

(614)
M A G A Z I N E™

Remarkable

Columbus is a remarkable place to live. It is the largest city in the state of Ohio. It has the largest university in America. We have evolved from a "Cowtown" into an emerging global city. The driving force behind this growth are the educated, young professionals who are making Columbus home.

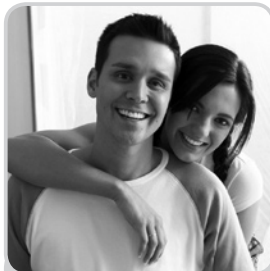
614 Magazine highlights the people, places and things that make Columbus such an attractive place for the 25-35 demographic. From Gallery Hop to the latest restaurants and live music to downtown living -- *614 Magazine* is the premier source for the very best Columbus has to offer. *614 Magazine* is led by a team of talented writers and editors who craft intensely local content that captures the attention of our readers with a unique mix of style, verve and depth.

This original content is published in a high-quality format unmatched by other local publications. The monthly magazine features stunning full color imagery on high-quality stock in a unique, 10" x 12" oversize format. The only thing more impressive than this commitment to quality is that **the publication is free!**



Christy, 31

Job: Flight Attendant
Lives: Short North
Next major purchase:
"tuition for grad school"



Will & Jen, 34

Job: Sales (him), Teacher (her)
Lives: Clintonville
Next major purchase:
"our second home"



Michael, 30

Job: Commercial Real Estate
Lives: Arena District
Next major purchase:
"new business wardrobe"



Sarah, 26

Job: Executive Assistant
Lives: Italian Village
Next major purchase:
"a red Vespa"



Trey, 32

Job: E.R. Nurse
Lives: Dublin
Next major purchase:
"a downtown area condo"



Rachael, 28

Job: HR Director, retail
Lives: Easton
Next major purchase:
"Wii Fit if I can ever find one"

Readers

Our readership is the vibrant, 25-35 demographic. It is the largest and fastest growing demo in Columbus and *614* is their magazine. They are educated and have good jobs. They are buying their second cars and first homes, filling their wardrobes and making major purchases. They dine out and attend concerts and local events. Our readers are among the heaviest consumers in Columbus. *614 Magazine* is focused on speaking to their interests in a voice they can relate to.

150,000

**Columbus residents
age 25-35. The largest
single demographic
group in the city!**

Reach

Circulation: 25,000

Readership: 100,000



*Avg. pass-along rate of 4 readers per copy.



We don't believe in "carpet bombing" the city by dropping our publication in every nook and cranny. Too often, that's where they stay... along with your ad. *614 Magazine* delivers the most sophisticated print media targeting the city has ever seen. We employ proprietary software to manage locations and quantities and give feedback every month to ensure virtually no returns.

WORK

Our readers spend a third of their day at work, so where better to distribute the magazine. We bring thousands of copies each month to cafeterias, lobbies and common areas of major Columbus employers. This reach puts your brand in front of the "A" level consumers.

PLAY

Our readership spends a lot of time at play. Whether working out, shopping, bar hopping or dining out, *614 Magazine* is available at all the highest quality establishments in Columbus. We manage this circulation very closely, ensuring maximum pick-up rates.

- Downtown/Short North
- Clintonville/OSU Campus
- German Village

- Brewery District
- Grandview/Upper Arlington
- Dublin/Powell/Hilliard

- Polaris/Lewis Center
- Easton/Gahanna/New Albany
- Worthington

Publishing Schedule

April 2009

Space Reservation: 3/2
 Final Artwork: 3/13
 Publication Day: 3/30
 • Premiere Issue
 • Huntington Park Opens
 • Golf Preview
 • Housing Guide

May

Space Reservation: 4/1
 Final Artwork: 4/15
 Publication Day: 4/30
 • The Memorial Tournament
 • Patio Season
 • Ohio Amusement Parks
 • Green Thumb Guide

June

Space Reservation: 5/1
 Final Artwork: 5/15
 Publication Day: 5/29
 • Comfest & Pride
 • City Hop
 • Columbus Arts Festival
 • Summer Concert Series

July

Space Reservation: 6/1
 Final Artwork: 6/12
 Publication Day: 6/30
 • Red, White & Boom
 • Grilling Guide
 • Summer Getaways
 • Jazz & Rib Fest

August

Space Reservation: 7/1
 Final Artwork: 7/15
 Publication Day: 7/30
 • Fall Fashion Preview
 • Ohio State Fair
 • Careers and Education
 • Buckeye Football Kickoff

