

PREMIER ISSUE!

PRESENT

Summer 2016 • presentmag.com

SUMMER FUN

Great Accessories
For the Garden,
Outdoor Entertaining,
Beach & More!

Happy!

Products That Will
Make You Smile

WEDDING
Gift Ideas,
Invites & Tips

10

Clever Uses
For Giftwrap

With compliments of this awesome retailer!

2016-17 MEDIA KIT

Introducing PRESENT – a new giftware magazine for consumers, being distributed exclusively through an elite network of 100+ independent specialty retailers nationwide.



Launched in Summer 2016, each quarterly issue of **PRESENT** features the hottest new products across multiple categories – including general gift, home décor, personal care, fashion accessories, stationery, partyware and so much more, plus lots of creative ideas on how to use these items and compelling reasons to buy them. Targeted to customers shopping at specialty stores, **PRESENT** offers a unique, affordable opportunity to reach the end-consumer of your products – from Millennials to Boomers.

CONSUMER REACH (yes, you can finally reach end-consumers!)

PRESENT fills a niche not currently served by any other industry publication by offering companies the unique opportunity to reach the **end-consumer** at a comparable trade-magazine cost. Consumers now have access to information about brands they might not have been previously introduced to, along with info on how and where to purchase those products. Retailers distributing the magazine are also exposed to new lines for their stores.

PRESENT is complemented by its website – www.presentmag.com – and social media pages, which offer fun and informative content to stay in touch with the consumer audience 24/7. **PRESENT** advertisers are also featured online for additional consumer presence.

EDITORIAL CALENDAR (just a sampling!)

- **FALL 2016:** Holidays, Kids and Babies, Artisan Made
- **WINTER 2017:** Entertaining, Gourmet, Home Style
- **SPRING 2017:** Showers, Fashion, Scents
- **SUMMER 2016:** Summer Stuff, Great Giftables, Wedding
- **FALL 2017:** Holidays and much more!



PRESENT MAGAZINE ADVERTISING RATES (a great deal!)

PRESENT magazine is offering a very special introductory deal: **BUY FOUR CONSECUTIVE, SAME-SIZE ADS (HALF-PAGE OR LARGER), GET THE FIFTH AD FREE!**

And, to sweeten the deal even further, all advertisers who **PREPAY THEIR FIRST AD WILL RECEIVE 10% OFF** that ad. We know your advertising dollars are precious ... or maybe you've never even considered advertising before because you weren't advertising to your end customer. Well, now you can!

Consumer advertising is finally within reach for companies of EVERY size. You can now build brand awareness among the customers purchasing your product in-store or online. Plus, you'll be reaching our elite group of **PRESEnTer Network** retailers – who will be introduced to your line if they don't already carry it in their stores.

AD SIZE	AD SPECS*	PAGE RATE
Full Page	8.375" x 11.125" (full bleed)	\$2,900.
Half Page (vertical)	3.35" x 9.7"	\$1,500.
Half Page (horizontal)	6.875" x 4.75"	\$1,500.
Quarter Page	3.35" x 4.75"	\$1,000.
Cover 2 (inside front)	8.375" x 11.125" (full bleed)	\$3,500.
Cover 3 (inside back)	8.375" x 11.125" (full bleed)	\$3,200.
Cover 4 (back cover)	8.375" x 11.125" (full bleed)	\$4,000.

**Full details are available on PRESENT's Advertising Specification Sheet.*

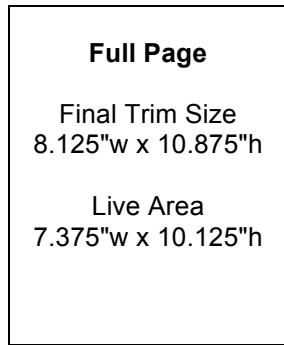
PRINT CLOSING DATES (gotta make those deadlines!)

ISSUE	SPACE CLOSE*	MATERIALS DUE*
FALL 2016 (distributed October-December)	September 12, 2016	September 19, 2016
WINTER 2017 (distributed January-March)	December 2, 2016	December 9, 2016
SPRING 2017 (distributed April-June)	March 3, 2017	March 10, 2017
SUMMER 2017 (distributed July-September)	June 2, 2017	June 9, 2017
FALL 2017 (distributed October-December)	September 8, 2017	September 15, 2017

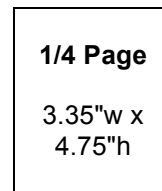
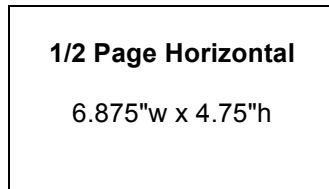
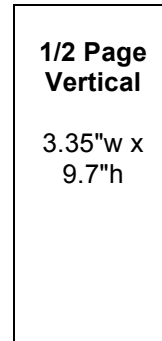
**Dates subject to change.*

PRESENT

ADVERTISING SPECIFICATION SHEET



Full Page (Full Bleed)
8.375"w x 11.125"



AD REQUIREMENTS:

FILE SUBMISSION FORMAT: PDF only.

FONTS: All fonts must be embedded.

COLOR: CMYK only.

LAYOUT: Bleed ads should extend .125" from trim.
A safety margin of .375" is recommended for all ads.

RESOLUTION: 300 dpi for continuous tone images; 800 dpi for line art.

FOR ANY QUESTIONS AND/OR TO OBTAIN DROPBOX LINK:

Please contact Kat Krassner at kat@presentmag.com or Keb Kennedy at keb@presentmag.com.

THANKS FOR ADVERTISING IN PRESENT!

WHO WE ARE (hint: you probably already know us!)



PRESENT's co-creators/co-editors are Caroline "Keb" Kennedy and Kathy "Kat" Krassner, both longtime industry professionals with extensive editorial experience on leading U.S. gift and stationery trade magazines.

OUR UNIQUE DISTRIBUTION MODEL (retailers!)

PRESENT magazine is being published four times a year – Summer, Spring, Winter and Fall – and is distributed in-store for free through top independent specialty gift, home and stationery retailers across the country.

These 100+ stores are part of the **PRESENTer Network** retailer networking group, who have been vetted and personally invited to join this elite group. They are also offered exclusive networking opportunities and other special perks throughout the year.

Each retailer is receiving 250 copies per quarter – bringing the total circulation of **PRESENT** to more than **25,000 copies per issue**.

The magazine serves as a "value-added" gift to these retailers' customers – providing another reason to shop at their store. Circulation will increase as additional retailers are invited to join the network and/or the number of magazine copies provided to each retailer is increased.

PLEASE CONTACT US ASAP (we'll get right back to you!)

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