

DELUX

2010 MEDIA KIT



www.delux-mag.com

DELUX

Why DELUX Reaches Your Market

DELUX MAGAZINE IS A BI-MONTHLY

periodical devoted entirely to introducing and implementing the vision of the Upscale Lifestyle to the thriving community of what we call Euphoria. Published by Griffin Publishing, DELUX Magazine delivers in-depth features, reviews and beautiful models of all ethnic backgrounds.

THE DELUX STAFF

We have an all-star cast of industry experts, starting with Keith N. Griffin, II, magazine's Editor in Chief/Publisher, Brooklyn Kingsboro and Jenn Carter, Creative Directors, Lawrence Bryant, Photograph Director, Brian Shields, Senior Editor, Kyle Griffin, Promotional Director, Darren Nesbitt, Fashion Director, Evelyn McQueen and Mike "Orie" Mosley Jr., Sales & Marketing Directors. Other contributors include Carri Griffin, Demetria Smith-Bryant, Shi Cole, Harold Guy, Rico Dillworth, and many more.

THE DELUX ISSUES

Each issue provides lifestyle tips, urban living and a true urban experience for the movers and shakers that make the Saint Louis Contemporary Lifestyle what it is today. Delux Magazine reaches over 35,000 young professional readers throughout the Saint Louis metro and county areas.

What readers enjoy throughout this very contemporary publication:

- ▶ Restaurant suggestions and reviews
- ▶ Techniques for making the most of the Urban Life
- ▶ Beautiful local models expressing art through photography
- ▶ News about the latest developments throughout the city
- ▶ Luxurious vacation spots with contemporary appeal
- ▶ Examples of cutting-edge fashion from today's top designers and boutiques
- ▶ Listings of events, night life and other urban resources geared towards the young professional

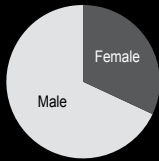
THE DELUX AUDIENCE

Our rapidly growing opt-in e-mail subscribers prove that DELUX Magazine is a highly anticipated and anxiously awaited publication. Our clients have consistently made mention that DELUX is the new magazine of choice in this contemporary euphoria.

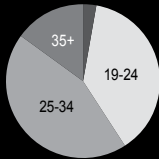


DELUX

DEMOGRAPHICS



Gender
Male 68%
Female 32%



Age
18 & under 3%
19 - 24 38%
25 - 34 44%
35 + 15%



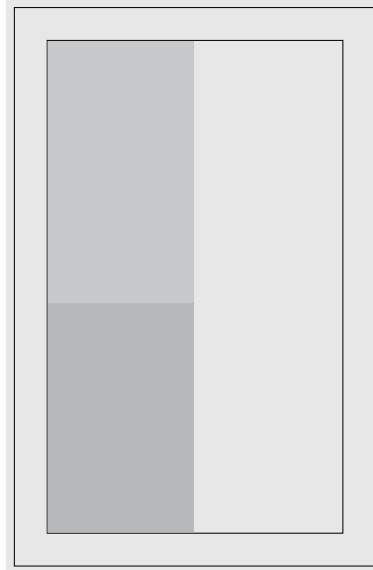
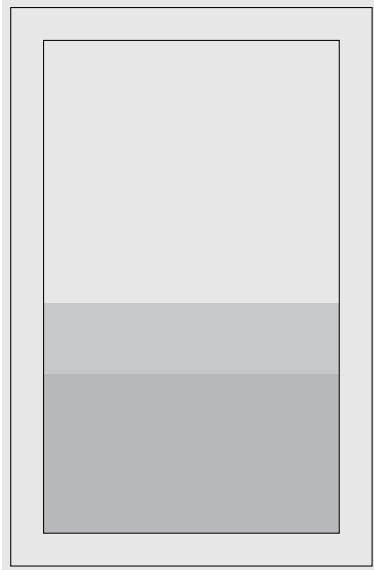
Race
Black 62%
White 24%
Other 14%

Median Age: 27
Median Household Income: \$53,000
Average Education Level: College Educated



DELUX

Ad Rates and Sizes



Full page with bleed
Live Area 4.5" x 7.5"
Trim 5.5" x 8.5"
Bleed 5.75" x 8.75"

