

# PLAZM #30 MEDIA KIT





# PLAZM MAGAZINE

Plazm is an award winning, internationally distributed arts and culture magazine with a robust web and social networking presence. Founded in Portland in 1991, Plazm has published challenging and innovative work by David Byrne, Yoko Ono, David Carson, Raymond Pettibon, Coco Fusco, John C Jay, Guillermo Gomez Peña, The Cramps, and many others.

Plazm received the Creative Resistance award from *Adbusters* in 2001. The magazine's complete catalog is included in the permanent collections of the Denver Art Museum, the San Francisco Museum of Modern Art and the Library of Congress in Washington DC. Numerous publications and award shows feature Plazm's work, including the 100 show, AIGA national show, the Art Director's Club, *Eye*, *Communication Arts*, *Graphis*, and *IDEA*.

Plazm #30 will be part of our twentieth anniversary celebration!

## Plazm is...

- read by young creative directors, artists, fashion industry professionals, graphic designers, art buyers, film and music producers
- distributed in major metropolitan areas in the US and select cities in Europe, South America, India, and Asia
- a forum for new ideas and fresh design approaches
- an ideal forum to communicate with an elusive demographic of influential professionals
- frequently used by companies to introduce new products and brands

"Cool and classy."  
— Advertising Age

"Plazm is an expertly crafted blend of brain food, eye candy, smart design and sexy typography."  
—PORT

" 'Magazine' doesn't quite cover it. Not even 'art magazine'.  
Maybe 'magazine as art' is closer to the mark..."  
—The Oregonian

# WHO READS PLAZM?

Plazm readers are...

- trend setters and idea shapers
- young [70% are between 21 and 45]\*
- influential professionals and decision makers
- wealthy and getting wealthier [40% make over \$70,000 a year]\*

Plazm readers like to...

- spend more time online than they do watching television
- get out of the house, drink and dine out, go to festivals, visit openings

Plazm readers tend to...

- care about the world
- act as natural social networkers
- engage with contemporary culture
- be passionate, artistic, and very independent

\* figures based on reader survey

## PRINT READERSHIP

Readers per issue: 10,150

Circulation: 3,500

*Plazm buyers, on average, share their magazines with 2.9 other readers (who did not buy the magazine themselves). Most report that they don't throw the magazine away. They put it on the coffee table for guests to see, then the bookshelf with the art books and limited edition, silkscreened album covers.*

## ONLINE READERSHIP

- nearly a half million per year (unique hosts served)
- website and blog traffic averages 19,500 per month (unique hosts)
- over 5,000 e-news, twitter, and facebook participants

## GEOGRAPHIC STRONGHOLD

- 51% of print magazine readers live in the Pacific corridor (Vancouver BC to Phoenix)
- a fixture of the Portland creative community for almost twenty years

*"The best American magazine since Interview."*  
—Nieuws Bulletin (Netherlands)



# PLAZM OFF THE PAGE

## LAUNCH PARTIES

Each new issue is launched with an event hosting several hundred guests, featuring artists, filmmakers, and performers such as Dead Moon, Storm Tharp, Vanessa Renwick, Sissyboy, Mike Barber, Tahni Holt, Evolutionary Jass Band, and Dim Sum Puppet Theater.

## EVENTS

You can find Plazm people presenting work and giving talks at the AIGA, Pratt Institute, the Museum of Sex in New York, and ZGRAF in Zagreb, Croatia, among others. Regionally, Plazm presents mainstage readings at the Wordstock festival, and brings artists and designers to Portland in cooperation with colleges like PNCA. We're interviewed at Back Room suppers, the Artist Dinner Series at Performance Works NW, and elsewhere. Portland Monthly has invited Plazm to be in its "Bright Lights" series this year. We get around.

## BOOKS/ART

Online and at events, Plazm sells a tightly curated group of signed books, magazines, prints, and more. Plazm also commissions and solicits works for exhibit and sale, such as "The End of War" series benefiting Veterans for Peace, which featured Kristan Kennedy, Art Chantry, Horatio Law, and many other talented, generous artists. See [plazm.com/store](http://plazm.com/store).

