

LONG ISLAND
FOODS

DINING / THE ARTS / LIFESTYLE / BUSINESS

2012 MEDIA KIT

Why Choose *Long Island Pulse*?

We are the **largest magazine on Long Island.**

No other media can **deliver your brand** to the **ultimate consumer** like we can.

We provide **total market saturation** across **Nassau and Suffolk** Counties to readers with the highest household incomes and home values.

Our distribution is **ABC Audited**, which means our **circulation is guaranteed.**

Vital Statistics:

Circulation: 100,000 copies monthly (ABC Audited), paid and targeted.

Demographic: 35-55 year old, affluent professionals, trendsetters and VIPs.

Luxury Audience: The majority of *Long Island Pulse* subscribers have household incomes of \$250k+ and primary residences valued at over \$1 million.

Distribution Breakdown

Newsstands, bookstores, boutiques, subscription, private/public airports, luxury hotels, home/office delivery and events. *ABC Audited pink sheet upon request.

| | |
|------------------------------|-------|
| Nassau County Distribution | 48.8% |
| Suffolk County Distribution | 48% |
| Events & Non-LI Distribution | 3.2% |

Method of Circulation

| | |
|--|-------|
| Paid & Analyzed Single Copy | 55.5% |
| Paid & Market Coverage Subscription | 33.5% |
| Simon Malls, targeted cultural & retail venues | 8% |
| Events | 3% |

Ratio (Ad/Edit): 40/60% ensures ad visibility.

Vertical Platform: 2D barcodes, web, video, eblasts, events, experiential, street team, contests, texting and content rich opportunities are coupled with our vast radio and broadcast partnerships to serve advertisers across our broad, yet nimble, network.

Web: lipulse.com features the printed content of the magazine, iTunes store, contests and promotions. Our “social butterflies” interact via our website and social networking pages constantly.

Brand Marketing: The most aggressive marketing of our brand through radio, television, aerial and out of home advertising.

Established: 2005

Reader Demographics*

| Categories As Per Survey | Percent of Subscribers Sampled |
|--------------------------------------|---|
| Gender | |
| Male | 41 |
| Female | 59 |
| Marital Status | |
| Married | 52 |
| Single | 48 |
| Age | |
| 18-34 | 13 |
| 35-49 | 39 |
| 50-64 | 38 |
| 65+ | 10 |
| Household Income | |
| Up to \$150,000 | 10 |
| \$151-250,000 | 26 |
| \$250,000+ | 64 |
| Real Estate-Primary Residence | |
| Up to \$700,000 | 14 |
| \$701k-\$1 MILLION | 22 |
| \$1 MILLION+ | 64 |
| Education | |
| BA/BS | 30 |
| MA/MS/MBA | 37 |
| PhD | 15 |
| N/A or Other | 18 |
| Profession | |
| Accounting/Finance | 9 |
| Advertising/Mktg/PR | 15 |
| Arts & Creative/Design | 8 |
| C-Level & Exec/Mgmt | 20 |
| Healthcare | 8 |
| Gov't & Legal | 4 |
| Entrepreneur/Other | 36 |

*Based on a sampling of reader response surveys.

2012 Print Advertising Rates

| | <u>1x</u> | <u>3x</u> | <u>6x</u> | <u>10x</u> |
|---------------------|-----------|-----------|-----------|------------|
| Full Page | \$7,645 | \$6,435 | \$6,078 | \$5,445 |
| Half Page | 4,235 | 3,273 | 3,108 | 2,805 |
| Third Page | 3,355 | 2,613 | 2,475 | 2,365 |
| Quarter Page | 2,475 | 1,925 | 1,815 | 1,623 |

*Premium Positions: Back Cover +25%,
Inside Covers +15%, Table of Contents +15%,
Guaranteed Placement +10%.*

Display Ad Dimensions

Publication Trim Size: 8" x 10.5"

Spread: w/bleed – 16"(w) x 10.5"(h)
non-bleed – 15"(w) x 10.5"(h)
3/4" dead center gutter

Full Page: w/bleed – 8"(w) x 10.5"(h)
non-bleed – 7.5"(w) x 10"(h)

Half Page Vertical: 3.35"(w) x 9.5"(h)

Half Page Horizontal: 7"(w) x 4.612"(h)

Third Page Vertical: 2.3"(w) x 9.5"(h)

Quarter Page Box: 3.35"(w) x 4.612"(h)

Quarter Page Vertical: 1.5"(w) x 9.5"(h)

Gatefold and insert information available upon request.
Digital format required for all advertising materials.
Submit artwork to art@lipulse.com.

