

Planned Feature Article Topics

JANUARY

- **Special Report:** Print Startup Strategies 2009: What's Different, What's Critical, How Things Have Changed
- **Rightsizing Initiatives:** Key Issues for the Multichannel Company
- **A New Look at Metrics:** What to Use, What They Mean in Both Print and Online
- **The Distribution Landscape for 2009:** Postal, Co-Mail, Digital Delivery, and Finding a Mix
- **City/Regional Magazine Trends**
- **PubTech:** Virtual Workflow
- **Sales:** Ad Networks

■ **WEBINAR:** Starting and Growing a Company in the E-Media Age

Distribution: Polybagged with 2009 FOLIO: SuperBook

Ad Close: Dec. 14 **Materials Due:** Dec. 19

FEBRUARY

FOLIO: Summit Pre-Show Issue

- **Special Report:** Top Deals of 2008
- **New Developments in Magazine Manufacturing:** E-Paper, Specialty Paper, Examining the Outlook for the Next Few Years
- **Pub Tech:** Building Out a Video Business—Where To Use it and Why
- **Circ Xtra:** Using E-Mail in Audience Development
- **Sales:** Working with Sales Reps

■ **WEBINAR:** What Your Printer SHOULD be Doing to Help You Generate Revenue

Distribution: FOLIO: Publishing Summit, IdeAlliance Primex

Ad Close: Jan. 15 **Materials Due:** Jan. 20

MARCH

FOLIO: Summit Show Issue

- **Enterprise Software Report:** Covering Sales, Services, Web Analytics, CMS, Ad Portals, Video, Webinars, Web Development, Ad Servers, and More
- **Roundtable:** Assembling and Motivating Killer Teams
- **Newsstand Strategy:** From Critical Mass to Higher Profit
- **Sales:** Integrating Your Team
- **Circ Xtra:** Changing Roles for Audience Developers
- **Pub Tech:** Primex Report

■ **WEBINAR:** Newest Techniques for Successful Online Marketing

Distribution: MPA Retail Conference

Ad Close: Feb. 14 **Materials Due:** Feb. 20

APRIL

- **Special Supplement:** The State of the Art in Digital Magazines (packaged with CM)
- **FOLIO:** 40 Most Influential People in Magazines
- **Circ Xtra:** Telemarketing
- **Custom Publishing**
- **Pub Tech:** CMS Spotlight
- **Sales:** Prospecting Effectively
- **WEBINAR:** State of the Art in Digital Magazines: 2008 Recap

Distribution: WPA Conference

Ad Close: Mar 14 **Materials Due:** Mar 20

MAY

- **Special Report:** Online-Only Publishers' Survey: Who they Are, What they do, When their Publications Cropped up and How they're Monetized and more
- **B-to-B CEO Survey**
- **Postal and Mailing Strategies**
- **Pub Tech:** Webinar Techniques and Tactics
- **Special Neal Award Section**
- **CircXtra:** Using Lists for Acquisition, Behavior Tracking and Analytics across a Variety of Platforms
- **Sales:** Understanding What Your Client Wants to Do

■ **WEBINAR:** Behavior-based Marketing and List Analysis

Bonus Distribution: ABM Spring Meeting

Ad Close: April 13 **Materials Due:** April 22

JUNE

- **Developing the Edit Staff that Will Define Your Future**
- **Paper Trends**
- **Association Publishing**
- **CircXtra:** Extending your Brand via Mobile
- **Pub Tech:** Vertical Search
- **Sales:** Protecting Your Print Business

■ **WEBINAR:** Association Publishing Success Strategies

Distribution: CM Conference, SNAP

Ad Close: May 15 **Materials Due:** May 21

JULY

- **5th Annual Publishing Technology Issue: Special Advertorial Section**
- **Special Report:** Creating a NEW New Media Strategy, and Why You Need One
- **Case Studies in Custom Publishing**
- **Regional Publishing Survey**
- **Pub Tech:** Creating a Lead-Gen Engine
- **Circ Xtra:** Quelling Promotion Overload
- **Sales:** Writing Proposals that Convince Marketers

■ **WEBINAR:** Case Studies in City and Regional Publishing

Ad Close: June 16 **Materials Due:** June 22

AUGUST

- **Special Report:** The Next Big Idea 2010
- **XML, JDF and the State of Publication Printing Technology**
- **Magazine Media Finance and M&A**
- **Pub Tech:** Virtual Trade Shows
- **Editorial Salary Survey**
- **CircXtra:** Red-Hot E- and Interactive Lists
- **Sales:** Uncovering Hidden Opportunities
- **WEBINAR:** Creating a NEW New Media Strategy

