive, inspiring, informative, and enlightening content for women and their families.

N. Brooks, Publisher • Brooks Media Group

Visit us online! www.brooksmediallc.com