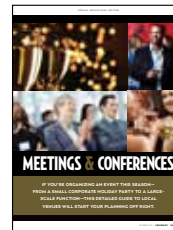


## slated

## COVER STORY

Cincinnatians love their history/nostalgia, so we're going to give it to them. This special issue will feature a mixture of first-person essays and reminiscences by writers originally from (or with ties to) the city, along with narrative pieces by regular contributors, all of them highlighting great Cincinnati people and places, some of them long gone.



## OUR READERS

Monthly average ABC Audited Circulation.....39,356  
 Reach **256,728** affluent Cincinnatians who read *Cincinnati Magazine*  
 Average age.....54.7  
 Percent married..... 72.5%  
 Average household income.....\$219,000  
 Average net worth.....\$1.285 million  
 Of employed subscribers, percentage who are in professional, sales or managerial positions .....88.7%  
*Cincinnati Magazine* subscribers make health care decisions for their family members..... 48.3%  
 Used travel information seen in *Cincinnati Magazine* when planning vacations/weekend trips.....21%  
*Cincinnati Magazine* subscribers are making decisions regarding retirement planning.....68.5%

Sources: Audit Bureau of Circulations (ABC), June 2010  
 The Media Audit Feb-Mar/July-Aug 2010; Ipsos-Mendelsohn Subscriber Study Oct. 2008

## SPECIAL SECTIONS

### Cincinnati Kitchen, Bath and Remodeling Show

The Official Show Program will include Show info, agenda, exhibitor map and kitchen, bath and remodeling stories that engage our readers and entice them to visit the annual Show. Show produced by Hart Productions.

### Healthwatch: Cancer and All Pink Section

### Meetings, Event and Conference Spaces

### Boomer Living

### Then & Now: Made in Cincinnati

### Fall Schools Guide + Open House Insert

### Menu Guide

**AD RESERVATION DEADLINE: AUGUST 19 | DIGITAL ARTWORK DUE: SEPTEMBER 2**

## RATES (All rates net)

ADVERTISEMENT SIZE	12x	9x	6x	3x	1x
Two Page Spread	7285	7740	8195	8650	9105
Full Page	4280	4550	4815	5085	5350
Two Thirds	3055	3245	3435	3625	3815
Half Page (H or V)	2580	2740	2900	3060	3220
One Third (Sq or V)	2075	2205	2335	2460	2590
Quarter Page (formatted)	900	952	1010	1065	1120
One Sixth (H or V)	1285	1365	1445	1525	1605