

CHICAGO **UPTOWN**  
A Toast to Luxury, Lifestyle, and Living.

# Mission Statement

Reach 126,000 affluent African-Americans in Chicagoland.

Noted on the UBS list of the world's richest cities and host to numerous Fortune Global 500 and Financial Times 500 companies, Chicago is the Midwest hub for business and culture.

UPTOWN can help you reach this rich city's elite group of tastemakers, from the patrons of the DuSable Museum of African-American History and the Joffrey Ballet to the trendsetters shopping and dining along the Magnificent Mile. Nowhere else can premier brands gain access to such a vibrant and elusive group of consumers.

# Circulation & Distribution

## CIRCULATION

The Chicago rate base of 28,875 consists of the following: newsstand, controlled circulation, subscriber, and bulk (per 6/30/10 ABC Statement).

**Newsstand:** Newsstand distribution is handled by Curtis Circulation, the leading national distributor of magazines in the country. UPTOWN distributes 3,200 copies on newsstands in and around the Chicago area. Newsstand copies also include distribution in select Barnes & Noble stores, and targeted retailers.

**Bulk:** UPTOWN distributes 10,625 copies by bulk to restaurants, bars, lounges, spas, health clubs, museums, and targeted events in and around the Chicago metropolitan area. Examples include: Four Seasons hotel, Bliss spa, Blue 47, Brownsville Coffee House, Chicago Health Club, Crunch Fitness, and Donald Young Gallery and Museum of Contemporary Art. North Atlantic Distributors handles the delivery.

**Controlled:** UPTOWN distributes over 11,800 copies to affluent African-American households with \$100,000-plus HHI. This list is accessed through Experian Database, the nation's leading targeted data service. The list is comprised of over 50 zip codes throughout Chicago, including but not limited to: 60615, 60617, 60619, 60628, 60643, 60649, 60652, 60651, 60653, and 60620.

**Subscriber:** UPTOWN currently services 3,250 subscribers (paid & verified) in and around the Chicago area.

|            |        |
|------------|--------|
| Newsstand  | 3,200  |
| Bulk       | 10,625 |
| Controlled | 11,800 |
| Subscriber | 3,250  |
| <hr/>      |        |
| TOTAL      | 28,875 |

# UPTOWN 3.60 Experience

## UPTOWN ONLINE

**UPTOWNmagazine.com** is a bold website brand extension from UPTOWN Media Group. Our mission is to provide quality content in the form of broadband video, articles, pictures, and user-generated content to enhance the emotional connection and social interaction among the ever-expanding base of the UPTOWN digital community.

## UPTOWN CUSTOM PUBLISHING

**UPTOWN Custom Publications** offers a distinct marketing opportunity for our elite partners looking to enhance brand recognition and increase market share. We supply the talent necessary to create your signature publication, based on your company's objectives.

**UPTOWN Advertorials and Special Advertising Sections** serve to increase brand awareness through an exclusive targeted message. Partners can hone in on our audience to showcase exclusive products and services tailored specifically to our demographic.

## UPTOWN SOCIAL

A twice-per-week (Tuesday: "Work Hard"/Thursday: "Play Hard") e-mail newsletter distributed to 100,000 discerning African American Royaltoms™, **UPTOWN Social** is the ultimate insider's guide to what's hot, new, and undiscovered—from entertainment and style to gadgets, travel, networking, and culture. As useful as it is entertaining, it's like getting an e-mail from your clever, unpredictable friend who's in the mix.

## UPTOWN EXPERIENCE

**UPTOWN Live** – Throughout the year UPTOWN produces high-profile events that bring our magazine and partnerships to life. We work closely with our advertisers to develop integrated programs that include retail events and sampling opportunities, followed up with post-event photos in print and online.

## UPTOWN IPHONE APP

The **UPTOWN Mobile Guides iPhone app** offers the hottest insider-curated source for restaurants, bars, clubs, spas, hotels, and shopping in seven major urban markets (and growing).

