

advertising that works

get 4 times more

rate card 2011

- ☀ best cpm rates!
- ☀ largest circulation in central ohio!

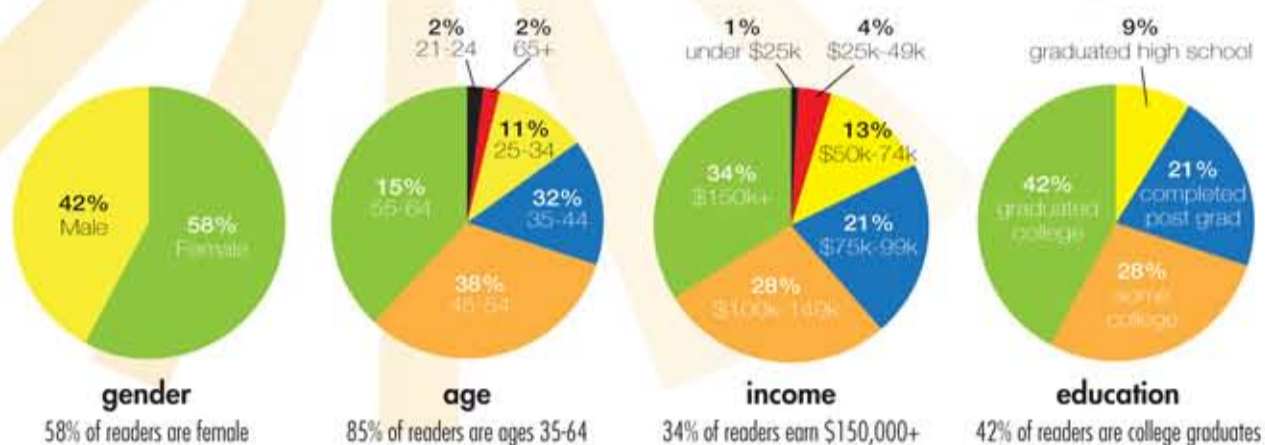
cityscene
magazine
columbus arts, entertainment & style

www.cityscenecolumbus.com





CityScene showcases Central Ohio arts, entertainment & style with a flair that appeals to a broad demographic, consistently engaging readers with compelling content about the performing and visual arts, shopping, dining, travel, fitness, lifestyle, attractions and events.



CityScene has the largest circulation and readership of any regional magazine reaching Central Ohio's top demographic market.

best value advertising cost/thousand

- 8-week shelf-life
- 9 issues per year
- Online value-add opportunities

largest circulation of any regional magazine in Central Ohio

70,000+ copies *per issue*.
180,000+ readers *per issue*.
Mailed to homes valued \$230,000 and up plus distribution to hotels and 400 retail outlets

convergence marketing

- print magazine
- web 20,000+ visitors each month!
- television NBC4 cross-promotional marketing partnership
- Arts partnerships



EXCLUSIVE BONUS

One of the most popular upscale magazine sections in Central Ohio since 2001

Luxury Living appeals to the entire home market, including custom home building, remodeling, home design, lifestyle accessories and much more.



advertising that works

"They worked closely with me to plan a program that fit our budget and our marketing needs, and have performed above and beyond expectations. This has been one of the best media relationships of my 46 years in the business!"

• David McKean, The Hadler Companies

"Our CityScene ads have generated a large increase in new clients. We are also very impressed with the professionalism and knowledge of the CityScene staff."

• Eleanor Popper, The Conservatory of Piano



exclusive online features

In addition to providing a searchable archive and the top five weekly events, cityscenecolumbus.com offers a growing selection of Web exclusive content, contests and giveaways.

- Weekly Top 5 Event Picks
- Web exclusive updates
- Contests, promotions & giveaways
- HomeScene with linked home listings and virtual tours
- Comprehensive events calendar for Columbus and suburbs

Online advertising opportunities

- 1 rotating banner
 - 2 premium box
 - 3 box ad
 - 4 contests and giveaways
- more ways to reach our readers – promotional tickets, product giveaways and gift certificates

editorial calendar

on the scene in every issue

health • cuisine • gallery exhibits • travel
calendar of events • performing and visual arts

january/february

health & fitness

march

vacations

april

visual arts

may/june

beauty & aesthetics

july

10 perfect things

august

performing arts

september/october

sports

november

holiday gift guide

december

giving

publication dates

January/February • March • April • May/June
July • August • September/October
November • December

closing dates

space reservation due the first of the month preceding publication date

ad materials due the fifth of the month preceding publication date

best cpm rates!

