

Empire City Monthly

2004 Media Kit

About the EC Monthly:

Empire City Monthly is a full-color glossy magazine catering to Empire City's upscale community. Empire City provides a refreshingly sophisticated outlook on local culture, arts and politics. Pound for pound, the Monthly's readers have the most buying power of any publication audience in the region. They're cinephiles who love to go out to the movies, foodies who love going out to eat and techies who love staying on top of new technology. The *Monthly* is read by some of Empire City's most influential power-brokers, and its editorial standards are set accordingly. That's why our subscribers rarely leave. The Monthly's track record has been unvarnished since its launch in 1993. Some of our most popular features include:

- **Dream Home:** One of the most popular features in the magazine, "Dream Home" is a photo spread that features a different Empire City home each month.
- **Flavor of the Month:** This is a favorite "clip and collect" feature. Every month, one of Empire City's hottest chefs contributes a recipe for readers to try at home.
- **Wheels of Fortune:** Monthly columnist Tom Berger test-drives the hottest rides on the market.

We know we're good, but don't take our word for it. Listen to what our advertisers have to say:

Empire City Monthly helps me connect with my customers. When the Empire Chop Shop updated its menu, it was the first place we turned to advertise our changes.
-John DelRay, chef, Empire Chop Shop

The Monthly's taste is impeccable. When it comes to auto writing, Tom Berger has no equal.
Bill Rodgers, owner, Rodgers luxury auto

Each issue of the Monthly brings me new customers. I'm confident my advertising dollars have been put to good use.
Jose Martinez, owner, Electric Bazaar furnishings

Our Readers:

Circulation: 37,000
Readership: 56,000

Gender

Male..... 42.9%
Female.....57.1%

Marital Status

Married 66.3%
Single..... 12.3%
Widowed, separated or divorced.....21.4%

Age

25-34 10.8%
35-4421.9%
45-5421.1%
55+.....45.0%
Average52.7 years

Income

Annual income of \$100,000+.....50.7%
Annual income of \$500,000+.....3.5%
Average household income\$150,100

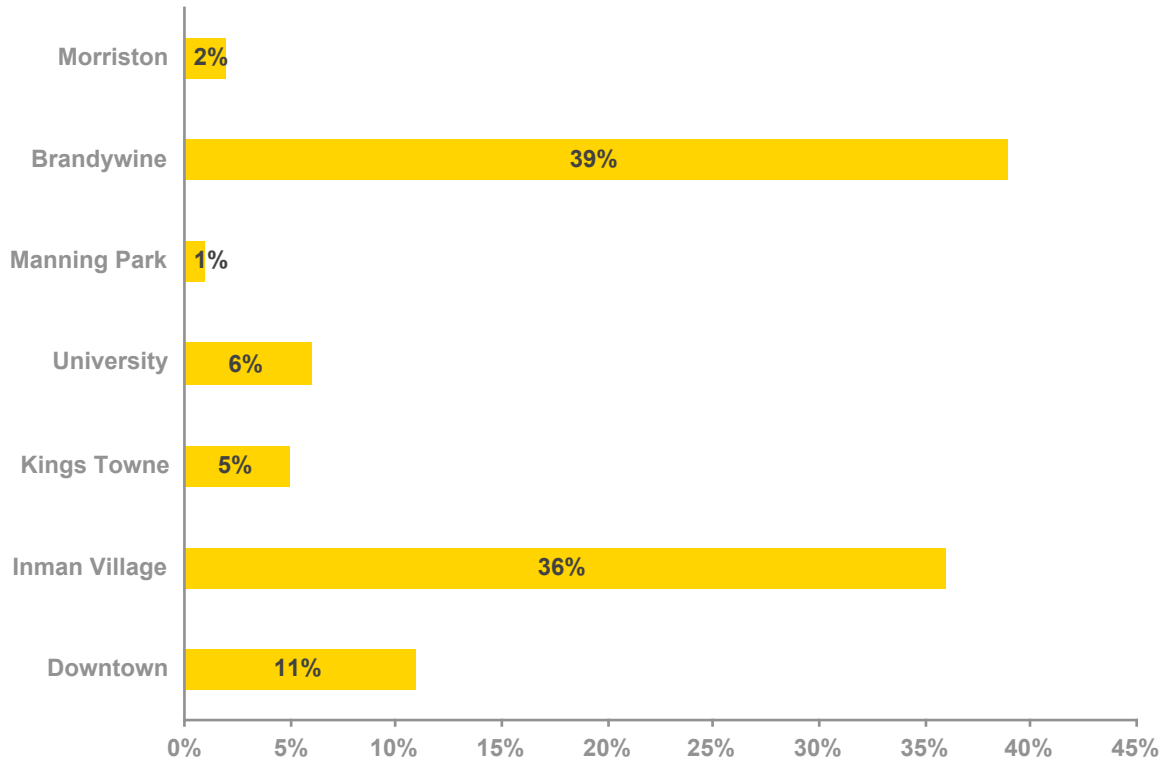
Occupation

Technical.....3.1%
Service.....5.0%
Sales.....15.1%
Member of a Board of Directors..... 17.5%
Owner / Partner..... 21.4%
Professional / Managerial..... 57.9%

Activities

Live music performances 59.8%
Pro sports events 53.3%
Live theater.....51.6%
Cooking for fun 42.3%
Health clubs/gym workout..... 40.7%
Go to museums..... 39.8%
Golf..... 38.2%
Indoor gardening and plants.....28.9%
Bicycling25.6%
Adult education courses..... 20.7%

Circulation by Region: 2QA



Our Rates:

Ad Size	Single issue	3 Issues	6 Issues	12 Issues
Discount	0%	5%	10%	20%

Black and White

Inch	\$285	\$270	\$255	\$225
1/12 Page	\$565	\$535	\$505	\$450
1/6 Page	\$860	\$815	\$730	\$685
1/3 Page	\$1540	\$1460	\$1385	\$1230
1/2 Page	\$2170	\$2060	\$1950	\$1735
2/3 Page	\$2800	\$2660	\$2520	\$2240
Full Page	\$3750	\$3390	\$3375	\$3000

Black & One-color

1/6 Page	\$1190	\$1130	\$1070	\$950
1/3 Page	\$2025	\$1930	\$1825	\$1625
1/2 Page	\$2795	\$2655	\$2515	\$2235
2/3 Page	\$3595	\$3415	\$3235	\$2875
Full Page	\$4600	\$4370	\$4140	\$3675

Four Color

1/3 Page	\$2500	\$2375	\$2250	\$2000
1/2 Page	\$3325	\$3160	\$2990	\$2655
2/3 Page	\$4180	\$3970	\$3760	\$3345
Full Page	\$5120	\$4865	\$4600	\$4095