## PLAZMTHREAD

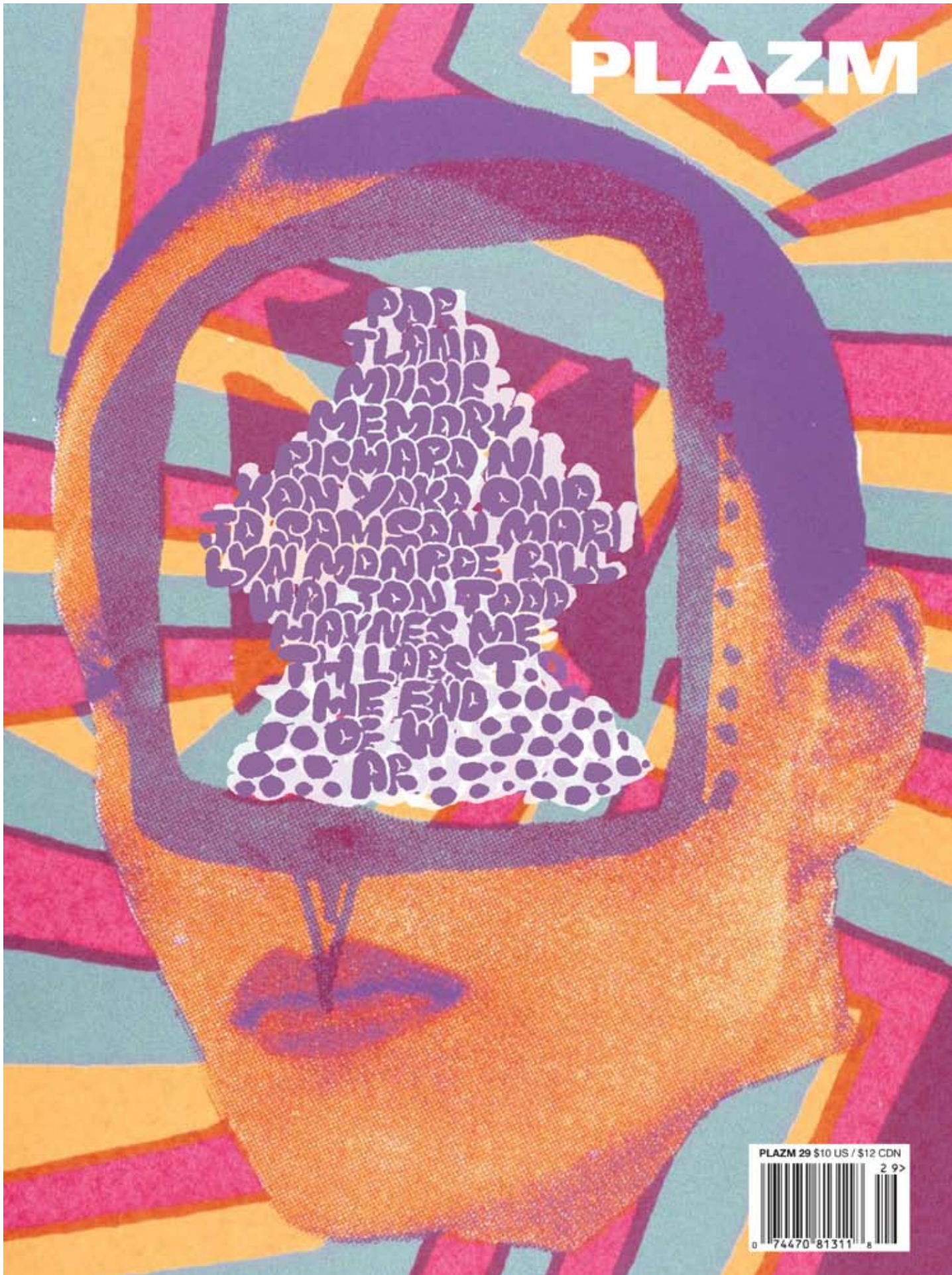
Designers and illustrators make limited edition T-shirts especially for Plazm in collaboration with BuyOlympia. See [plazmthread.com](http://plazmthread.com).

