



SOCIAL

T H E M A G A Z I N E

The Magazine

Social The Magazine is guaranteed to keep your advertising message in front of your potential customers longer.

With a distribution of over 18,000 magazines across the Triangle area every month including RDU International Airport, Social The Magazine is a highly effective way to market and promote your business. Social The Magazine packs an entire month's worth of the latest information about fashion, fitness, nightlife, events, trends, and more into "the biggest compact magazine on the east coast"!

Social The Magazine is well known in the Triangle and beyond for our stunning photography, presenting full spread fashion layouts and a "spotlight" photo section that profiles an upscale local establishment in each issue.

In addition, each issue of Social The Magazine attracts readers who enjoy seeing themselves and their friends in the Social The Magazine out on the town sections, captured by our professional photographers throughout the month at various Triangle area establishments and events.

Social The Magazine is more than just a pretty face. The magazine also includes timely and relevant articles about the latest trends, local businesses, fitness and health, dating and relationships, the music scene, and much more.

Don't let our size fool you, this pocket sized publication packs a powerful punch! Social The Magazine is huge on popularity, each issue is highly anticipated and thoroughly devoured. It's attractive cover promises what the inside pages deliver. There is always something new and beautiful to discover, every time you open any issue of Social The Magazine.



The Events

Social The Magazine generates maximum top of mind awareness for your business with high profile events that deliver excitement, participation and attendance.

Social The Magazine is highly visible as a sponsor and host for multiple Triangle area events throughout the year, including concerts & festivals, grand openings, parties, fashion shows, modeling contests, wine tastings, golf tournaments & more. It's well known that if Social The Magazine is involved with an event, it's sure to be a huge success! We deliver excitement and participation via our unique blend of marketing strategies and powerful advertising programs which include co-sponsorships, networking, printed flyers, banners and posters, radio and television interviews, and more, in addition to the magazine itself and our website at www.socialthemagazine.com

SOCIAL

T H E M A G A Z I N E



Social Magazine Reader's Choice Awards Show

Without a doubt, the crowning jewel is the Social Reader's Choice Awards, which recognizes Triangle area winners of the "Best" in their category with a Hollywood-style star-studded gala event that rivals the Academy Awards Show, that with its debut in 2006 instantly became THE see-and-be-seen event of the year. Attendance exceeded 2000 at the first Awards Show. With the addition of more national sponsors, nomination categories, advertising and promotion, we estimate attendance to be well over double that number for this year's event. See Reader's Choice Awards Show videos on our website at www.socialthemagazine.com



For sponsorship information, Awards Show videos, photo galleries, updated information and celebrity presenters, voting, ticket purchase, & more, visit www.socialthemagazine.com and click the "Reader's Choice Awards" link.

3rd Annual Social Magazine Reader's Choice Awards Show

Date: Sunday, December 7, 2008

Location: The Ritz Theater, Raleigh

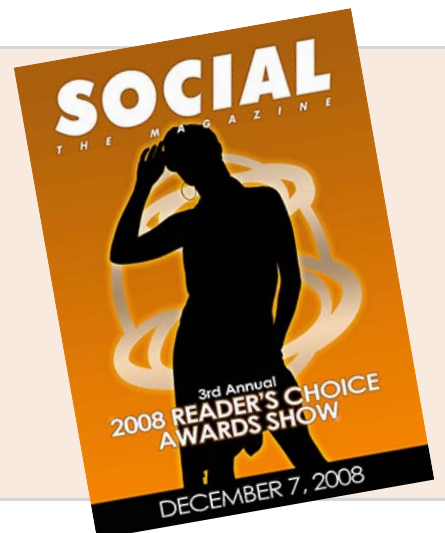
Host: Comedian James Stephens III

Local TV Personalities: Tracey Early and Vernon Fraley of News 14 Carolina

Title Sponsors: Budweiser, Pepsi, Sobe Adrenaline Rush, Yellow Tail, CW22, MyRDC, Brian Williams Television, Bermudaz Rum

Attendance: 2000+

Entertainment: Rock recording artist "Parmalee"





SOCIAL

T H E M A G A Z I N E

The Website

With over 200,000 hits per week, the Social The Magazine website is a dynamic, high-traffic resource that delivers your message to thousands of targeted visitors every day!

This is more than an online version of Social The Magazine, this is one very active website! The Social The Magazine website at www.socialthemagazine.com is a comprehensive website full of compelling content that not only attracts visitors, but keeps them there. We present an attractive, sleek, easy-to-navigate design that includes updated news and information about Social The Magazine events, an overview of each issue of the magazine, stunning professional-quality photo galleries, interactive pages to nominate, vote or purchase tickets for Social The Magazine events, and much more. We constantly encourage our readers to visit the website, and it shows! Social The Magazine's website gets over **200,000 hits a week!**

We offer our advertisers larger banner ads throughout every page of the Social The Magazine website. These larger ads provide greater visibility which can result in an increased response rate for your message! This is a great way for you to supplement your monthly Social The Magazine ad with dynamic, online banner ads for specific events with timely delivery to ready-to-go customers.

The Online Community

socialized

"Socialized" adds another dimension to our marketing mix by providing our readers with a worldwide interactive online community.

Social The Magazine takes our website even further with the introduction of powerful social networking through our free online community, "Socialized" at socialized.socialthemagazine.com. Over 200 members joined Socialized within the first few days, and the community continues to grow. Socialized will serve as the dynamic, interactive conduit of information in a new age of marketing and advertising strategies, with its built-in audience, voluntary membership, and guaranteed repeat visits. Increase your impressions by the thousands when you place your banner ads on Socialized landing pages. You can even join the community yourself and set up a profile for your business, then use the free tools to really network and promote yourself!



