

GAY LIFE MAGAZINE

about

2008/2009 MEDIA KIT



THE GAY LIFE MAGAZINE

Combining the sexy and stylish production values of a national with a unique cross-border regional reach, **abOUT** has become one of the most-respected gay-oriented publications on the market since launching in 2004, reaching more than 64,000 readers each month.

abOUT is dedicated to bringing readers exciting and engaging content — celebrating and challenging the lives of today’s homosexual.

abOUT goes beyond the gay press norm to bring readers compelling content that remains ahead of the curve and relevant to today’s gay culture.

abOUT is produced by some of North America’s most talented established and up-and-coming writers and photographers, delivering content that is both sophisticated and sexy — *not* sexual. Topics include:

- CURRENT AFFAIRS
- HEALTH & FITNESS
- FASHION
- RELATIONSHIPS
- TRAVEL
- ARTS & CULTURE
- CELEBRITY INTERVIEWS
- INSPIRATION
- SPORTS & LEISURE
- FINANCIAL AFFAIRS



WIDE & DIVERSE DISTRIBUTION

abOUT reaches a wide and diverse audience that spans multiple communities.

abOUT is distributed **FREE** of charge in major centers like Toronto and New York City and beyond in smaller communities often not directly served served by gay press. Available in:

- TORONTO
- MANHATTAN
- HAMILTON
- BUFFALO
- KITCHENER
- ROCHESTER
- LONDON
- SYRACUSE
- NIAGARA
- CLEVELAND
- MONTREAL
- CHICAGO



abOUT distribution goes beyond “gay ghettos” and is available at various coffee shops, bars, retailers, bookstores, libraries and restaurants.

AT A GLANCE

Frequency:	10 ISSUES PER YEAR (Jan./Feb. and Jul./Aug. combined)
Press Run:	20,000 copies
Readership:	64,000 + (Estimated average of 3.2 readers per copy)
Distribution Locations:	325 + (57% of distribution in Canada, 43% in United States)





2 GREAT COUNTRIES, 1 POWERFUL MARKET

From locals to tourists, **abOUT** serves a sophisticated gay audience that makes up one of the most powerful and lucrative market demographics in today's economy.

GAY CONSUMERS:

- Spend an estimated **\$580 billion** a year in the United States and an estimated **\$63 billion** a year in Canada.
- Earn incomes significantly above national averages. In Canada, gay people earn **\$48,000** or a combined household income of **\$72,800**. U.S. gay people earn an average income of **\$38,000** per year or a combined household income of **\$65,000**.
- Set trends and are generally well-educated.
- Are savvy, loyal and more likely to use their tremendous buying power to support businesses that reach out to them directly.



abOUT READERS:

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|-----------------------------------|--------------------------------------|
| 79.6% are men | 88.0% do not have children |
| 92.5% identify as gay or bisexual | 54.8% have college/university degree |
| 83.9% are ages 25-60 | 97.2% are employed |
| 52.1% are in a relationship | 71.1% live in a major city |



FLEXING THEIR BUYING POWER:

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|--|---|
| 49% own their own home | 87% travel at least once a year |
| 51% own a car | 83% dine out at least once a week |
| 46% are among first to buy new products | 71% use the Internet regularly |
| 43% spend more than \$1,000 on clothes in a year | 76% regularly go to bars, clubs and lounges. |
| 56% go to the gym at least once per week | 77% consume alcohol |
| 47% spend more than \$1,000 a year on grooming. | 83% attend music, theatre or art performances at least once a month |
| | 80% invest in financial services |