## PORTLAND

As Wieden + Kennedy partner John C Jay notes, without Plazm, the city would lack "a voice from inside the culture to honestly and authentically portray Portland's unique experiences. Portland and its creative communities need Plazm more than ever." Plazm offers the Portland community an internationally distributed venue that features Oregonian voices alongside writers, artists, and designers from Tokyo, New York, Tehran, Los Angeles, and beyond.

*"Those who like their magazines slick and formulaic are hereby given a last chance to change their minds."*  
—Wired magazine

Plazm #28 Release Party @ Disjecta



# OUR ADVERTISERS

## WHO ADVERTISES IN PLAZM?

Our advertisers run the gamut from small to large, local to international, such as:

- Ace Hotel
- Portland Center Stage
- PICA
- Elizabeth Leach Gallery
- Pacific Northwest College of Art
- Reed College Cooley Gallery
- Hive Modern
  
- Airwalk Shoes
- Nau Clothing
- Issey Miyake
- Converse Shoes
  
- Geffen Records
- Matador Records
- Cherchez La Femme
- Mute Records
- Miramax Films
  
- New Deal Vodka
- New Belgium Brewery
- Altoids
- Tanqueray
  
- Getty Images
- Adobe Software
- creativepro.com
- Dynagraphics
- Cut & Paste

*"Plazm is unreadable."*  
— New York Press

Plazm #29 Cover  
Seripop, Quebec, Canada

# PLAZM STORY

Plazm magazine was founded in 1991 as a nonprofit artist resource in Portland. The magazine gained international recognition for its experimental approach to design, words, and typography. As Plazm evolved and expanded, so did the small creative community of Portland, Oregon.

## PLAZM DESIGN

Plazm Design was founded in 1995 as a conscious effort to apply Plazm's creative process and collective talents to serve commercial clients and social causes. Through innovative approaches to design and strategy, the studio created print, interactive, and branding work for clients ranging from Nike and Star Wars to PICA and Rock 'n' Roll Camp for Girls. The magazine was published by the design firm until 2009, when it was returned to nonprofit status.

## NEW OREGON ARTS & LETTERS

New Oregon is the proud new publisher of Plazm. A 501c(3) nonprofit organization, New Oregon creates and presents arts, literature, and media with programming that encourages collaboration, supports interdisciplinary practices, and contextualizes creative culture. We are committed to fostering innovation, integrity, and critical dialogue across a broad range of communities.

*"In an era when more and more media are controlled by fewer and fewer outlets, small press and independent media allow outsider voices to be heard...Find a copy of Plazm and expand your perceptions."*

— The Feminist Review

## SOCIAL RESPONSIBILITY

At Plazm, we believe that designers, writers, and artists have a responsibility to the world. We know how to use the tools of creativity and communication; we can use them for social change along with personal vision. As individuals and collectively, we work toward environmental, social, and political causes and contribute our services to organizations promoting arts, culture, social change, and sustainability.

*"You can't describe Plazm as a cutting-edge publication— it's light years ahead."*

— Step magazine



Plazm #29 Release Party @ the Ace Hotel

# RATES & POSITIONING: PLAZM #30

FULL COLOR	PRIME REAL ESTATE (first 25% of book)	STANDARD PLACEMENT (last 75% of book)
Half Page	\$ 1,000	\$ 900
Full Page	\$ 1,750	\$ 1,600
Spread	\$ 3,000	\$ 2,800
Quarter Page (review section only)	N/A	\$ 470

## FULL COLOR PREMIUM POSITIONS

*NEW for premium placement buyers:*

- Receive 25% off any web/online advertising package through Dec, 2011
- Free listing in new online community directory debuting this winter
- Opportunity to sponsor an episode of our new iPad 'zine at a discounted rate

Cover #2 (inside front cover)	\$ 5,000
Cover #2 spread (inside front cover 2-page spread)	\$ 6,500
Cover #3 (inside back cover)	\$ 4,000
Cover #3 spread (inside back cover 2-page spread)	\$ 5,500
Cover #4 (back cover)	\$ 6,000

## 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.

## CUSTOM INSERTIONS

Plazm has experience in customizing inserts, posters, tip-ins, blow-ins, stickers, magnets, window clings, and other marketing collateral. We are happy to work with you to help your vision come to life. Speak with your sales representative for details.