1/2 page horizontal
4.5" x 3.5"

1/3 page horizontal
4.5" x 2.25"

1/4 page
2.16" x 2.75"

1/2 page vertical
2.1667" x 7.5"

Ad Rates	1x	3x	6x
Full Page	\$700	\$450	\$400
1/2 Page	\$525	\$300	\$275
1/3 Page	\$450	\$235	\$220
1/4 Page	\$425	\$210	\$195
Back Cover	\$2500	\$2000	\$1750
Inside Front Cover	\$1750	\$1500	\$1400
Inside Back Cover	\$1750	\$1500	\$1400
Restaurant Listing	\$100	-	-

Premium Placement	1x	3x	6x
Pages 3-10	\$1100	\$900	\$700

Call for availability
All premium placement spots include an online ad

Format

pdf (preferred)
300 dpi at final size
CMYK
Embed all fonts and images

raster (psd, tif, eps, jpg)
300 dpi at final size
CMYK
Embed all fonts or flatten

vector (ai, eps)
CMYK
Convert type to outlines
Embed all images

File Name

Name files clearly with company name and issue date. Example: Company_Sept09.pdf

Additional Info

Use our graphic designers for a flat fee of \$50.
Delux reserves the right to add a border around any ad when necessary.

Issue	Ad Due
December/January	November 10
February/March	January 10
April/May	March 10
June/July	May 10
August/September	July 10
October/November	September 10

DELUX

Ad Form

Ad Space <input checked="" type="checkbox"/>	
Full Page	<input type="checkbox"/>
1/2 Page Horizontal	<input type="checkbox"/>
1/2 Page Vertical	<input type="checkbox"/>
1/3 Page	<input type="checkbox"/>
1/4 Page	<input type="checkbox"/>
Back Cover	<input type="checkbox"/>
Inside Front Cover	<input type="checkbox"/>
Inside Back Cover	<input type="checkbox"/>
Restaurant Listing	<input type="checkbox"/>

Payment Method <input checked="" type="checkbox"/>	
Cash	<input type="checkbox"/>
Check	<input type="checkbox"/>
Money Order	<input type="checkbox"/>
Credit Card <input type="checkbox"/> AmEx <input type="checkbox"/> Discover <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa	
#	
Exp	Sec Code

Company Name _____

Contact Person _____

Phone Number _____

Street Address _____

City, State, Zip _____

Email Address _____

Payment

All payments are due by the 5th.
 Checks and money orders payable to Delux Magazine.
 Please enclose this completed form with your payment and send to:
 Delux Magazine
 3006 S. Jefferson Ave.
 St. Louis, MO 63118

Final Ads

All ads are due by the 10th.
 Please see ad specs on previous page for proper sizing and file format.
 All **final** ad files should be emailed to ads@delux-mag.com.

DELUX

Overview of delux-mag.com

Available Ad Sizes

Skyscraper
Size 160x600 pixels

Rectangle
300 x 250 pixels

Leaderboard
728x90 pixels

Format
gif, jpg, swf

Maximum File Size
60 kb

Additional Info
RGB
Minimum 10 second delay before looping animated banners

Stats

Temporary Site	Unique	# Visits	Hits
6 month period	13,167	22,555	1,271,478

The screenshot displays the DELUX magazine website interface. At the top, the 'DELUX' logo is prominent, with navigation links for 'MAGAZINE', 'FASHION', 'VIDEO', 'EVENTS', 'GALLERIES', and 'CALENDER'. Below the logo, there are social media icons and a search bar. The main content area features several articles and images, including 'ON THE COVER' with a portrait of a man, 'D-SERIES COLUMNS' with a photo of a person, and 'Stylee Fridays: Quail Fall 09' with a photo of a group of people. A sidebar on the right contains vertical advertisements for 'RICK ROSS', 'In stores APRIL 21ST!', 'ATLAS INFINITY +1 THE NEW MIX ALBUM', and 'ROCK BAND START A BAND. ROCK THE WORLD'. At the bottom, there is a 'DELUX TV' section and a 'CLICK HERE' button.