

DIGITAL AD SPECS

Final trim size is 9" x 10 3/4".

MAINLINE is printed perfectbound.

Add 1/8" to trim for bleed ads. Keep all live matter at least 3/8" from trim.

All of our publications are printed "Computer-To-Plate" (CTP). There is no film produced in our workflow. We do not accept film for ad submission. **Only digital ads are accepted.**

What we request from our advertisers:

Two file formats: 1) a TIFF-IT/P1 file and 2) a PDF/X1 file. Every pre-press facility or service bureau should be able to provide these file formats to us. It is the equivalent of "digital film" as it requires no fonts or images to be sent with the ad. It is "bulletproof" and, therefore, the first choice for ad submission. Each ad, regardless of format, also needs to be accompanied by a high quality digital proof.

What if you don't use a pre-press provider?

If you do create your own ad and cannot provide a TIFF-IT/P1 or PDF/X1 file please follow these rules:

- 1) Use a professional page layout program such as Quark, Illustrator, InDesign. Always send all of your fonts and graphics files along with the file and pre-flight your files using preflighting software.
- 2) Do NOT use Microsoft Publisher or similar "business"-oriented programs.
- 3) Do NOT use word processing programs such as Microsoft Word.
- 4) Scan all images to at least 266-300 dpi (72 dpi is low resolution and will print as such).
- 5) **Turn all images to CMYK**; do not leave them in RGB format.
- 6) Do NOT use TrueType fonts.
- 7) Send all ads with a **FINAL HARD COPY PROOF** with your signature. It's our only record of what the ad should look like.

Disk: If you are sending your ad on a disk, please use only a CD or DVD.

High-Speed Transmission: Please go to: <http://www.mainlinemag.com/CMS/ad-upload>
Fill out the form online and upload the file.



INFORMED. SOPHISTICATED. RELEVANT. CBR MEDIA LLC., 211 Rock Hill Road, Bala Cynwyd, PA 19004 • 610.667.8100

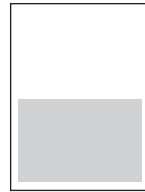


Spread
Non Bleed:
17 x 9.75

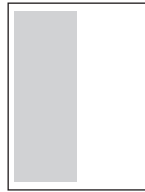
Bleed:
18.5 x 11



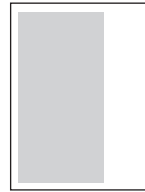
Full Pg.
Non Bleed:
8 x 10.125
Bleed:
9.125 x 11



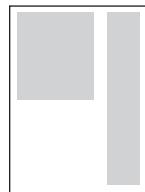
Half-Pg. Horiz.
Non Bleed:
8.25 x 4.75
Bleed:
9.125 x 5.25



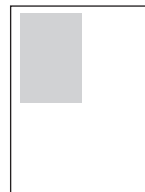
Half-Pg. Vert.
Non Bleed:
4 x 9.75
Bleed:
4.5 x 11



Two-Thirds
Pg. Vert.
Non Bleed:
5.125 x 9.75
Bleed: NA



Third-Pg. Vert.
Non Bleed:
2.5 x 9.75
Bleed: NA
Third Sq.
5 x 4.75



Quarter-Pg.
Non Bleed:
3.75 x 4.75
Bleed: NA



2009 Media Kit



Distribution / Demographics

80,000 Readership Controlled Circulation

- Mailed to a controlled list of highly affluent readers
- Placed with private jet companies and corporate limousine services that service the Philadelphia to New York corridor
- Delivered to businesses and residences of a high demographic profile within our market
- Delivered through charity events, sponsorships, community events and fund raisers

Bookstores

- Barnes & Noble
- Borders
- Walden Books
- B. Dalton Booksellers

Grocery Stores

- ACME
- Wegmans
- CVS
- Genuardi's

Demographics

Ages: 35 to 65

Male 45% / Female 55%

Professional / Managerial: 85%

Avg. Household Income: \$250,000-plus

Home Value: \$850,000-plus

Distributed on 1,600 newsstands
from Philadelphia to New York

Targeted Markets:

MONTGOMERY COUNTY	Media Newtown Square Ardmore Radnor
Bala Cynwyd	St. Davids
Bryn Mawr	Swarthmore
Gladwyne	Wayne
Haverford	
King of Prussia	CHESTER COUNTY
Merion Station	Berwyn
Narberth	Devon
Penn Valley	Exton
Rosemont	Frazer
Villanova	Malvern
Wynnewood	Paoli

DELAWARE COUNTY	SURROUNDING AREAS
Broomall	
Drexel Hill	Chestnut Hill
Havertown	

2009 Editorial/Advertising Planning Calendars

LATE WINTER AD MATERIALS DUE: 11/21/08

Editorial: Winter Issue
Travel/ Bridal/ Home Design

Special Advertising Sections:
Home Improvement
Weddings & Event Planning Guide

EARLY SPRING AD MATERIALS DUE: 1/23/09

Editorial: Food Issue
Salon and Spa Rejuvenation
Top Food Personalities/ Health and Fitness

