

2 0 1 4 M E D I A K I T

FLIP

Magazine

ONE PLACE, TWO MAGAZINES, ALL
YOUR GUILTY PLEASURES TOGETHER!



WWW.FLIPMAGAZINE.NET

SPORTS – HEALTH – FASHION
LIFESTYLE – ENTERTAINMENT – TRAVEL
ADVICE – GIRLS – GUYS



2-IN-1 MAGAZINE

With a truly unique concept of combining two magazines into one, FLiP Magazine is on the cutting edge!

FLiP Magazine is the perfect mix between what men and women look for in a magazine. Known as the man's 'go-to' entertainment magazine and the woman's guilty pleasure, we provide edgy articles, pictures, and more, to men and women, while giving them an insight on what the opposite sex wants. Let's be honest guys, we've all snuck a peek at our lady's magazines ... and ladies, you know we've been caught reading our men's mags too.

That's why we created FLiP: one place, two magazines, all your guilty pleasures together!

WWW.FLIPMAGAZINE.NET

We 'tie in' your ad with our articles and features for added exposure.



FLiP Magazine was founded in 2006 with a unique concept: a men's magazine on one side and a women's magazine on the "FLiP" side. Think Maxim and Cosmo rolled into one publication, bringing in a coveted target audience of both men and women!

FLiP currently has over 200,000 local readers and over 2 million readers worldwide and gains thousands more each bi-monthly issue.

Our edgy articles and pictures appeal to both men and women ages 18-45 with our average number of readers being 55% men and 45% women. FLiP Magazine specifically targets a valuable and expanding market of young professionals of both sexes.

Promote your message to your direct target market while also reaching a brand new audience.

Our personal and professional service will keep you coming back.



CONTROL YOUR DESIGN

With over 8 years in publication, FLiP Magazine has always been a strong supporter of local businesses. With a variety of promotional tools and a platform in both print and digital, we will help you reach your audience.

FLiP Magazine offers a professional, award winning design team who can make your ad concept come to life!

We pride ourselves on our personal and professional custom ad design work. Your ad will look and feel just how you envision!

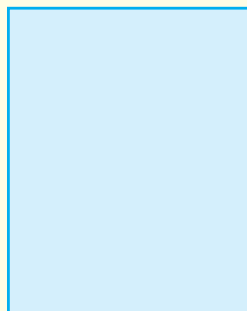
By offering advertising options in print, online, and through social media, FLiP Magazine gives your company the exposure it deserves!

Need ad design help? We have a team of graphic designers ready to work with you on your perfect ad.

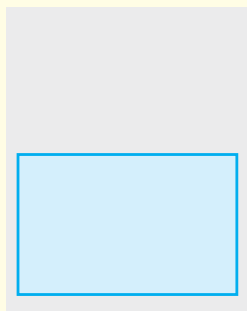
**At FLiP Magazine, we take
your ad to the next level.**

2014 AD RATES/SIZES

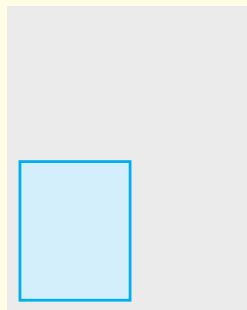
MAGAZINE Ad Size	W	H	1X	2X	3X	4X	5X	6X
Full page (bleed)	8.75"	11.25"	\$3850	\$3650	\$3450	\$2950	\$2650	\$2450
1/2 pg. horizontal	7.5"	4.95"	\$2350	\$2150	\$1925	\$1650	\$1450	\$1250
1/2 pg. vertical	3.625"	10"	\$2350	\$2150	\$1925	\$1650	\$1450	\$1250
1/4 pg.	3.625"	4.95"	\$1250	\$1150	\$962 ⁵⁰	\$950	\$750	\$700



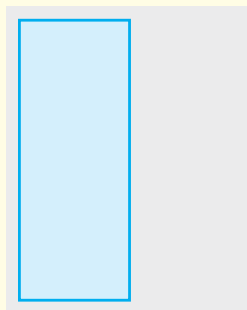
FULL PAGE (TRIM)
8.75" X 11.25"



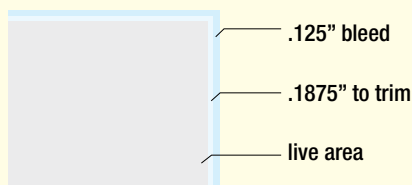
1/2 PAGE (HORIZONTAL)
7.5" X 4.95"



1/4 PAGE
3.625" X 4.95"



1/2 PAGE (VERTICAL)
3.625" X 10"



MAGAZINE DIMENSIONS 8.5" X 11"

The deadline dates listed for ad submissions refers to all new ad designs. Customers have up to one week after listed deadline to submit minor changes. Customers with print-ready ads may submit their artwork up to two weeks after the listed deadline. Rocket Science Productions is the publisher of FLiP Magazine and www.flipmagazine.net.

SPECIAL AD PLACEMENT

Inside Front Cover XY (Men)	\$4500
Inside "FLiP" Page XY (Men).....	\$4000
Inside Front Cover XX (Ladies).....	\$4500
Inside "FLiP" Page XX (Ladies)	\$4000
Specific page (if available)	+\$500
Right-facing page	+\$300
Placement in first 30 pages.....	+\$200
Buy an ad for both sides (xx, xy).....	Buy One Get One 1/2 OFF

DEADLINES FOR AD SUBMISSIONS:

Jan. 1, 2014.....	Jan/Feb Issue
Mar 1, 2014	Mar/Apr Issue
May 1, 2014.....	May/Jun Issue
July 1, 2014	July/Aug Issue
Sept. 1, 2014	Sept/Oct Issue
Nov 1, 2014.....	Nov/Dec Issue

WEBSITE OPTIONS

Banner Ad, Home Page Rotation.....	\$850/30 day
Banner Ad, Side Home Page Rotation.....	\$300/30 day
Interior Banner Ad Rotation	\$250/30 day

Accepted Formats for web

jpg, gif or png format, 72 dpi (less than 45k)

728 x 90 px BANNER

160 x 600 px SIDE BANNER

160 x 600 px INTERIOR BANNER

Banners: static or animated, provide web address or email address for banner linking ads.

Reaching your audience through print,
online, and Phone App channels!

FLIP

M a g a z i n e

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