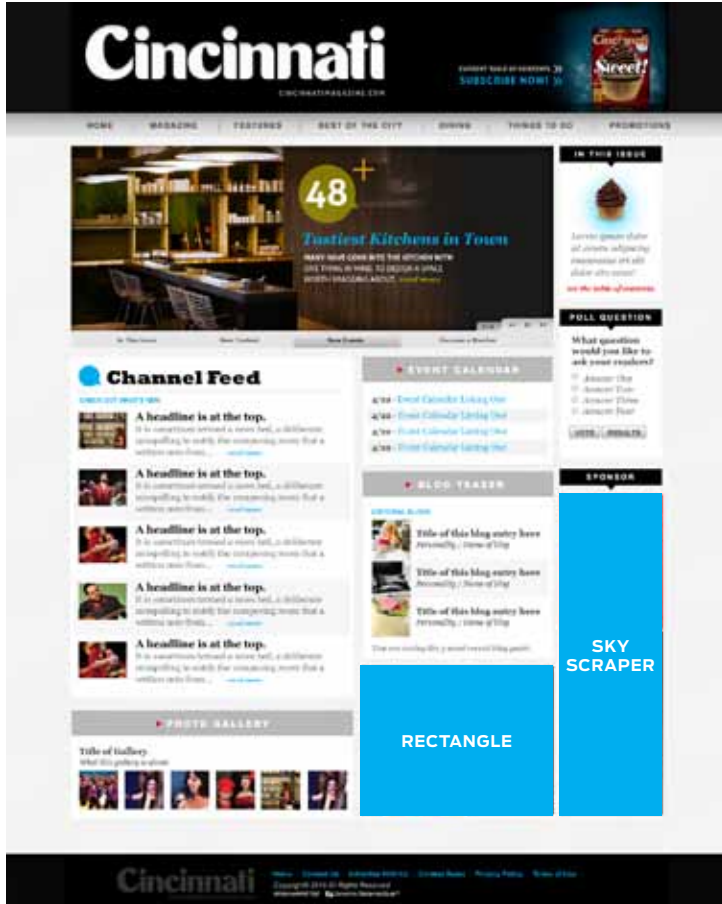


Placing display ads in the context of our popular online content is the **easiest and most cost-effective** way to associate your brand with our trusted and authoritative content. We offer **exclusive positions** throughout the site allowing you to focus your message.

homepage



DISPLAY AD OPTIONS

SKYSCRAPER (160 x 600) this above the fold position allows for maximum exposure.

RECTANGLE (300 x 250) this home page anchor position attracts attention at the most cost-effective rate.

LEADERBOARD (728 x 90) positioned at the top of inside pages, just below the navigation bar for premium visibility.

Submit ad creative in .gif, .jpg or .swf (flash) format and URL link. Maximum 25k file size.

JANUARY 2011 WEBSITE STATISTICS*

Total Page Views: 62,965

Total Visitors: 24,598

CM Insiders: 5,000

15.4% of subscribers access our advertisers' websites. **
20.2% of our subscribers access our website every month.

* Web statistics reported via Google Analytics

** Ipsos-Mendelsohn subscriber study October 2008

CINCINNATIMAGAZINE.COM VISITOR PROFILE

59% Male and 41% Female

Median Age: 40

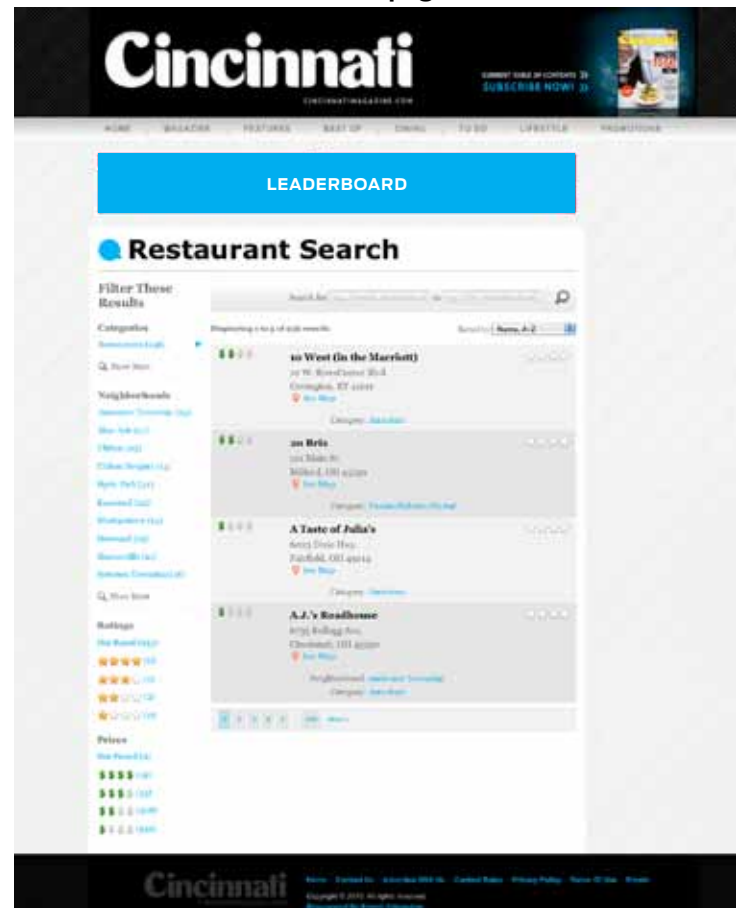
Median Household Income: \$54,789

Median Home Value: \$184,168

28% Have a Household Income of \$75,000 or more

50% Have a College/University degree

inside page



CINCINNATI MAGAZINE INSIDER PROGRAM

The *Cincinnati Magazine* Insider program boasts thousands of members, who can opt-in for electronic newsletters, event invitations and special offers. By sponsoring one of the newsletters or using our email blast service, you can reach a carefully maintained and qualified list of Cincinnati area residents.



sample e-newsletter



sample email blast



ISSUE PREVIEW NEWSLETTER

This goes out the first week of each month. It features updates on key stories and blogs and information about contests, surveys, promotions and more.

FOOD & DINING NEWSLETTER

This monthly newsletter highlights restaurant news and reviews.

HOME NEWSLETTER

A monthly update with tips and ideas from our Home & Garden Editor to make your house a home.

EXCLUSIVE EMAIL BLAST

To reach a targeted and responsive audience you can send an exclusive email blast to the database of subscribers who have opted-in to receive special offers from *Cincinnati Magazine* sponsors and clients.

ADVERTISEMENT SIZE	Size	Location	Weekly Net Rate
Rectangle	300 x 250 pixels	Home Page	\$480
Skyscraper	160 x 600 pixels	Run of Site	\$165
Leaderboard	728 x 90 pixels	Inside Content Categories	\$140
E-Newsletter	Size Varies	Exclusive	\$1,350
Marketing E-Blast	Custom	Exclusive	\$845

Custom online programs available, including: surveys, polls, contests, photo galleries, video, etc.