Special Advertising Sections:
Destinations

Sponsorships: SAVOR event

SPRING AD MATERIALS DUE: 4/2/09

Editorial: Home & Garden Issue
Watches and Jewelry / Automotive /
Wine and Spirits

Special Advertising Sections:
Shore Living

Sponsorships: Radnor Hunt

SUMMER AD MATERIALS DUE: 6/12/09

Editorial: Most Loved Issue
Golf & Leisure / Shore Life / Kids

Special Advertising Sections:
Private Schools & Colleges

Sponsorships: Most Loved Event

FALL AD MATERIALS DUE: 8/14/09

Editorial: Fall Fashion Issue
Back to School

Special Advertising Sections:
Wealth Strategist
Dream Cars

Sponsorships: Concours D'Elegance
Mural Arts Program

WINTER AD MATERIALS DUE: 10/16/09

Editorial: Holiday Issue
Gifts / Entertaining / Luxury Living

Special Advertising Sections:
Health & Wellness

Sponsorships: TBD

*Every issue of MAINLINE and
BUCKS LIFE magazines will feature a
GREAT ESTATES supplement.*



2009 RATE CARD / GROSS RATES

Full Color - One Region	1x	2x	3x	4x	5x	6x
Full Page	\$3,675	\$3,530	\$3,385	\$3,255	\$3,155	\$3,000
Two Thirds	\$3,150	\$3,024	\$2,900	\$2,790	\$2,675	\$2,570
Half Horizontal	\$2,625	\$2,520	\$2,415	\$2,320	\$2,225	\$2,135
Half Vertical	\$2,625	\$2,520	\$2,415	\$2,320	\$2,225	\$2,135
One Third	\$2,100	\$2,015	\$1,930	\$1,855	\$1,780	\$1,710
Quarter Page	\$1,470	\$1,415	\$1,355	\$1,300	\$1,250	\$1,200
Spread	\$6,930	\$6,655	\$6,390	\$6,135	\$5,890	\$5,750

PREMIUM POSITIONS*

Inside Front Cvr.	\$5,250	\$5,040	\$4,830	\$4,635	\$4,450	\$4,275
Inside Back Cvr.	\$5,250	\$5,040	\$4,830	\$4,635	\$4,450	\$4,275
Back Cover	\$5,775	\$5,545	\$5,325	\$5,115	\$4,910	\$4,715
TOC	\$4,725	\$4,535	\$4,355	\$4,185	\$4,015	\$3,855
Page 3	\$4,725	\$4,535	\$4,355	\$4,185	\$4,015	\$3,855
Other Premium	\$4,725	\$4,535	\$4,355	\$4,185	\$4,015	\$3,855

Full Color - Two Regions (BUCKS LIFE and MAINLINE Magazines)

Full Page	\$6,980	\$6,710	\$6,430	\$6,180	\$6,000	\$5,700
Two-Thirds	\$5,990	\$5,750	\$5,510	\$5,300	\$5,080	\$4,860
Half-Horizontal	\$4,990	\$4,790	\$4,590	\$4,410	\$4,230	\$4,060
Half-Vertical	\$4,990	\$4,790	\$4,590	\$4,410	\$4,230	\$4,060
One-Third	\$3,990	\$3,830	\$3,670	\$3,520	\$3,380	\$3,250
Quarter Page	\$2,790	\$2,690	\$2,580	\$2,470	\$2,380	\$2,280
Spread	\$13,170	\$12,650	\$12,140	\$11,660	\$11,190	\$10,930

PREMIUM POSITIONS*

Inside Front Cvr.	\$9,980	\$9,580	\$9,180	\$8,810	\$8,460	\$8,120
Inside Back Cvr.	\$9,980	\$9,580	\$9,180	\$8,810	\$8,460	\$8,120
Back Cover	\$10,970	\$10,540	\$10,120	\$9,720	\$9,330	\$8,960
TOC	\$8,980	\$8,620	\$8,270	\$7,950	\$7,630	\$7,330
Page 3	\$8,980	\$8,620	\$8,270	\$7,950	\$7,630	\$7,330
Other Premium	\$8,980	\$8,620	\$8,270	\$7,950	\$7,630	\$7,330

*Check for Availability

Other Premium Pages: Pages 4-7 and Section Openers. Note: B&W Rates please deduct 5% from above prices.

Special rates apply for 4-page or more supplied inserts.

Terms:

Advertisers without established credit with MAINLINE magazine are required to prepay their first ad insertion. Any ads created by MAINLINE magazine for any advertisers will remain the property of MAINLINE magazine and may not be reproduced by another publication without express permission and payment to MAINLINE magazine. Credit for increased frequency during a contract year will be applied to future billing for space. No cash rebates will be made.

All advertisements created by the Production Department of MAINLINE magazine will be subject to production charges.