## DESIGN SERVICES

If you're an advertiser or sponsor, we can design your ad at a reduced rate. Speak with your sales representative for details.

# PLAZM #30 SCHEDULE

RESERVATIONS CLOSE	MATERIALS DUE	STREET DATE
May 13, 2011	May 20, 2011	June 15, 2011

# CONTACT & FILE DELIVERY

Placement & Production

*Get in touch with your sales representative, or call*  
Joshua Berger, Art Director  
503-528-8000  
advertising30@plazm.com

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

US FedEx Shipping: 1123 SE 36th Avenue  
Portland, OR 97214 USA

Large files can be accepted via yousendt.com,  
wetransfer.com, dropbox.com, etc., or your ftp.

Please email advertising30@plazm.com to alert us  
to your incoming files.

*"A passionate pursuit of editorial originality—no ordinary magazine."*

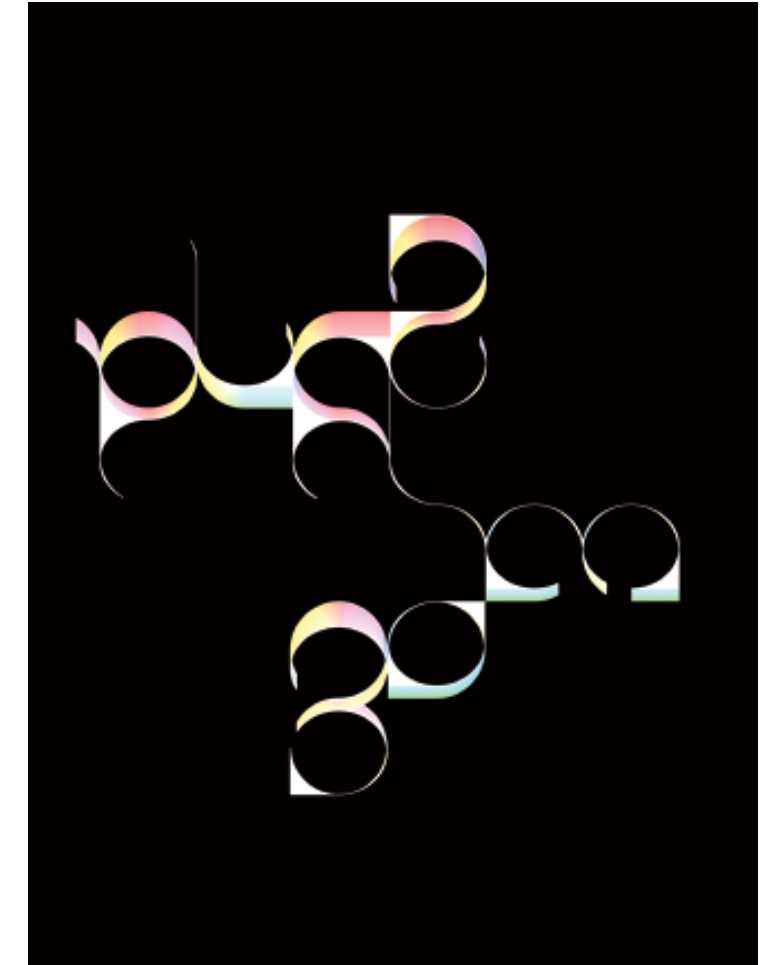
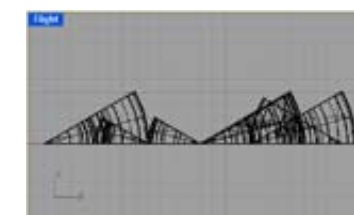
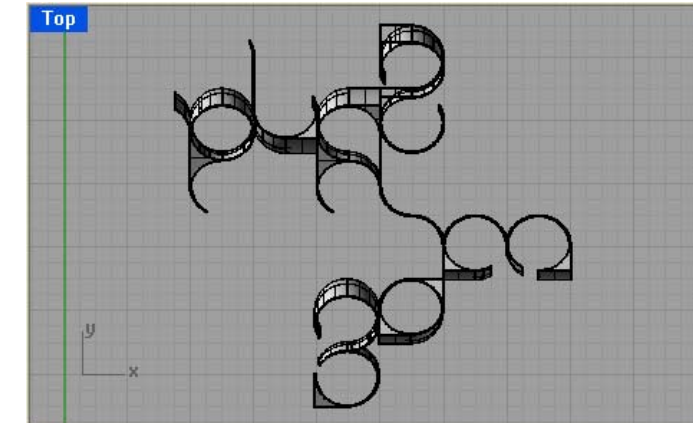
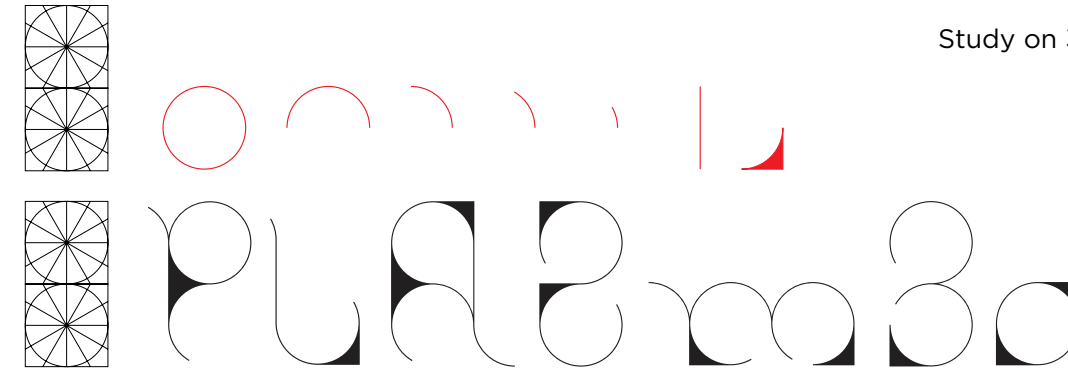
— How magazine

