

ML

MAINLINE

THE ART+CULTURE+LIFESTYLE MAGAZINE

MEDIA KIT 2008



EVERY TWO MONTHS, **MAINLINE** MAGAZINE
is delivered directly to the most affluent households of the Main Line.

Contents

ML Life

Social / Culture Shock / Travelogue
Buzz / Hot List / Kids Incorporated
Fitness / Enterprise / Style File

ML At Large

Interview / Feature
Fashion / Escape

ML Home

Architecture / Design / Garden
Style / Shelter

ML Connoisseur

Dine / Wine / Chop Talk
Tastebuds / Spirits

Editorial Calendar

JAN/FEB

Insertion Due: Nov. 23
Artwork due: Nov. 28
On Sale Date: Dec. 25

HOME DESIGN + REAL ESTATE

Editor's Choice: Bridal & Special Events
Advertising Supplement: Bridal

MAR/APRIL

Insertion Due: Jan. 18
Artwork Due: Jan. 26
On Sale Date: Mar. 4

SPRING TRAVEL ISSUE

Editor's Choice: Rejuvenation
Advertising Supplement: Home Improvement

MAY/JUNE

Insertion Due: Mar. 14
Artwork Due: Mar. 19
On Sale Date: April 29

REJUVENATION ISSUE

Editor's Choice: Home & Garden
Advertising Supplement: Shore Living

JULY/AUG

Insertion Due: May 16
Artwork Due: May 21
On Sale Date: July 1

OUTDOORS ISSUE

Editor's Choice: Food & Dining
Advertising Supplement: Great Outdoors

SEPT/OCT

Insertion Due: July 18
Artwork Due: July 23
On Sale Date: Sept. 2

FALL FASHION ISSUE

Editor's Choice: Fashion & Retail
Advertising Supplement: Wealth Strategist

NOV/DEC

Insertion Due: Sept. 15
Artwork due: Sept. 19
On Sale Date: Oct. 28

HOLIDAY ISSUE

Editor's Choice: Gift Guide
Advertising Supplement: Health & Wellness

Age: 30 to 65 • Male 45% • Female 55% • Professional / Managerial: 85%
Avg. Household Income: \$250,000+ • Home Value: \$1 Million Plus

DISTRIBUTION • CIRCULATION 35,000

- Mailed to a controlled list of high affluency readers.
- Distributed to salons and spas, bed and breakfasts and entertainment venues in and around the Main Line.
- Placed with private jet companies and corporate limousine firms that service the Philadelphia to New York corridor.

Targeted Markets:

MONTGOMERY COUNTY Ardmore, Bala Cynwyd, Bryn Mawr, Gladwyne, Haverford, King of Prussia, Merion Station, Narberth, Rosemont, Wynnewood

DELAWARE COUNTY Broomall, Drexel Hill, Havertown, Media, Newtown Square, Radnor, St. Davids, Swarthmore, Villanova, Wayne

CHESTER COUNTY Berwyn, Devon, Exton, Frazer, Malvern, Paoli

SURROUNDING AREAS Chestnut Hill, Penn Valley

MAINLINE will be distributed on newsstands as well as stores* such as:

Bookstores

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

Stores

- Clemens
- ACME
- Wegmans
- CVS
- Genuardi's

* awaiting distribution contracts

R E T A I L 2 0 0 8 G R O S S R A T E S

Effective 8/1/07 thru 12/31/08

FULL COLOR	1x	2x	3x	4x	5x	6x
Full	\$3,675	\$3,528	\$3,385	\$3,255	\$3,155	\$2,998
Two-Thirds	\$3,150	\$3,024	\$2,900	\$2,788	\$2,675	\$2,567
Half	\$2,625	\$2,520	\$2,415	\$2,320	\$2,226	\$2,136
Third	\$2,100	\$2,016	\$1,930	\$1,855	\$1,780	\$1,710
Quarter	\$1,470	\$1,415	\$1,355	\$1,300	\$1,250	\$1,200
Spread	\$6,930	\$6,655	\$6,390	\$6,133	\$5,890	\$5,750

B&W						
Full	\$3,386	\$3,071	\$2,882	\$2,809	\$2,745	\$2,573
Two-Thirds	\$2,930	\$2,812	\$2,698	\$2,593	\$2,488	\$2,389
Half	\$2,050	\$1,843	\$1,732	\$1,695	\$1,654	\$1,575
Third	\$1,392	\$1,255	\$1,181	\$1,155	\$1,128	\$1,076
Quarter	\$1,076	\$971	\$919	\$892	\$872	\$830