September

Space Reservation: 8/3
 Final Artwork: 8/14
 Publication Day: 8/28
 • Oktoberfest & Greek Fest
 • Sports Bar Guide
 • Fall Arts
 • The Pet Issue

October

Space Reservation: 9/1
 Final Artwork: 9/14
 Publication Day: 9/29
 • Columbus Marathon
 • Hocking Hills
 • Hidden Dining Gems
 • Boo at the Zoo

November

Space Reservation: 10/2
 Final Artwork: 10/16
 Publication Day: 10/30
 • Blue Jackets
 • The Gift Guide
 • At Home Chef: Holidays
 • The Big Game

December

Space Reservation: 11/2
 Final Artwork: 11/13
 Publication Day: 11/30
 • Last Minute Shoppers
 • Holiday Hop
 • New Year's Eve
 • Holiday Entertaining

January 2010

Space Reservation: 12/2
 Final Artwork: 12/16
 Publication Day: 12/30
 • Winter Fitness
 • Ski Ohio
 • Bargain Hunting
 • Winter Arts

February

Space Reservation: 1/4
 Final Artwork: 1/15
 Publication Day: 1/29
 • Valentine's Dining & Gifts
 • Spring Fashion
 • Engagement Season
 • Get out of Town

March

Space Reservation: 2/1
 Final Artwork: 2/12
 Publication Day: 2/26
 • St Patty's Day Guide
 • Columbus Crew
 • Auto Show
 • Arnold Classic

Rates

Net Rates Effective November 1, 2008



Get Targeted!

Put your advertising message in front of the *right* customers. We offer free targeted placement within the magazine to help increase the relevance of your ad. Positions are limited, first-come, first-served. Ask your account executive for details.

- Entertainment
- Local Music & Arts
- Health & Fitness
- Food & Dining
- At Home Chef
- Real Estate
- Finance & Careers
- Home Decorating
- Style & Fashion
- Technology
- Philanthropy
- Going Green

Four Color	1x	6x	12x
Discount	Save 0%	Save 15%	Save 30%
Full Page	2,525	2,145	1,765
1/2 Page	1,385	1,180	970
1/4 Page	830	705	580

Premium Positions	6x	12x
Back Cover	3,450	3,105
Inside Front Cover	3,150	2,835
Inside Back Cover	2,950	2,655
Pages 3, 4, 5, 7	2,750	2,475
Double Truck, 2-3 or Center	5,290	4,760
Spread Ad (Full Page across a spread)	2,450	2,205

Extras

-10%	Double-truck Discount (non-premium)	\$20	Additional Laser Proofs (after first one)
+10%	Full Bleed (Full page, specialty only)	\$25	Graphic Design/ad building per hour
\$100	First-time ad design fee	Inquire	Gatefolds, specialty inks and inserts

- First-time ad creation includes use of available stock artwork, photos or logos supplied by client, a color laser ad proof, one round of ad changes.
- Rates are non-commissionable.
- Guaranteed and Premium positioning subject to Publisher approval.
- All premium positions come with a 90 day ROFR for renewal.
- Free Targeted Placement: 6x consecutive 1/2 P insertion minimum. Non-premium spaces only. First-come, first served. 60 day ROFR.
- Please see full terms & conditions on advertising order.

“ I really like the demographic they’re going after. It’s a great audience for us to reach and the quality reflects nicely on our own brand.”

-- Angel Gravitt, Whole Foods, Marketing Specialist

Inquire about online advertising opportunities.

Ad Specs

All units in inches

Full Page (no bleed) 9.125W x 11.125H	1/2 Page Vertical 4.4375W x 11.125H
Full Page w/ Bleed 10W x 12H plus add .125 bleed around	

1/2 Page Horizontal 9.125W x 5.425H	1/4 Page Box 4.4375 x 5.425H

PRODUCTION SPECS

- Build all ads in 300 dpi native resolution. Upsizing smaller ads will result in poor quality.
- Use 100% K (Black) when composing text in your ads or when using solid black elements.
- Produce ads in CMYK mode using SWOP (coated), 20%, GCR, Medium, Photoshop Color Profile.
- Keyline, stroke or outline your ad if you desire a keyline.
- Final files should be in flattened TIFF, PSD or PDF formats.

Full Page Spread 19.125W x 5.425H	

Double Truck (full bleed) 20W x 12H plus add .125 bleed around

GETTING YOUR AD TO US



614 Magazine offers a simple browser-based upload solution or FTP access. Please visit:
614columbus.com/adupload

DEADLINES



Please see Final Artwork Deadlines in the Publishing Calendar, visit 614columbus.com/adupload or consult your account executive.

Contact Us

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