

DISPLAY ADVERTISING RATES		
SIZE/FOUR COLOR	1 ISSUE (Feb, May or Sept)	ALL 3 ISSUES
Full page spread	\$ 6,875	\$ 20,875
1/2 page spread	\$ 4,380	\$ 11,830
Full page	\$ 4,040	\$ 10,910
2/3 page	\$ 2,880	\$ 7,780
1/2 page horizontal	\$ 2,430	\$ 6,560
1/4 page	\$ 845	\$ 2,410

SPRING

PUBLISHED IN OUR FEBRUARY ISSUE

Ad Close Deadline:

December 11, 2008

Final Camera Ready Materials Due:

January 2, 2009

SUMMER

PUBLISHED IN OUR MAY ISSUE

Ad Close Deadline:

March 16, 2009

Final Camera Ready Materials Due:

April 1, 2009

FALL/WINTER

PUBLISHED IN OUR SEPTEMBER ISSUE

Ad Close Deadline:

July 13, 2009

Final Camera Ready Materials Due:

August 3, 2009

[Cincinnati Magazine]

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[Cincinnati Magazine]

Social
DATEBOOK

INSIDE:
STRAUSS & TROY
**Market on
the Square**

*2009
summer
style*

A GUIDE TO
FUNDRAISING
EVENTS IN CINCINNATI USA

65

OUR SEASONAL GUIDE

PUBLISHED IN CINCINNATI MAGAZINE FEBRUARY • MAY • SEPTEMBER 2009

Social DATEBOOK '09

Social Datebook is THE seasonal Cincinnati USA nonprofit event calendar. From galas to golf outings, our local nonprofits host the best fundraising events around, and you'll find all the details in our Spring, Summer and Fall/Winter sections. Published in *Cincinnati Magazine's* February, May and September issues, these special section list seasonal fundraisers and articles that provide a glimpse into the volunteer efforts and behind-the-scenes activities that make local events a huge draw.

Social Datebook reaches out to civic-minded, socially engaged readers who do more than write checks for a cause. These readers get interactive and hands-on by using seasoned leadership experience. They dress to impress at area galas, search out the best business advice for a nonprofit board meeting, pull together a charity bash, even find the right running shoes for the upcoming charity marathon. Spending time and money in ways that enrich Cincinnati, our readers look for reliable information, faces behind the stories and the next event that needs their help. They find it all in our Seasonal Social Datebook.

Seasonal Social Datebook Calendar connects our readers with the
HEART AND SOUL
of Cincinnati USA.

CINCINNATI MAGAZINE SUBSCRIBER PROFILE*

- The average household income of subscribers is \$219,000.
- 32.8% are millionaires. Our subscribers have an average net worth of \$1.285 million dollars.
- The average age of subscribers is 54.
- 28.2% of Cincinnati Magazine's employed subscribers are business owners or partners.
- 18.5% are members of corporate or civic board of directors.

*Ipsos-Mendelsohn Subscriber Study, October 2008



COVER



B.



C.



A.

PREMIUM SPONSOR RATES

SIZE/FOUR COLOR	ALL 3 ISSUES
A. Back Cover + Upper Rectangle Online Ad	\$ 13,620
B. Inside Front Cover + Upper Rectangle Online Ad	\$ 12,230
C. Full Page on Page 1 + Upper Rectangle Online Ad	\$ 12,230

ALL PREMIUM POSITIONS ARE A 3X CAMPAIGN AND INCLUDE AN ANNUAL UPPER LEADERBOARD ONLINE ADVERTISEMENT.

ONLINE ADVERTISING RATES

SIZE/FOUR COLOR	MONTHLY	12 MONTHS
Upper Rectangle	\$ 620	\$ 5,950
Rectangle	\$ 450	\$ 4,320
Skyscraper	\$ 345	\$ 3,310

