



slated COVER STORY

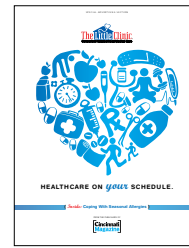
In celebration of the opening of the long-awaited Phase 1 of The Banks project along our riverfront - THE RIVER ISSUE.

This timely issue will include: lush photography of local river travel destinations, time lapse photos of the riverfront park under construction (with its grand stairways, plazas, fountains, Moerlein Lager House restaurant and brewery, bike trails, promenades, lawns, etc.).

OUR READERS

Monthly average ABC Audited Circulation.....	39,356
Reach approximately 256,728 affluent Cincinnatians	
Average age.....	54.7
Percent married.....	72.5%
Average household income.....	\$219,000
Average net worth.....	\$1.285 million
Percent involved in healthcare related decisions for themselves or family member.....	48.3%
Used travel information seen in <i>Cincinnati Magazine</i> when planning vacations/weekend trips.....	21%
Percent who shopped a specific store after reading <i>Cincinnati Magazine</i>	32.2%

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



SPECIAL SECTIONS

Little Clinics: Flu Shots
From flu-prevention to back to school physicals, The Little Clinic Kroger special section will promote and showcase all that these neighborhood convenient care clinics have to offer, in partnership with Kroger.

Innovations in Healthcare
Cincinnati Magazine readers are affluent consumers who take control of their health and make informed decisions. This is your advertorial opportunity to share detailed information about your institution's new technologies and innovations.

Shopping Guide

Travel: Chicago
Start planning your getaway - shopping, dining and the best attractions the Windy City has to offer.

AD RESERVATION DEADLINE: JULY 22 | DIGITAL ARTWORK DUE: AUGUST 3

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