2012 Production Schedule

(Issues released at the top of each month.)

Long Island Pulse Magazine delivers fresh, award-winning coverage of the area's lifestyles, arts, culture, fashion and entertainment ten times a year in print, with regular supplements online through our broad digital network. This compelling, stylistic content is enhanced by issue themes and special sections.

Deadlines (preceding month):

Insertion is due by the 10th

Artwork/Materials due by the 12th

| Release Month & Content Themes |
|---|
| February: The Best of Everything Look Ahead at the Best to Come This Year Special Section: True Luxury Unveiled |
| March: The Money Issue How to Get it, Grow it, Spend it Special Section: Top Lawyers (In Partnership with Martindale-Hubbell®) |
| April: Springtime on LI The Best Places to Live & Buy Special Section: Home Makeovers for Exteriors & Interiors |
| May: Health & Wellness Fashion, Beauty, Health & Fitness Special Section: LI Top Doctors & Top Dentists |
| June: The Summer Fun Guide Fun in the Sun from the Gold Coast to the Hamptons Special Section: Boating, Entertainment, Shopping |
| Jul/Aug Double Issue: Art, Music & Culture Special Section: High Weekends in the Hamptons and East End |
| September: The Fall Style Issue Essential Trends in Fashion and Accessories Special Section: Weekend Getaways in 5 Great Cities |
| October: Home Entertainment How to Live it Up at Home Special Section: Best in Home Design & Interiors |
| November: Food Wine & Spirits International Dining, Spirits & Wine Special Section: Restaurant & Chef Profiles |
| Dec/Jan Double Issue: The Holiday Issue Shopping, Skiing & Celebrating in the Snow Special Section: Holiday Gifts & New Year's Eve |

long island pulse magazine

t: 631.289.4315 • sales@lipulse.com

Event Sponsorship:

Our legendary events are stylistic occasions to mingle with VIPs and include promotion in print, web and social networks.

| | |
|---------------------|----------------|
| Monthly Cover Party | \$10,000/party |
| Holiday Showcase | \$2,000 |

Web:

Ads are available run of site or section specific. Prestige placement and custom sizes upon request. The latest analytics and availability upon request. All rates based on 30 day flight, run of site, unless otherwise noted.

| | |
|------------------------------------|---------|
| Leaderboard (728 x 90) ROS | \$1,250 |
| Large Vertical (270 x 450) ROS | \$750 |
| Small Cube (250 x 250) by section | \$500 |
| Half-Banner Footer (234 x 60) ROS | \$350 |
| Half-Cube (250x16) Home Page | \$350 |
| Events Banner (468x60) Events Page | \$750 |

Eblasts/Newsletters:

Our opt-in members are the über-consumer, VIPs of the region. Stats increase daily.

| | |
|------------------|--------------------|
| Exclusive Eblast | \$1,500/occurrence |
| Sponsor | \$850/occurrence |

Social Networking:

Engage our active, loyal, interested Facebook fans and followers with sponsored mentions and customized contests. Stats increase daily.

Rate: \$50/mention.

2D Barcodes:

Instantly provide offers and gather information from our readers via cell phones. Digital reporting and barcode implementation provided. PURLs or client-supplied webpages can be used.

Rate: \$500/mo incl. barcode, landing page, analytics and 100 scans. \$0.05/scan thereafter.

Mobile App:

Our mobile app is always being updated. For specific inquiries, please contact your account executive.