



DELUX

2010 MEDIA KIT



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, Seven L. Maxwell, Managing 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, Lawrence Hopkins, Brian Shields, 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 62,000 young professional readers throughout the Saint Louis metro and county areas.

What readers enjoy throughout this very contemporary publication:

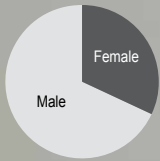
- ▶ Restaurant suggestions and reviews
- ▶ Techniques for making the most of the Urban Life
- ▶ Beautiful local models expressing art through photography
- ▶ News about the latest developments throughout the city
- ▶ Luxurious vacation spots with contemporary appeal
- ▶ Examples of cutting-edge fashion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

THE DELUX AUDIENCE

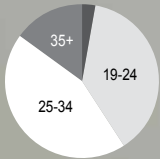
Our rapidly growing opt-in e-mail subscribers prove that DELUX Magazine is a highly anticipated and anxiously awaited publication. Our clients have consistently made mention that DELUX is the new magazine of choice in this contemporary euphoria.

DELUX

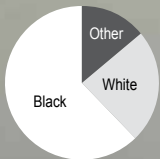
DEMOGRAPHICS



Gender
Male 68%
Female 32%



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

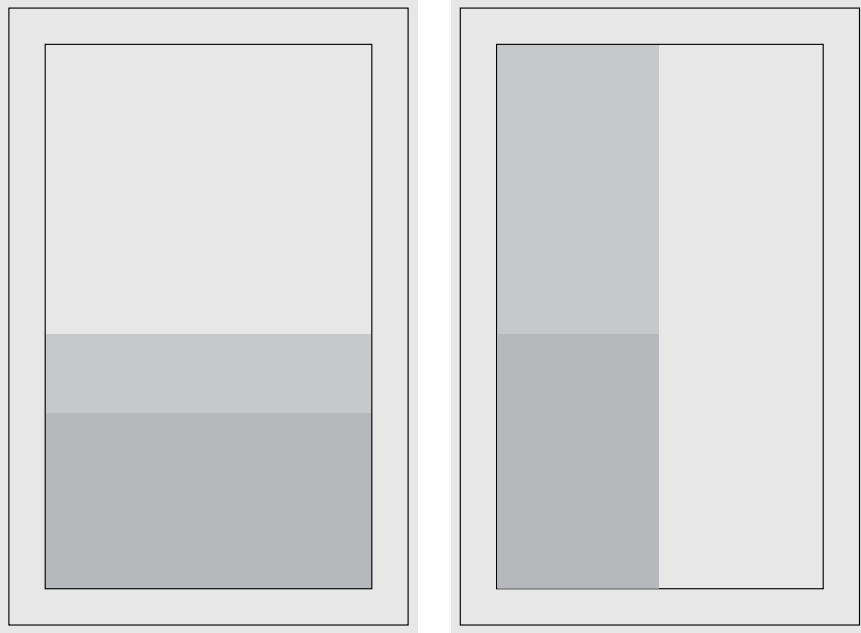


Race
Black 62%
White 24%
Other 14%

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"

1/2 page vertical
2.1667" x 7.5"

1/4 page
2.16" x 2.75"

1/3 page horizontal
4.5" x 2.25"

Ad Rates	1x	3x	6x
Full Page	\$1000	\$850	\$750
1/2 Page	\$550	500	475
1/3 Page	\$450	\$400	\$350
1/4 Page	\$375	\$325	\$275
Back Cover	\$2500	\$2250	\$2000
Inside Front Cover	\$2250	\$2000	\$1750
Inside Back Cover	\$2000	\$1750	\$1300
Restaurant Listing	\$200		
Premium Placement	\$1300	\$1200	\$1000

Call 314.335.7374 for availability
All premium placement spots include an online ad

Format

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

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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.

www.delux-mag.com



DELUX

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