

PLAZM



Media Kit 2008

Upcoming issue: Plazm #30

Pages: 156 +

Trim: 9" x 12"

Format: Perfect Bound



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Plazm at a Glance

Plazm is...

- an award winning, internationally distributed arts and culture magazine.
- read by young creative directors, fashion industry professionals, graphic designers, art buyers, film and music producers and artists.
- distributed in major metropolitan areas in the US and select cities in Europe, South America and Asia.
- part of the permanent collection at SFMoMA.
- an ideal forum to communicate with an elusive demographic of influential professionals.
- frequently used by companies to introduce new products and brand image.
- a forum for new ideas and fresh design approaches.



Plazm readers are...

- trend setters and idea shapers.
- young [70% are between 21 and 45]*.
- influential professionals and decision makers.
- not frugal spenders.
- people who buy clothes [78% purchased clothes in the last six months]*.
- people who spend more time online than they do watching television.
- wealthy and getting wealthier [40% make over \$70,000 a year]*.
- people who care about the world.



* figures based on readers survey

Plazm Circulation

Current per issue circulation: 7,000

- 89% newsstand, 11% subscription



Return purchase rate is 87%

- Each copy of Plazm is shared with 2.9 people
- Copies of Plazm are typically saved



Geographic Stronghold

51% of Plazm's readership is located along the pacific corridor.
(Vancouver BC to Phoenix AZ)



Plazm has been a fixture in the Portland, OR creative community since 1991.



Special launch party to be announced.

Last year over 600 people attended our launch event.

Multiple Plazm events will occur throughout the year.



PLAZM

PAE
TLAND
MUSIC
MEMORY
RICHARD NI
KAN YAKA ONO
TO SAMSON MARI
LYN MONROE BILL
WALTON TODD
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PLAZM 29 \$10 US / \$12 CDN

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Plazm '08 Rates & Positioning

FULL COLOR PRIME REAL ESTATE (first 25% of book)

| | |
|-----------|---------|
| Half Page | \$1,000 |
| Full Page | \$1,750 |
| Spread | \$3,000 |

FULL COLOR PREMIUM POSITIONS

| | |
|---|---------|
| Cover #3 (inside back cover) | \$6,000 |
| Cover #3 spread (inside back cover spread) | \$7,000 |
| Cover #2, #4 (inside front cover, back cover) | \$8,000 |
| Cover #2 spread (inside front cover spread) | \$8,000 |

CATEGORY EXCLUSIVITY

Own an issue of Plazm in your market category (no competitors allowed). Speak with your sales representative for details. Available in full page increments or larger. Preferred position guaranteed. Premium rates apply.

CUSTOMIZED INSERTS

Blow-ins, fold-outs, posters, stamps, stickers, magnets. Anything is possible. Call or email your sales rep. to discuss.

DESIGN SERVICES

Plazm Design offers concept to completion graphic services at discounted rates for magazine advertisers.

Plazm '08 Insertion Schedule

| ISSUE | SPACE CLOSE | MATERIALS | STREET |
|-------|-------------|--------------|------------|
| # 30 | August 27 | September 15 | October 08 |

Contact & Shipping

Placement & Production Joshua Berger / Jeremy Bittermann / Sarah Gottesdiener

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Post: Plazm Media, PO Box 2863,
Portland, OR 97208-2863

UPS/FEDX shipping: 2505 SE 11th Avenue, Suite 212,
Portland OR 97202

FTP: Email advertising07@plazm.com to alert us to
the file upload. Include file name and specifications.
[ftp.plazm.com](ftp://ftp.plazm.com)

user: guest

pass: 1plazmguest

Production Specifications

| | | |
|--------------------------|--|--|
| spread | 16.25" x 10.625" 18" x 12" 18.25" x 12.25" | live image area trim size bleed size |
| spread gutter | .5" margin each side of center line | |
| full page | 8.125" x 10.625" 9" x 12" 9.25" x 12.25" | live image area trim size bleed size |
| half page half page | 8.125" x 5.125" 4" x 10.625" | horizontal vertical call for bleed specs |
| indie-shop - single-wide | 2.5" x 3.625" | vertical |
| indie-shop - double-wide | 5.25" x 3.625" | horizontal |

| | |
|-------------|---|
| color | all pages CMYK |
| dot gain | 25% recommended -printed offset on uncoated stock |
| line screen | 175 LPI |

only digital files are accepted
acceptable file formats

- tiff (flattened, no layers)
- eps (all fonts must be outlines)
- pdf (press ready)

- Hard copy of art must be included.
- Color proof required for guaranteed color matching.