2008/2009 EDITION SCHEDULE

MONTH	FEATURE	AD CLOSE	STREET DATE
SEPTEMBER 2008	Fashion & The Environment	Aug. 25	Aug. 29
OCTOBER 2008	Real Estate & Home Decor	Sep. 22	Sep. 26
NOVEMBER 2008	Leather & Travel	Oct. 27	Oct. 31
DECEMBER 2008	Holidays & Gift Guide	Nov. 24	Nov. 28
JANUARY/FEBRUARY 2009	5th Anniversary Special	Jan. 5	Jan. 9
MARCH 2009	Business & Finance	Feb. 23	Feb. 27
APRIL 2009	Spring Fashion	Mar. 23	Mar. 27
MAY 2009	Summer Primer	Apr. 27	Apr. 30
JUNE 2009	Pride 2009 Special	May 25	May 29
JULY/AUGUST 2009	The Hot Issue	Jun. 29	Jul. 3
SEPTEMBER 2009	Health & Fitness	Aug. 24	Aug. 28
OCTOBER 2009	Real Estate & Home Decor	Sep. 21	Sep. 25
NOVEMBER 2009	Travel & Tourism	Oct. 26	Oct. 30
DECEMBER 2009	Holidays & Gift Guide	Nov. 23	Nov. 27

PRODUCTION SPECIFICATIONS

AD SIZES

(W X H")

Full Page

Safe Space	7.375 X 9.875
Trim	8 X 10.5
Bleed (1/4")	8.5 X 11

Junior Page

Vertical Only	4.875 X 9.875
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Half Page

Horizontal:	7.375 X 4.875
Vertical:	3.604 X 9.875

Quarter Page

Standard:	3.604 X 4.875
Banner:	7.375 X 2.375

Eighth Page

Horizontal:	3.604 X 2.375
Vertical:	2.375 X 3.604

Directory Block

1.7 X 1.2

TECHNICAL REQUIREMENTS

FORMAT: Press-Optimized PDF (preferred), JPEG, TIFF or EPS accepted. Submit via e-mail or FTP (inquire).

COLOR: CMYK Process

IMAGE RESOLUTION: 300 dpi / 100 lpi / 30% Dot Gain

ADVERTISING POLICIES

■ Deadlines are firm. Submission of copy is the responsibility of the advertiser. Client is liable for cost of contracted space not used and space will be allocated at the discretion of the publisher.

■ Advertiser accepts all responsibility for content accuracy, claims and any copyright or intellectual property considerations. Publisher has the right to refuse any copy or submission on the basis of libel, defamation, poor taste, offensive to the audience or regulatory prohibition.

■ All advertisements must be pre-paid per insertion. Checks are payable to Ninth Avenue Media. VISA and Mastercard accepted.

■ Additional guidelines and restrictions may apply. Full advertising policy is available at www.aboutmag.com.

2008/2009 RATE CARD

MONTH	1X	3X SAVE 10%	5X SAVE 15%	10X SAVE 30%
BACK COVER (GLOSSY)	1699	N/A	1445	1189
INSIDE COVERS (GLOSSY)	1399	N/A	1189	979
FULL PAGE	999	899	849	699
JUNIOR PAGE	899	810	764	629
HALF PAGE	599	539	509	419
QUARTER PAGE	399	359	339	279
EIGHTH PAGE	299	269	254	239
DIRECTORY BLOCK	99	89	84	69

REACH READERS FOR LESS

abOUT not only delivers an outstanding product to its loyal readership each month, it delivers that audience to advertisers at significant savings over other publications in the region. Here's how abOUT's estimated cost-per-thousand readers measures up:

AD SIZE	abOUT	OTHERS*	SAVINGS
FULL PAGE	15 ¢	25 ¢	40 %
HALF PAGE	9 ¢	15 ¢	40 %
QUARTER PAGE	6 ¢	9 ¢	34 %
EIGHTH PAGE	4.5 ¢	6 ¢	25 %

* Average CPM of fab Magazine (Toronto), Next (New York City), HX (New York City), The Guide (US/Canada) and Outlook Weekly (Ohio) based on posted rates and stated circulation figures as of July 31, 2008.

PREMIUMS & DISCOUNTS

NON-PROFIT ORGANIZATIONS

10 % discount for registered non-profit organizations upon verification of registration.
(Applies to net of contract advertising)

BULK PREPAYMENT DISCOUNTS

Quarterly (3 issues) 5 %
Semi-Annually (5 issues) 8 %
Annually (10 issues) 10 %
(Applies to net of contract advertising)

POSITIONING

Add 15 % for guaranteed preferred placement, where available.



Nicki Ward, Media Goddess
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