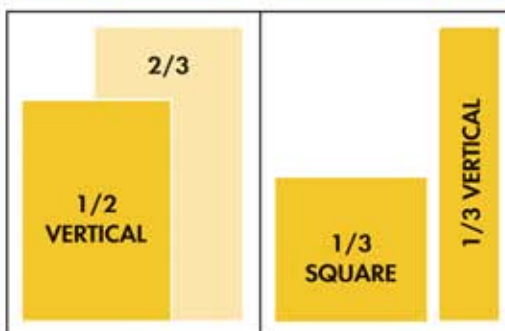
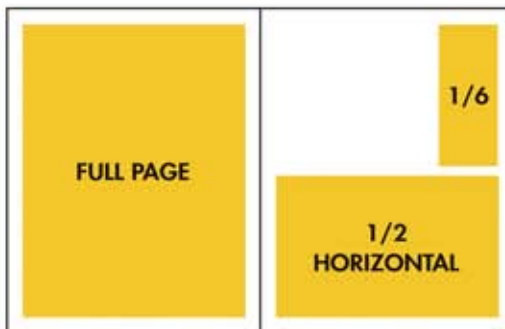
largest circulation in central ohio!

Contact us for current rates

614.572.1240

ad specs width x height

Trim Size	8.25 x 10.875
Full-Page Live Area	7.25 x 9.875
Full-Page Bleed	8.5 x 11.125
Two Page Spread Trim*	16.5 x 10.875
Two Page Spread Live*	15.5 x 9.875
Two Page Spread Bleed*	16.75 x 11.125
2/3 Page	4.75 x 9.875
1/2 Page Horizontal	7.25 x 4.875
1/2 Page Vertical	4.75 x 7
1/3 Page Square	4.75 x 4.875
1/3 Page Vertical	2.25 x 9.875
1/6 Page	2.25 x 4.875



*Allow 1/8" minimum space each side of gutter.

ONLINE AD DIMENSIONS

Rotating Banner	575 x 100 pixels
Right Side Premium	350 x 195 pixels
Box	160 x 160 pixels

Ad production services are available upon request.

MECHANICAL REQUIREMENTS

- Prints all 4-color process.
- **ELECTRONIC FILES ONLY** – in the following applications: InDesign, Illustrator (all text converted to outlines), Photoshop or as a print optimized PDF file (preferred). All PC/Windows files **MUST** be converted to a or be subject to a conversion charge. All non-PDF MAC files must include all imported art files, typefaces used and software and version number.
- Ads may be submitted on a CD or e-mailed in a Stuffed file to ads@pubgroup Ltd.com. Subject line should include publication name and issue date.
- Color ads **MUST** be submitted as CMYK with a color proof. Photos should be scanned at least 300 dpi, line art 600 dpi.
- Ads not supplied in the correct size or format will be subject to a \$50 per hour charge to correct or convert materials.

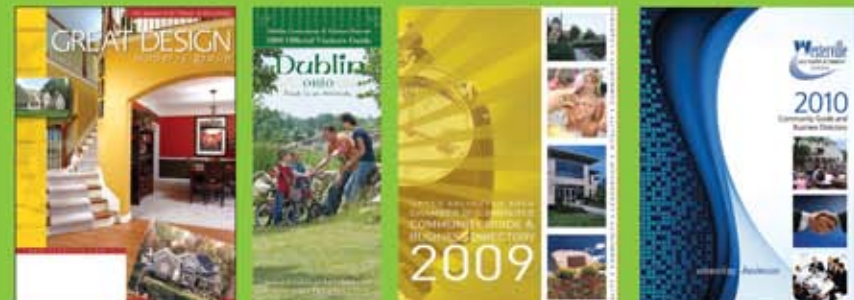
The Publisher is not responsible for typographic or print errors if materials are supplied incorrectly and are not accompanied by a proof.