## Sponsorship Opportunities

- Sponsor by market, category, or the entire app.
- Banners and interstitials link to any URL outside of the app.

## Custom Integration

UPTOWN will integrate a custom city guide that fits thematically inside an issue of UPTOWN Magazine, featuring your brand as part of an UPTOWN-curated "Hot List."

# Rates

## Local Advertising Rate Card

|              |         |         |         |
|--------------|---------|---------|---------|
| Rates        | 1X      | 3X      | 6X      |
| Full Page    | \$6,500 | \$6,000 | \$5,500 |
| Half Page    | \$3,600 | \$3,100 | \$2,900 |
| Quarter Page | \$1,800 | \$1,550 | \$1,450 |

## Mechanical Requirements

|                       |                   |                   |                 |
|-----------------------|-------------------|-------------------|-----------------|
| AD DIMENSIONS         | BLEED             | TRIM              | SAFETY          |
| Spread                | 16 1/4" x 10 3/4" | 15 3/4" x 10 1/2" | 15 1/4" x 10"   |
| Full Page             | 8 1/8" x 10 3/4"  | 7 7/8" x 10 1/2"  | 7 3/8" x 10"    |
| 1/2 Horizontal Spread | 8 1/8" x 5 3/8"   | 7 7/8" x 5 1/8"   | 7 3/8" x 4 5/8" |
| 1/2 Horizontal        | 8 1/8" x 5 3/8"   | 7 7/8" x 5 1/8"   | 7 3/8" x 4 5/8" |
| 1/2 Vertical          | 4" x 10 3/4"      | 3 3/4" x 10 1/2"  | 3 1/4" x 10"    |
| 1/3 Vertical          | 2 7/8" x 10 3/4"  | 2 5/8" x 10 1/2"  | 2 1/8" x 10"    |

### Fractions:

|             |
|-------------|
| 1/8" = .125 |
| 1/4" = .25  |
| 1/2" = .50  |
| 7/8" = .875 |

These sizes are in inches, width by height, and allow for 1/8" trim on all four sides. Keep live matter 1/4" from trim. Allow 3/16" safety at gutter of each page for type running across gutter. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. A ruled proof should be supplied for positioning purposes.

### Preferred File Format: PDF/x1-a

Other acceptable formats include EPS, JPG, or TIFF, in which all fonts and images must be embedded. We will not accept any native application files such as Quark or InDesign. Materials should be supplied on CD-ROM or via email or FTP (information listed below). Total ink density should not exceed 300%. All required trapping must be included in the file. Use only postscript fonts. Images for 4/C ads must be submitted as high-resolution (300 dpi or higher) CMYK files. Ads created in Microsoft Word, Microsoft Publisher or any other word processing program will not be accepted.

### AD MATERIALS SHOULD BE UPLOADED TO:

HOST: ftp.millerpubgroup.com  
USER ID: tennisftp  
PASSWORD: tennispass

### OR CONTACT STACEY RIGNEY AT:

stacey.rigney@millerpubgroup.com  
310.893.5407

## Closing Dates & 2012 Editorial Calendar

| ISSUE   | CLOSING DATE | MATERIALS DUE | AVAILABLE DATE | EDITORIAL FOCUS                  |
|---------|--------------|---------------|----------------|----------------------------------|
| Feb/Mar | 01/09/12     | 01/12/12      | 02/28/12       | The Hollywood Issue              |
| Apr/May | 03/05/12     | 03/08/12      | 04/24/12       | The Green Issue                  |
| Jun/Jul | 04/20/12     | 04/28/12      | 06/14/12       | Home & Food Issue                |
| Aug/Sep | 06/21/12     | 06/26/12      | 08/14/12       | Music & Style/Fall Fashion Issue |
| Oct/Nov | 08/23/12     | 08/28/12      | 10/16/12       | The Holiday Issue                |
| Bonus   | 09/23/12     | 09/28/12      | 11/16/12       | Weddings & Travel 2013           |
| Dec/Jan | 10/19/12     | 10/24/12      | 12/11/12       | Best Of Issue                    |

## Contact Information:

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