

WASHINGTON DC

UPTOWN

A Toast to Luxury, Lifestyle, and Living.

Mission Statement

An epicenter for the arts and national and international media, Washington, D.C. is home to powerful visionaries and entrepreneurs, such as media mogul Cathy Hughes. The Washington metropolitan area has a population exceeding 5 million residents—55.4% of which are African-American and 127,300 of whom can be classified as affluent—and only UPTOWN can put you squarely on their radar. UPTOWN gives you access to D.C.'s most well-known and influential denizens, whether they are heading to U Street (aka "Black Broadway") for a night out, or to exclusive Embassy Row events and invitation-only fund-raisers.

Circulation & Distribution

CIRCULATION

The Washington, D.C. rate base of 32,500 consists of the following: newsstand, controlled circulation, subscriber, and bulk distribution (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 5,000 copies on newsstands in and around the Washington, D.C. metropolitan area. Newsstand copies also include distribution in select Barnes & Noble stores, and targeted retailers.

Bulk: UPTOWN distributes 10,250 copies by bulk to restaurants, bars, lounges, spas, health clubs, museums, and targeted events in and around the Washington, D.C. metro area. TGS Distribution handles delivery.

Controlled: UPTOWN distributes over 12,000 copies to affluent African-American households with \$150,000-plus HHI. This list is accessed through Experian Database, the nation's leading targeted data service.

Subscriber: UPTOWN currently services 5,250 subscribers (paid & verified) in and around the Washington, D.C. Metro area.

Newsstand	5,000
Bulk	10,250
Controlled	12,000
Subscriber	5,250
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TOTAL	32,500

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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