PREMIUM POSITIONS*						
Inside Front Cvr.	\$5,250	\$5,040	\$4,830	\$4,635	\$4,452	\$4,274
Inside Back Cvr.	\$5,250	\$5,040	\$4,830	\$4,635	\$4,452	\$4,274
Back Cover	\$5,775	\$5,545	\$5,323	\$5,113	\$4,909	\$4,715
TOC	\$4,725	\$4,536	\$4,357	\$4,185	\$4,016	\$3,853
Page 3••	\$4,725	\$4,536	\$4,357	\$4,185	\$4,016	\$3,853

*Check for Availability

**Other Premium Pages include: Masthead / Publisher's Letter / Editor's Letter and Section Headers - billed at Page 3 Rates



Special Rates apply for 4 page or more for 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.

EXPAND YOUR REACH!

Reach over 250,000 readers in Bucks County through our sister publication **BUCKS**.
Talk to your media consultant today.

THE **MAINLINE** MISSION

MAINLINE is a glossy art, culture and lifestyle magazine that celebrates the art of fine living on Philadelphia's famed Main Line — a 200-square-mile stretch of high-end boutiques, decadent salons and spas, trendy restaurants, posh art galleries, charming shopping districts and businesses that cater to the well-heeled.

From high-powered politicians to style-setting socialites, the Main Line is comprised of affluent, influential people who love to indulge in the good life. **MAINLINE** offers its readers access to this lifestyle, highlighting the very best that this region has to offer.

MAINLINE gives its readers exclusive views into formidable Main Line estates and the people that designed them, highlights the hottest fashions of the season, delves into the most fabulous spa treatments, provides details on the most luxurious automobiles and gives instant access to the exclusive events of the region.

With crisp, clean design, stunning photography and intelligent editorial, **MAINLINE** personifies the people and places that make up this region — provocative and stylish, yet always refined.

D I G I T A L A D S P E C S

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.

MAINLINE magazine utilizes a 100% digital workflow in which every page is produced in-house. This is still unique among publishers who generally rely on traditional pre-press facilities. Therefore, MAINLINE staff members give your ad personal attention.

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

It is in the best interest of our advertisers to send digital files that conform to the norms and practices of current digital standards. The best ad is the one that requires the least amount of handling on our end because it ensures that your ad will be produced faithfully, as you approved it. Two file formats that currently meet these standards are 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 accompa-

nied 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

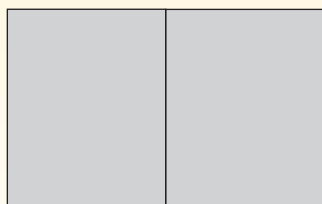
If you are sending your ad on a disk, please use a CD.

High-speed transmission

Please call us if you want to send an ad via e-mail or to our FTP site.

To email completed files send to: production@mainlinemag.com (files should not be more than 6MB per email)

If your files are larger than 6MB, please call for FTP instructions.



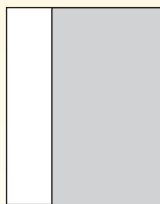
Spread

Non Bleed:
17 2/8 x 9 3/4
Bleed:
18 1/4 x 11



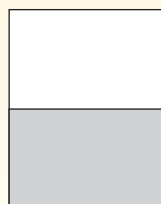
Full Pg.

Non Bleed:
8 1/8 x 9 7/8
Bleed:
9 1/4 x 11



Two-Thirds Pg. Vert.

Non Bleed:
5 1/4 x 9 3/4
Bleed:
5 3/4 x 11



Half Pg. Horiz.

Non Bleed:
8 1/8 x 4 3/4
Bleed:
NA



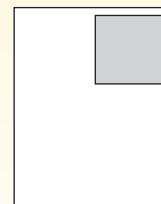
Half Pg. Vert.

Non Bleed:
3 3/4 x 9 7/8
Bleed:
NA



Third Pg. Vert.

Non Bleed:
2 1/2 x 9 7/8
Bleed:
NA



Quarter Pg.

Non Bleed:
3 3/4 x 4 3/4
Bleed:
NA

Advertising/Production Offices • MAINLINE Magazine • 30 Bridge Street • New Hope, PA 18938 • 215-862-9377
Editorial Offices • MAINLINE Magazine • 143 Bala Avenue • Bala Cynwyd, PA 19004 • 610-667-8100