# PRODUCTIONS SPECS

SPACE	DIMENSIONS (w" x h")	NOTATION
quarter page	4" x 5.125"	vertical review section only
half page floating	8.125" x 5.125" 4" x 10.625"	horizontal vertical
half page bleed	8.125" x 5.125" 9" x 6" 9.25" x 6.125"	horizontal live image area trim size bleed size
	4" x 10.625" 4.5" x 12" 4.625" x 12.25"	vertical live image area trim size bleed size
full page	8.125" x 10.625" 9" x 12" 9.25" x 12.25"	live image area trim size bleed size
spread	16.25" x 10.625" 18" x 12" 18.25" x 12.25"	live image area trim size bleed size 1" safety on center

## FILE DETAILS

Line screen 175 LPI.  
CMYK  
Digital files only Mac Format.  
TIFF, EPS or high rez press-ready PDF files only.  
All fonts must be converted to vector or pixels.  
Color proof is required for guaranteed color matching.  
Email advertising30@plazm.com with any questions.



## ONLINE

Plazm blog: [blog.plazm.com](http://blog.plazm.com)

Plazm magazine, selected archives: [www.plazm.com/magazine/features](http://www.plazm.com/magazine/features)

Plazm/Audio Dregs music stream: [www.plazm.com](http://www.plazm.com)

Plazmthread series: [plazmthread.com](http://plazmthread.com)

Also Facebook, Twitter, MySpace, etc.

Coming soon: in collaboration with New Oregon, a new site at [plazm.org](http://plazm.org)