SOCIAL

T H E M A G A Z I N E

The Newsletter

Every week, Social The Magazine delivers their email newsletter to 2,000 Triangle area subscribers. This is a stylish HTML opt-in email that is modeled after our website, and is highly anticipated by our subscribers for it's wrap-up of all the week's happenings throughout the Triangle. It's also a powerful tool for our advertisers, who consistently get response and results from the large banner ads and events listings that appear in the Social The Magazine weekly newsletter. You can view our newsletter as a web page here: www.socialthemagazine.com/current_newsletter.htm

The Advertising

Social The Magazine provides high impact brand awareness and increased recognition for your busi-

Social The Magazine offers glossy, full page, full color, professionally designed magazine ads that deliver maximum impact. Combine these image-building ads with our online advertising via the Social The Magazine website and weekly newsletter packages, and take advantage of the full power of a successful and well rounded advertising program.

Social The Magazine now offers our advertisers the ability to broadcast their events as news headlines via RSS and SMS! This technology enables us to be the conduit for your advertising message across multiple platforms, including web portals, news readers, email, and mobile phones.



Social The Magazine Ad Programs & Rates:

Maximum Impact

One year contract

12 consecutive months at \$500/month*

Includes:

- 1 full page ad per issue**
- Professionally designed ad from our in-house design team
- Your events listed in "Social The Magazine Happenings" page
- Top rotating large banner ads on Social The Magazine website for your events
- One "Social The Magazine Spotlight" photo layout.
- Included in right side "Social The Magazine Recommends" banner on the Social The Magazine website
- Included in list of advertisers & distributors on Social The Magazine website
- Your banner ad and events listed in weekly Social The Magazine opt-in email newsletter and news feed

* Pay for one year's contract in advance (upon signing) and get one full page magazine ad FREE.

**Full spread (2 full pages) = \$800 each with this contract

Full Impact

6-month contract

6 ads/year any issue at \$600 each*

Includes:

- 1 full page ad per selected issues**
- Professionally designed ad from our in-house design team
- Your events listed in "Social The Magazine Happenings" page
- Top rotating large banner ads on Social The Magazine website for your events
- Included in right side "Social The Magazine Recommends" banner on the Social The Magazine website
- Included in list of advertisers & distributors on Social The Magazine website
- Your banner ad and events listed in weekly Social The Magazine opt-in email newsletter & news feed

* Pay for 6-month contract in advance (upon signing) and get one full page magazine ad FREE.

**Full spread (2 full pages) = \$900 each with this contract

Social The Magazine Ad Specifications:

Open rate = \$800/page

Custom advertising packages available

Ad & events copy deadline:

On or before the 10th of each month for the following month's issue

Artwork requirements:

Magazine:

4.25"w x 6.25"h, 1/8" bleed, CMYK, minimum 300dpi PDF or flattened PSD, JPG files.

Website:

Event banner ads: 570px w x 100px h

Column banner ads: 296px w x 84px h

- Boost overall sales via increased Top of Mind Awareness
- Win new customers by delivering additional market penetration and boost average weight of purchase
- Support your in-store promotions by adding up to 25% more to your average market value share for each promotion
- Deliver a positive return on investment by generating an average return of more than 2.5 times the investment over 1 year

SOCIAL

T H E M A G A Z I N E

The Facts

Social The Magazine reaches a growing population of upwardly mobile people earning an above-average disposable income.

Triangle Area, NC Quick Facts

Raleigh and the Triangle area consistently rank among the nation's best economies year after year. Unemployment remains low and per capita income remains high. Wake County's biggest industries -- government, education, and healthcare -- are virtually recession-proof. And although the region has felt some of the pinch of the nation's economic slowdown, many factors point to the continued fiscal health of the Raleigh economy.



In Raleigh, demographics are more than just statistics. At the heart of the region's success lies a diverse and growing blend of people and cultures from every corner of the globe. The quality of growth and ability to mix native traditions and newcomer influences has shaped a population full of vitality, diversity, and prosperity.

- Each month, another 1,650 people call the Triangle area of NC home.
- Raleigh Population (2006): 385,507
- Median age: 31
- Female: 49% Male: 51%
- 45% unmarried
- Age 25+: 207,695
- Median Household Income/Wake County: **\$66,659**
- Wake County Gross Retail Sales: **\$10.32 billion**
- 2005-2006 Raleigh Area Retail Sales: **\$6.10 billion**

See www.raleighnc.gov for population and demographics info for the Triangle area, NC

The Benefits

Social The Magazine readers value your advertising as relevant content.

Social The Magazine is appealing because it offers readership value, and the time spent reading Social The Magazine is rewarding.

Social The Magazine is "selected reading", chosen because it is recognized, popular, well-liked, and our readers feel that Social The Magazine keeps them informed and entertained.

Social The Magazine is "relaxed reading", which means our readers are interested, absorbed in the content, and focused on the messages within it. Studies prove that more so than any other media, magazine advertising is perceived as valued, relevant content by those who read the magazine.

Social The Magazine Quick Facts

Growing monthly distribution of 18,000+
Email newsletter subscribers = 2,000+
Website = 200,000+ hits/wk
Every ad has it's own 4.25" x 6.25" full color page
Average number of readers per magazine: 3.44
Average Social The Magazine reader age range: 21-34
Publisher & Editor-in-Chief: Chris London
Professional Photography by J1S Photography
Publisher's Assistant: Whitney Long
Creative Director: Aaron Wilson
Marcom and Website: RiaVon
Contributing Photographers: Evan Richardson & Johnny Croom
Established June, 2004
Website: www.socialthemagazine.com
Email: Info@socialthemagazine.com