

# Highest Visibility & Readership

## Sugar Land Magazine & SugarLandMagazine.com

Sugar Land Magazine contains locally written features, profiles on area people, and hundreds of local faces to give it the longest shelf life in the area. Readers tell us time and again how they hang onto it for months and read it from cover to cover. In addition to a beautiful, effective print ad, our advertisers also get fantastic exposure on our high ranking web directory, SugarLandMagazine.com, at no extra cost. As an advertiser, your company listing is bolded with a description about your business that's linked directly to your website.

### It's Everywhere!

Sugar Land Magazine is the only publication mailed to homes AND mass distributed all over town in stands across Fort Bend County. We also mass distribute Sugar Land Magazine to hundreds of lobbies and waiting areas for repeat readership and maximum visibility all season long.

### Celebrating Fort Bend Families

Targeted to families of all ages and stages of life. Sugar Land Magazine has dozens of resources and hundreds of familiar faces and the best lasting power in the area. If you want to reach Fort Bend families – Sugar Land Magazine is what they're reading!



Now Printing **80,000**  
Copies per Issue!

### 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 the Fort Bend community. And it looks fantastic, too!"

— M. Rosine  
Sugar Land Magazine Reader



### Your Ad Gets Maximum Reach

**Mailed & Racked - 80,000 Issues**

**Mass Mailed** – Mailed to numerous neighborhoods across the Fort Bend area.

**Racked** – Available free in stands at Walgreens, CVS Pharmacies, Starbucks, various stores, hotels, restaurants, hospitals, and malls.

**Lobby Copies** – Thousands are delivered to doctors, dentists, salons, and other lobbies and waiting areas for repeat readership.

**Newcomer Packets** – Distributed to hundreds of local realtors, builders, The Fort Bend Chamber of Commerce and the Central Fort Bend Chamber Alliance for newcomers to enjoy.

**Subscriptions** – Mailed to subscribers who want guaranteed home delivery.

**SugarLandMagazine.com Web Listings** – Advertisers get a bolded listing, description, and link to their site from our hugely popular Sugar Land Directory.

**Unmatched Community Presence** – We consistently draw attention to our advertisers as we sponsor and attend large community events all over the Fort Bend area.

### Sugar Land Magazine Fast Facts

- ★ Copies Per Issue: **80,000**
- ★ Circulation: 240,000+
- ★ Founded: 2005
- ★ Shelf Life: 3 months
- ★ SugarLandMagazine.com gets 577,000+ hits per month
- ★ Web Results: Ranking #1 for numerous FB searches!

*Celebrating Life in the Sugar Land Area*  
**SUGAR LAND**  
MAGAZINE™

# Advertising Rates & Closing Dates

## Sugar Land Magazine (Print Display Ads)

Print Ads SL Magazine	10 X Run* 8 Issues SLM & 2 Life	5 X Run* 4 Issues SLM & 1 Life	4 X Run Cost Per Issue	2 X Run Cost Per Issue	1 X Run Cost Per Issue
1/4 page	\$900	\$960	\$1100	\$1250	\$1400
1/3 page	\$1200	\$1260	\$1440	\$1590	\$1780
1/2 page	\$1500	\$1590	\$1800	\$1980	\$2215
Full page	\$2490	\$2580	\$2880	\$3210	\$3600

Pricing Effective 1/1/09

- Back cover, add 30%
- Inside front (R and L), add 25%
- Inside back (R and L), add 25%
- First 20 pages or center, add 20%
- Other placement requests, add 15%

### \*Sugar Land Life - Relocation & Newcomer Guide

Just choose the 10X or 5X frequency if you would like to be part of *Life*, our annual Relocation & Newcomer Guide. This is mailed to new homes, stocked around town, and sent to those requesting newcomer packets. Published with the same quality and vision as Sugar Land Magazine.

### Impressive Magazine!

Trendmaker has found advertising in Sugar Land Magazine as a viable tool in increasing awareness and traffic to our model homes and information center. Trendmaker's newest project Cross Creek Ranch is a new premier master planned community in Fulshear TX. Due to the numerous distribution points, web presence, and quality of magazine Sugar Land Magazine was our top choice in getting the word out and building our brand recognition.

- Melissa Guerra,  
Marketing Coordinator II  
Trendmaker

### Closing Dates & Deadlines

Issue	Issue Date	Covering Events in	Sales Closing	Final Art
Winter	Jan. 15	Jan., Feb., Mar.	Nov. 15	Nov. 30
Spring	April 15	April, May, June	Feb. 15	Feb. 28
Summer	July 15	July, Aug., Sept.	May 15	May 30
Fall	Oct. 15	Oct., Nov., Dec.	Aug. 15	Aug. 30
Sugar Land Life	Summer	2010	Mar. 15	Mar. 30

### SugarLandMagazine.com (Web Display Ads)

SugarLandMagazine.com (Web Ads)	Per Month (3 mo. min)	Per Year (12 mo. min)
Skyscraper Web Ad (Category Page)	\$150	\$1700
Spot Web Ad (Home Page)	\$350	\$3600
Prominent Listing with description & link	Free for print advertisers	

Web ad rates are for print advertisers only

### Reserve Your Ad Space Now

Call us at **281-579-7944** even if the deadline has passed and we will try to accommodate you. Web listings can be posted for new advertisers immediately.

*Celebrating Life in the Fort Bend Area*  
**SUGAR LAND**  
**MAGAZINE™**

WWW.SUGARLANDMAGAZINE.COM

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FUN THINGS TO DO



PLACES TO GO



SUGAR LAND SPORTS



SUGAR LAND SWEETIES