




INSIDER

M A G A Z I N E

2015 MEDIA KIT

A man with short brown hair, a beard, and black-rimmed glasses is looking down at a black tablet computer. He is wearing a white dress shirt and a black tie. He is also holding a white disposable coffee cup with a brown sleeve. The background is a blurred cityscape with tall buildings. A dark grey semi-transparent box is overlaid on the left side of the image, containing white text.

The Insider Magazine is your dose of millennial culture at its finest. It provides you with exclusive access into the mind of the mature millennial covering inspirational business, health/fitness, fashion/beauty, celebrity news, music, hot topics & so much more! With nationwide distribution, **The Insider Magazine** is designed to offer you a view from the inside out!

INSIDER
MAGAZINE

THE MATURE MILLENNIAL

A photograph of three young adults, two men and one woman, smiling and looking at a laptop outdoors. The woman is in the center, wearing glasses and a white shirt. The man on the left is wearing a blue checkered shirt. The man on the right is wearing a denim shirt and a red and white checkered bow tie. They are all looking at a laptop screen.

The mature millennial is between the ages of 27-36

The median income is \$48k

23% have a Bachelor's degree or higher (the most educated generation)

38% of millennials are bilingual

DISTRIBUTION / CIRCULATION

Distributed by Ingram (Barnes & Noble)

READERS/ISSUE: **3.5**
CIRCULATION: **10,000**
READERSHIP: **50,000**

NYC

Miami

LA

Chicago

Philly

Dallas

North NJ



RATE SHEET

FULL PAGE

| SIZE | 1X | 3X | 6X |
|-------------------------------|---------|---------|---------|
| 1/4 PAGE (4.25x5.5) | \$1,470 | \$1,270 | \$1,020 |
| 1/2 PAGE VERTICAL (4.25x11) | \$2,100 | \$1,900 | \$1,650 |
| 1/2 PAGE HORIZONTAL (8.5x5.5) | \$2,100 | \$1,900 | \$1,650 |
| FULL PAGE (8.5x11) | \$3,000 | \$2,800 | \$2,550 |

*Gross rates shown above.
20% discount for print-ready ads

ADVERTORIAL

| | |
|---------------|---------|
| SINGLE PAGE | \$4,000 |
| 2-PAGE SPREAD | \$7,500 |

1/2 PAGE
VERTICAL

FILE FORMATS

In order to maintain the highest image quality, Insider Magazine only accepts files in the following formats: PDF/TIFF/INDESIGN. This allows us to save time on our production and, in turn, keeps our ad rate far below the industry standards.

If you are submitting your own material, images included in the final PDF must be at a resolution of 300 dpi with 1/8 bleed. All color must be converted to CMYK. All text must be 100% Black.

1/2 PAGE
HORIZONTAL

PROOF REQUIREMENTS:

Advertiser understands that if it does not supply a color proof with color bars or if they supply a color laser proof, *The Insider Magazine* cannot guarantee a color match to the supplied proof and will print the supplied file to industry standard.

- Supplied proofs must be made from supplied file and SWOP certified.
- Proofs must be 100% of size.

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. *The Insider Magazine* will try to achieve a reasonable match to the supplied proof. *The Insider Magazine* cannot be responsible for ads that do not print correctly if a proof is not provided.

Materials not used for one year are destroyed unless *The Insider Magazine* receives a written request for their return.

1/4
PAGE

FULL SERVICE DIGITAL/PRINT MARKETING



Custom Website Design
Social Media Planning/
Education
SEO Packages
Digital/Print Ad Placements
E-commerce Research &
Development

**LET US ELEVATE
YOUR BRAND!**



A person wearing a yellow protective suit and a red and white striped hat is holding a blue smartphone mounted on a tripod. The background is a bright, sunny outdoor setting with palm trees and a clear blue sky. The person is standing on a paved surface, possibly a sidewalk or a street. The overall scene suggests a professional or semi-professional video production or photography session in a warm, outdoor environment.

CONTACT US

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