PGL custom publishing

PRODUCING AWARD-WINNING, TOP-QUALITY PUBLICATIONS FOR MORE THAN 25 YEARS

The Publishing Group Ltd. offers a full suite of creative services. Our in-house, award-winning editors and designers can write and create your event guides, chamber directories, visitor's guides and much more.

PGL has forged lasting partnerships in Central Ohio ranging from communities such as Dublin and Westerville, to area arts organizations to television and radio media outlets.

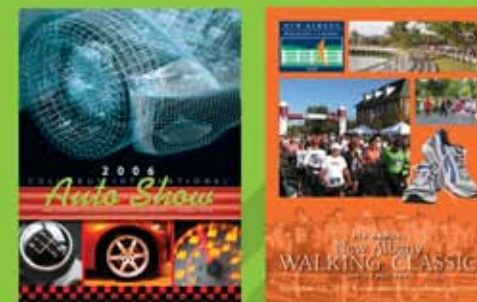


PRODUCTS

- Columbus International Auto Show Guide
- Westerville Area Chamber of Commerce Directory
- Dublin Convention & Visitors Guide
- Upper Arlington Area Chamber of Commerce Directory
- Central Ohio Chapter/National Kitchen & Bath Association Resource Guide
- The Columbus Marketplace Buyers News & Showroom Directory

CLIENTS HAVE INCLUDED

- The Ohio State University Department of Athletics
- Truberry Group
- State of Ohio Division of Travel and Tourism
- State of Ohio Department of Aging
- Banc One Financial Card Services
- Veterans Memorial
- The Columbus Zoo & Aquarium
- The Kroger Co.
- Bob Evans Farms
- Wendy's International
- The New Albany Walking Classic



The Publishing Group, Ltd. is dedicated to helping our clients achieve their marketing and communication objectives by partnering with them to produce high-quality publications with compelling content.



**Your neighbors.
Your community.
Your magazine.**



Delivering the community consumer to your door - issue after issue.

Reflecting the lifestyle of the community, *Dublin Life*, *Westerville Magazine*, *Pickerington Magazine* and *Tri-Village Magazine* are mailed to each residence in the city's boundaries - offering total saturation of your target market with unmatched readership. These premier city magazines are lifestyle resources for residents, including city newsletters with event and program updates, as well as compelling editorial featuring the people, businesses and happenings in the community

dublinlife

www.dublinlifemagazine.com



Readership: 31,500*
Circulation: 17,500+ each issue
Building Relationships: Since 1999, *Dublin Life* has been the official magazine of the growing City of Dublin. *Dublin Life* is mailed to City of Dublin residents and businesses in zip codes 43016 and 43017.
Average Dubliner: 36-45 years of age, married with minor children living in the home, employed full-time in a variety of management and professional professions.
Median Family Income: \$104,829
Average Home Price (2005): \$347,633
Bulk issues available: City Hall, Community Relations, Dublin Community Recreation Center, Dublin Chamber, Dublin Library, various retail outlets.

Editorial

February/March
Health & Fitness
April/May
Kids
June/July
Education
August/September
Summer Fun
October/November
Vibrant Seniors/Back to School
December/January
Holiday Happenings

Call 614.572.1240 for Rates

Closing Dates

Space reservation due the first of the month preceding publication date

Ad materials due the fifth of the month preceding publication date

Dublin earns AAA rating from Moody's, a distinction only 3 percent of rated cities throughout the country carry!

Westerville

www.westervilemagazine.com



Readership: 43,050* **Circulation:** 20,500+ each issue
Building Relationships: Since 2001, *Westerville Magazine* has been the official magazine of the dynamic City of Westerville, and is mailed to City of Westerville residents and businesses, PLUS school district homes valued at \$250,000+ in zip codes 43081 and 43082.
Average Westerville Resident: 38.7 years of age, married with minor children living in the home, employed full-time in a variety of management and professional professions.
Median Family Income: \$84,223
Average Home Price: \$201,906
Bulk issues available: Municipal Building, Westerville Community Center, Westerville Area Chamber of Commerce, Westerville Library, various retail outlets.

