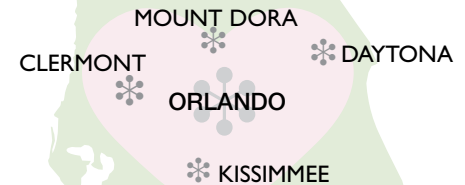




Hey Girlfriend!
MAGGIE MAE
MAGAZINE

THE ONLY REGIONAL MAGAZINE BY
WOMEN, FOR WOMEN, ABOUT WOMEN
SERVING THE HEART OF FLORIDA

Over 85% of consumer purchases in the
U.S. Market are made by Women.
MMM reaches women in the Heart of Florida



**Our readers respond to
Maggie Mae:**

- * *"We shopped, we bought clothes, furniture, ate at a fabulous restaurant... all because of the creative ads and article."*
- * *"I will be visiting a number of places that advertised in your magazine."*
- * *"...your magazine is absolutely darling!"*

ADVERTISE NOW!

Po Box 1897 • Mount Dora, FL 32756
Phone: 352.735.4002
maggiemae@maggiezine.net

RATES, SPECS & GUIDELINES

GUIDELINES

ADVERTISING POLICY:

MAGGIE MAE MAGAZINE reserves the right to edit or reject any material which may be deemed unsuitable for the publication.

FREQUENCY & CONTRACT TERMS:

Frequency discounts are available on a 3-issue, 6-issue, and 12-issue. In order to receive the multiple insertion rate, ads must appear in consecutive issues.

PRICES & PAYMENT:

Prices are net and non-commissionable. Prices quoted are per month. First time advertisers will be asked to include payment when ad is placed. A \$50 charge will be assessed for ads designed by our staff.

AD DEADLINE IS THE 19TH OF THE PUBLISHING MONTH.

Late Ads may be left out of the publication.

MAKE-GOOD POLICY:

Errors in ads must be reported to MAGGIE MAE MAGAZINE within 2 weeks of publication. At that time, any errors on the part of MAGGIE MAE MAGAZINE will be considered for a 'make-good' by the publisher. MAGGIE MAE MAGAZINE is not responsible for errors overlooked by the advertisers after the ad has been proofed and approved.

PLACEMENT:

Position requests are given full consideration, but the publisher cannot be held liable for failure to accommodate said requests. Every effort will be made to comply, but positions are not sold or guaranteed. Advertising is not sold on a "position or omit" basis. Guaranteed position requires an additional 15% charge per month. Premium positions include but are not limited to: Back Cover, Inside Front Cover, Center Spread, Inside Back Cover, Page 3.

DIGITAL REQUIREMENTS

PREFERRED FORMATS

InDesign for Macintosh with associated graphic files and fonts.

ACCEPTED FORMATS:

Native Desktop Application Files (InDesign, Illustrator, PhotoShop), Tiff or PDF (Saved to print quality).

AD SIZES:

All ads must be created to exact size specifications on the rate card.

FONTS:

All native format files must be accompanied by the screen and printer fonts used in those files. Black type on white background should be defined as 100% black ONLY.

GRAPHIC FORMATS:

TIFF, EPS (for Illustrator EPS files, fonts must accompany file even if text has been converted to paths); Please, no JPGS.

InDesign users:

To ensure you have all the necessary files, including fonts, use the InDesign "Preflight & Package" features.

If you are using Quark, please save file as pdf and include fonts.

The publisher and printer will not accept responsibility when contact proofs are not submitted.

Production services are available.

PHOTOS:

All 4-color scans must be 200 dpi in CMYK. All B/W scans must be 200 dpi grayscale. No RGB files, please.



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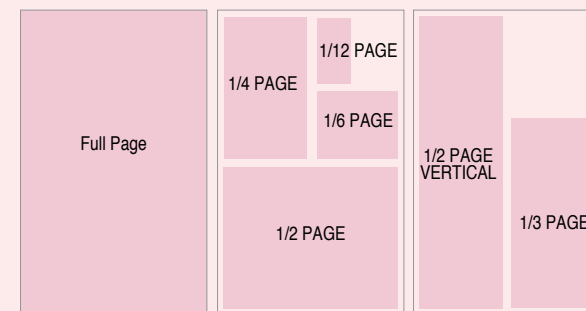
RATES

	1x		3x		6x		12x	
	B&W	COLOR	B&W	COLOR	B&W	COLOR	B&W	COLOR
Full Page	\$1,455	\$1,817	\$1237	\$1,546	\$1093	\$1,364	\$1020	\$1,274
1/2 Page	\$840	\$1048	\$719	\$891	\$630	\$787	\$589	\$735
1/3 Page	\$595	\$743	\$507	\$643	\$447	\$558	\$419	\$521
1/4 Page	\$477	\$589	\$406	\$506	\$359	\$459	\$336	\$417
1/6 Page	\$320	\$398	\$273	\$339	\$242	\$300	\$224	\$281
1/12 Page					\$173		\$144	