Ad Close: July 15 **Materials Due:** July 22

SEPTEMBER

FOLIO: Pre-Show Issue

- **11 Surefire Money-Making Brand Extensions**
- **Digital Production Survey**
- **Paper Trends:** Environmental Solutions
- **Pub Tech:** Cross-Platform Product Delivery: Print, Online, Wireless
- **Circ Xtra:** E-Mail Marketing Survival Strategies
- **Sales:** Selling Software: From tracking accounts to pay-up
- **Supplier Profiles**
- **WEBINAR:** Custom Publishing's Vast Potential

Distribution: FOLIO: Show, IdeAlliance Spectrum

Ad Close: Aug 15 **Materials Due:** Aug 21

OCTOBER

FOLIO: Show Issue

- **Special Report:** Green Publishing Standards: A Year Later
- **Special Advertising Section on Green Suppliers**
- **Consumer Magazine CEO Survey**
- **Paper Trends**
- **Outsourcing:** Pros and Cons
- **Pub Tech:** Digital Asset Management
- **Webinar:** Association Publishing
- **Circ Xtra:** Cost Control Strategies for Audience Developers
- **Sales: From No Chance to Low-Hanging Fruit**

■ **WEBINAR:** Green Publishing Standards

Distribution: AMC Conference

Ad Close: Sept 12 **Materials Due:** Sept 18

NOVEMBER

- **Special Report: Creating a 36-Month Growth Plan**
- **Special Update on M&A Climate**
- **Eddie and Ozzie Award Winners—A Special Section**
- **Pub Tech:** Web Development Strategies
- **Sales:** Landing "Whale" Accounts
- **CircXtra:** Mailing Strategies
- **Association Publishing**
- **WEBINAR:** Analyzing Web Development Options

Distribution: ABM Top Managers Meeting, SNAP

Ad Close: Oct 15 **Materials Due:** Oct 20

DECEMBER

- **Special CEO Perspective**
- **Special Report on the List Industry**
- **Circulation Salary Survey**
- **Association Trends**
- **Pub Tech:** Search Engine Marketing: Extending Your Brand
- **2009 Year in Review**
- **Circ Xtra:** Using SEO and SEM
- **Sales:** Salvaging a Strained Relationship
- **WEBINAR:** List Industry Trends

Ad Close: Nov 12 **Materials Due:** Nov 18

Login

> Our take on industry developments and how individual publishers are reacting to new challenges and opportunities

M&A Scorecard

> Provocative analysis and insight into a wide-range of media deals

BestPractices

> Case studies in innovation

executiveperspective

> Opinions from the executive suite on issues that keep CEOs awake at night

CircXtra

> An every-issue look at the fast-moving world of magazine circulation

PublishingTechnology

> How technology is driving change in the magazine enterprise, from production of print magazines to e-media, enterprise-management and more

TechnologyTest Drive

> Each month FOLIO: profiles a new and emerging service that aims to help publishers develop a true 350-degree workflow.

RealityCheck

> A skeptical second look at industry developments

2009 PRINT ADVERTISING RATES

Four Color	1x	4x	8x	12x	24x
Full-Page	5,593	5,313	5,034	4,754	4,474
2/3 Vert.	5,033	4,781	4,530	4,278	4,026
1/2 Island	4,459	4,236	4,013	3,790	3,567
1/2 Horiz./Vert.	4,459	4,236	4,013	3,790	3,567
1/3 Vert.	3,518	3,342	3,166	2,990	2,814

Premium Positions	1x	8x	12x
Cover 2	6,788	6,109	5,770
Cover 3	6,555	5,900	5,571
Cover 4	7,647	6,882	6,500

Additional Charges	
Bleed	\$300
Fifth color	\$300

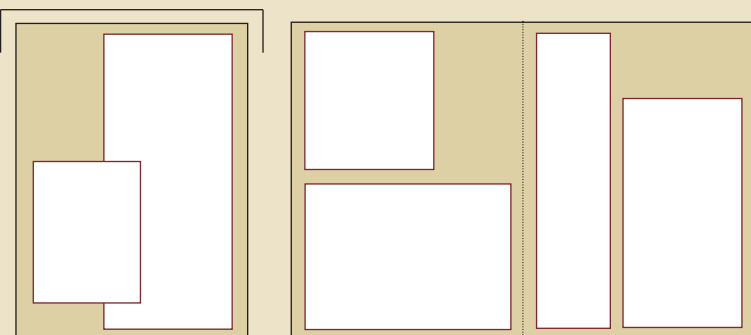
AD SPECIFICATIONS & PRODUCTION INFORMATION