Editorial

January/February
Health & Fitness
March/April
Kids
May/June
Education
July/August
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September/October
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2008: Money magazine names Westerville among the top five most affordable communities in the United States.

tri-village magazine

www.trivillagemagazine.com



Readership: 42,000
Circulation: 20,000+ each issue
Building Relationships: Founded in 1999 as *Upper Arlington Magazine*, the new *Tri-Village Magazine* has an increased distribution to homes and businesses in Grandview Heights and Marble Cliff in addition to UA!
Average Tri-Village Resident: 43 years of age, married with minor children living in the home, employed full-time in a variety of management and professional professions.
Median Family Income: \$90,208
Average Home Price: \$324,200
Bulk issues available: UA, Grandview and Marble Cliff city offices, libraries, chamber offices, various retail outlets.

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UA earns AAA ratings from Moody's and Standard & Poor: Upper Arlington's per-capita income is three times the state average!

pickerington Magazine

www.pickeringtonmagazine.com



Readership: 31,500 (first year estimate)
Circulation: 17,500+ each issue
Building Relationships: *Pickerington Magazine* is the official magazine of the City of Pickerington and Violet Township, and is mailed to city and township residents, businesses in zip codes 43147 and 43110.
Average Pickerington Resident: 33 years of age, 69% married with minor children living in the home, employed full-time in a variety of management and professional professions.
Median Family Income: \$92,224
Average Home Price: \$190,000
Bulk issues available: Violet Township Building, Pickerington City Hall, Pickerington Area Chamber of Commerce, Pickerington Library, various retail outlets.

Editorial

February/March
Health & Fitness
April/May
Kids
June/July
Education
August/September
Summer Fun
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CNNMoney.com shows Pickerington with a 63% job growth rate (2000-2008) — one of the largest in the nation.

**Based on an independent media audit by International Demographics, Inc.*



Online Advertising All rates per month

- 1 rotating banner - \$350
- 2 premium box - \$250
- 3 box ad - \$100
- 4 contests and giveaways
more ways to reach our readers - promotional tickets, product giveaways and gift certificates



Rates effective January 1, 2011

Available Discounts - Agency commission (1.5%) is paid to recognized agencies. Commission is not earned if account reaches 60 days with non-payment.

Terms - First time advertisers and agencies to The Publishing Group Ltd., payment required with materials prior to press time. All other accounts, net 30 days. A monthly service charge of 1.25% (21% annual rate) is assessed on unpaid balances over 30 days and loss of 30 days terms for one year. The Publishing Group Ltd. retains the right to reject advertisements that it deems inappropriate for the community or that conflict with the general policy of The Publishing Group Ltd.

The acceptance of advertising does not constitute an endorsement by any city government or The Publishing Group Ltd.

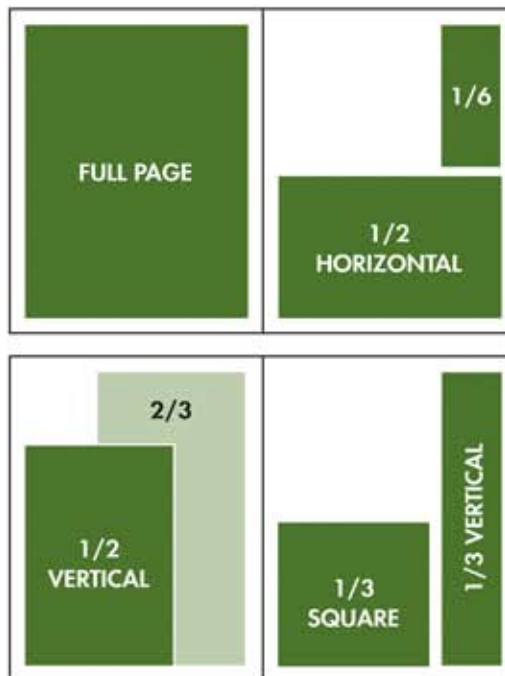
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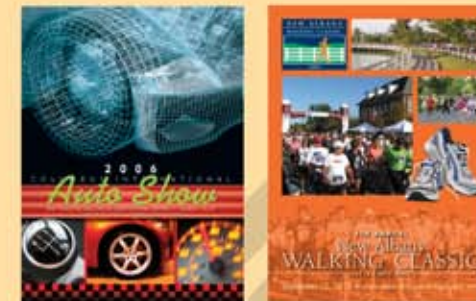


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- The Kroger Co.
- Bob Evans Farms
- Wendy's International
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