

SUGAR LAND MAGAZINE ADVERTISING RATES 2012

MONTHLY PAYMENT PLANS

MAXIMUM VISIBILITY PLUS

10X Frequency/2 yr.

(8X Sugar Land Magazines & 2X Sugar Land Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
425/mo.	560/mo.	695/mo.	1125/mo.

Total price is divided into 24 equal payments



ADD A SKYSCRAPER WEB AD
\$50-\$180/month

INCLUDES: 8 quarterly Sugar Land Magazine print ads, 2 annual Sugar Land Life Newcomer & Resource Guide print ads, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Also discounts on skyscraper web ads.

EXTREME VISIBILITY

8X Frequency/2 yr.

(8X Sugar Land Magazines - no Sugar Land Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
405/mo.	530/mo.	650/mo.	1050/mo.

Total price is divided into 24 equal payments



ADD A SKYSCRAPER WEB AD
\$80-\$220/month

INCLUDES: 8 quarterly Sugar Land Magazine print ads, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Does NOT include Sugar Land Life Newcomer & Resource Guide.

HIGH PROFILE

5X Frequency/1 yr.

(4X Sugar Land Magazines & 1X Sugar Land Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
435/mo.	570/mo.	715/mo.	1165/mo.

Total price is divided into 12 equal payments



ADD A SKYSCRAPER WEB AD
\$50-\$180/month

INCLUDES: 4 quarterly Sugar Land Magazine print ads, 1 Sugar Land Life Newcomer & Resource Guide print ad, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Also discounts on skyscraper web ads.

HORNBLOWER

4X Frequency/1 yr.

(4X Sugar Land Magazines - no Sugar Land Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
415/mo.	540/mo.	670/mo.	1085/mo.

Total price is divided into 12 equal payments



ADD A SKYSCRAPER WEB AD
\$80-\$220/month

INCLUDES: 4 quarterly Sugar Land Magazine print ads, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Does NOT include Sugar Land Life Newcomer & Resource Guide.

MESSAGE BLAST

2X Frequency/half-year

(2X Sugar Land Magazines - no Sugar Land Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
450/mo.	570/mo.	720/mo.	1150/mo.

Total price is divided into 6 monthly payments



PREMIUM PLACEMENTS

- Back Cover 35%
- Inside Front Cover 30%
- Inside Back Cover 25%
- First 20 Pages 25%
- All Other Positioning Requests 15-20%

GET WAIT LISTED:

We can set up a back-up contract for your preferred premium positions.

Ask us!

All ads require prepayment. Rates are net and non-negotiable.

Ask about our annual web ad pricing.

SugarLandMagazine.com home page spot ad is \$3800/yr. (If available. Ask about waiting list).

SUGAR LAND
MAGAZINE
SUGARLANDMAGAZINE.COM

Monthly payment plans require a credit card. All ads require prepayment. Rates are net. Ad design is available for small businesses that do not have graphic designers or agencies. Failure to run purchased frequency will result in cancellation, design, and short rate fees to the actual frequency ran.

Highest Readership and Outstanding Web Visibility

Sugar Land Magazine & SugarLandMagazine.com

Effective Sugar Land Advertising That Works

Sugar Land Magazine and SugarLandMagazine.com are the definitive voices of Sugar Land, Texas, known by virtually everyone in the area. Targeted to families of all ages and stages, Sugar Land Magazine is an award-winning local magazine that has the quality of a national-level publication. SugarLandMagazine.com ranks #1 on Google, Yahoo, and many other search engines for hundreds of Sugar Land, Texas web searches. We also drive traffic to SugarLandMagazine.com with our #1 ranking community jobs page, Sugar Land events page, Sugar Land news page, and thousands of Sugar Land area resource listings. No other media venue gives you this kind of Sugar Land coverage. (See our Facebook likes and read our testimonials on SugarLandMagazine.com).

Award-winning covers, editorial, ads, and graphic design

The Predominant Media Venue in Sugar Land, Texas

Sugar Land Magazine is locally owned and contains well-written Sugar Land stories about inspirational people, celebrities, family activities, health, education, home life, and more. We've won dozens of media awards for editorial, layout, photography, cover design, advertising creativity, and community service. We have a large loyal following of dedicated readers, an outstanding community presence, and attend many events across Sugar Land.

Unmatched Sugar Land Circulation - It's Everywhere!

Total Printed Magazines 80,000

Mailed – 40,000

Mass mailed to numerous key neighborhoods across the greater Sugar Land area.

Distributed – 40,000

Available in racks and stands all over the Sugar Land area at Starbucks (exclusively), Walgreens, CVS, various stores, hotels, restaurants, hospitals, and malls. Also distributed to the City of Sugar Land and Fort Bend Chamber of Commerce. Thousands are delivered to doctors, dentists, salons, and other lobbies and waiting areas for repeat readership. See detailed distribution information.

Advertisers Get Web Visibility Too

Now getting up to 403,000+ hits a month

In addition to a beautiful, effective print ad, advertisers leverage our 403,000+ web hits per month on our high ranking Sugar Land Directory at no extra charge! As an advertiser, your company is bolded with a description about your business that links directly to your website. Full page advertisers get up to four listings/links.



SUGAR LAND MAGAZINE FAST FACTS

- ★ Copies per issue: 80,000
- ★ Web hits: 403,136 per month*
- ★ Facebook likes: nearing 2,275*
- ★ Founded: 2005
- ★ Number of pages: 116
- ★ Ad to editorial ratio: 40-60%*

*stats as of 11/15/11

Closing Dates & Deadlines

Issue	Issue Date	Shelf Life	Sales Closing*
Spring	April 15	April, May, June	Feb. 15
Summer	July 15	July, Aug., Sept.	May 15
Fall	Oct. 15	Oct., Nov., Dec.	Aug. 15
Winter	Jan. 15	Jan., Feb., Mar.	Nov. 15
Sugar Land Life	Spring	All Year	Feb. 28

*Sales closing for premium placements is 30 days prior to publishes sales closing

Advertisers Love It!

"I opened my practice in July of 2005, and tried several ways to market. The Sugar Land Magazine prompted more responses than any other marketing sources I tried. The magazine did an outstanding job with my ad layout!"

- Li-Yen Lon, DDS- River Park Dental Center

Readers Love It!

"I picked up the magazine this morning and was thrilled. What a great resource for the community! I appreciate the vision of the magazine- one of building community and celebrating family life in Sugar Land. And it looks fantastic, too!"

- M. Rosine

Families Love It!

"I just wanted to say you did a great job with the school information you published. We're a home schooling family and it was amazing how much information you had in there; you did a lot of work. I just wanted to say good job and we love getting your magazine."

- J. Bryan