TRIM SIZE: 7-7/8" x 10-3/4"

(Document size must be the same as the Trim Size)

SIZE	WIDTH	DEPTH
Live Image Area	7-3/8"	10-1/4"
Full page	7-7/8"	10-3/4"
2/3 page	4-3/8"	10"
1/2 page island	4-3/8"	7-1/2"
1/2 page horizontal	7"	4-7/8"
1/3 page vertical	2-1/8"	10"
1/3 page square	4-3/8"	4-7/8"
1/4 page	3-3/8"	4-7/8"

Full-Page (7-7/8" x 10-3/4")



- > All elements intended to bleed must be extended at least 1/8" beyond the edges of the document onto the pasteboard.
- > All live text or images should be at least 1/4" from the trim.
- > All PMS colors should be converted to CMYK

Press Optimized PDFs are preferred. If the ad is intended to bleed, registration marks must be applied with an offset of 16 pt. In the PDF file there must be a minimum of 1/8" bleed beyond the trim. Please convert all RGB & Pantone colors to CMYK.

Application files will be accepted as long as all Type 1 fonts (True Type fonts are not acceptable), Hi-Res images are included, and all colors are converted to CMYK. No registration marks or page information should be included on application files.

Digital Requirements: Mac Format—Quark 6.5: Be sure to include all fonts and all images on a disk. COLOR PAPER PROOF MUST BE PROVIDED or we cannot accept responsibility for color inconsistencies.

SEND ARTWORK TO:

Sarah Murphy
FOLIO:
10 Norden Place
Norwalk, CT 06855

(203) 899-8426
smurphy@red7media.com

GENERAL CONDITIONS

Agency Commissions: 15% commission allowed on gross billings to recognized advertising agencies on space, color, bleed, and position, provided account is paid within 30 days of invoice date. Advertiser material must be print-ready in order to qualify for agency commission. Advertiser and agency are jointly and severally liable for payment.

Terms: Net 30 days from invoice date. Neither the advertiser nor agency may cancel advertising after the closing date printed on the current rate card. When new materials are not received by official closing date, materials furnished or run in the previous issue will be published.

Short Rate Policy: Advertiser billed at discounted frequency rates, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the actual rate that is earned based on the number of ads actually published.

Special Positions: Premium charge must be authorized in space contract and/or insertion order. Positions subject to availability and color capability.

Cover Rates: There are three cover positions available. All are available on a minimum eight-time, non-cancelable contract only. Cost includes color and bleed charges. Position can be cancelled only upon 60-day written notice prior to the published closing date.

Rate Policy and Contract Provisions: All insertion orders for advertising in

FOLIO: are accepted subject to the terms and provisions of the current rate card. Publication of the advertisements represents acceptance of the order. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract that conflict with the terms or conditions of the official rate card. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all of the terms and conditions of the rate card applicable to the issue in which such insertion is to be published. Insertion order and/or contract cancellations will be accepted only upon written notice prior to closing date.

Advertiser and agency are jointly and severally liable for payment. The Publisher will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, or any other order submitted to Publisher.

Conversion of advertiser's materials to Publisher's printing requirements will be billed at Publisher's cost. Advertisements not received by the advertising production department by closing date are not entitled to the privilege of review or revision by the advertiser or its agency.

Publisher accepts all advertisements entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publica-

tion of the advertisement(s), the advertiser and/or agency will indemnify and hold harmless the Publisher from and against any claims or suits for libel, violation of rights of privacy, plagiarism trademark and copyright infringement, and other claims based on the contents or subject matter of such publication.

The Publisher reserves the right to reject any and all advertising which the Publisher at his sole discretion feels is not in keeping with the publication's standards, policies and principles.

The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any page, that in the Publisher's sole judgment, too closely resembles editorial pages in the magazine.

Publisher shall not be subject to any liability for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within the control of the Publisher.

The Publisher's liability for any error will not exceed the charge for the ad in question. The Publisher assumes no liability for errors in phone numbers, reader service numbers, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of corrections or changes made to any advertiser's materials.

As used in this section, "Publisher" shall refer to FOLIO: *Magazine* and/or Red 7 Media.

FOLIO TO DISCUSS HOW OUR APPROACH CAN CREATE RESULTS FOR YOUR COMPANY, CALL US TODAY!

Contact your FOLIO: sales rep
(203) 854-6730
sales@red7media.com

Tony Silber, Publisher
(203) 854-6730 ext. 2106
tsilber@red7media.com