Rates quoted are per month and are valid through 8/30/2008

SPECS

FULL PAGE.....11" x 17"
 1/2 PAGE.....9.5" x 7.35"
 1/2 PAGE VERTICAL.....4.5" X 15.5"
 1/3 PAGE.....4.5" x 10"
 1/4 PAGE.....4.5" x 7.35"
 1/6 PAGE.....4.5" x 4.5"
 1/12 PAGE.....2.1" x 4.5"



DISTRIBUTION

MAGGIE MAE MAGAZINE IS FOUND IN THESE FINE COMMUNITIES THROUGHOUT THE HEART OF CENTRAL FLORIDA.

- Altamonte Springs
- Apopka
- Baldwin Park
- Casselberry
- Celebration
- Clermont
- College Park
- Daytona
- Deland
- Eustis
- Heathrow
- John Young Parkway
- Lake Mary
- Kissimmee/Poinciana
- Leesburg
- Longwood
- Maitland
- Mall at Millenium
- Mount Dora
- Ocoee
- Orange City
- Orlando
- Oviedo
- Sanford
- Sorrento/Mount Plymouth
- St. Cloud
- Tavares
- Thornton Park
- The Villages
- UCF Area
- Windemere
- Winter Garden
- Winter Park

In Women's Health Clubs, Nail Salons, Hair Salons, Spas, Boutiques, Hobby Shops, Quilting Shops, Antique Shops, Doctor's Office, Dentist's Offices, Fabric Shops, Bead Shops, Art Galleries, Women's Wellness Clinics, Libraries, Books Stores, Scrap Booking Shops, Borders, Curves and most of our advertisers.

EDITORIAL CALENDAR 2007

OCTOBER—*Health & Beauty*

NOVEMBER—*The Gift of Giving*

DECEMBER—*Holidays*

EDITORIAL CALENDAR 2008

JANUARY—*Tea*

FEBRUARY—*Home & Garden*

MARCH—*Girlfriends*

APRIL—*Her Money*

MAY—*When I Grow up*

JUNE—*Artsy Fartsy Ladies*

JULY—*Hats, Hankies & Handbags*

AUGUST—*Readers Choice*

SEPTEMBER—*Health & Beauty*

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ABOUT MAGGIE MAE

MAGGIE MAE MAGAZINE IS THE BEST PLACE TO ADVERTISE BECAUSE:

- Our format is different. Our size is larger. The trim size is 16.5" X 10.5".
- Our ads are larger because the format is larger.
- Our ads are distinctive because they are fun, lively, creative and artsy, appealing directly to women.
- Our circulation is 20,000 and we're growing monthly.
- Our editorial to ad ratio is 60:40; 60% editorial to 40% advertisements. Fewer ads will get more attention.
- The editorial content is about interesting women and subjects that women are interested in reading about, written by local women writers.
- MAGGIE MAE is a regional magazine in 5 Central Florida counties. Get your message directly to women in a much larger area than other publications.
- MAGGIE MAE MAGAZINE—it is the only regional women's magazine of its kind in Central Florida!
- MAGGIE MAE MAGAZINE is an independently published magazine and woman owned as well as woman staffed. We're for women, by women, and about women

OUR DEPARTMENTS INCLUDE:

- Art Part – Book reviews, film reviews, music, art and the performing arts
- Been Reading... – Book Review/Author Interview
- Cover – Featuring the artwork of women artists
- Estrogen with a Twist – cartoon exclusively drawn for MAGGIE MAE MAGAZINE
- Great Shape – Health, Nutrition & Exercise
- Her Money – Articles on Money
- How Does Your Garden Grow – All about gardening
- Makeover Magic – Bedrooms, bathrooms, hair, make-up, gardens, furniture... anything needing a makeover
- Maggie Mae on the Move – Travel segment
- Meet Your Neighbors – Focus on a neighborhood/town in the Heart of Florida
- Minding Your Own Business – Women in Business
- Odds 'n Ends – Things found around the Heart of Florida
- Passionate Pursuit – Women who have pursued their passion and it has become a life's pursuit
- The Skinny on Our Advertisers – Tidbits about our advertisers
- Southern Sass – Lively, witty responses to a series of questions from an intelligent, charming, wonderful woman living in the Heart of Florida
- Take Time To Tend the Spirit – A spiritual response to life in hectic times from a woman's perspective
- Talk to Tina – Advice to personal problems by a qualified professional
- Web Floaters – interesting, intriguing or just plain fun e-mail forwards