

Massachusetts' Singles Magazine

MISIM singlesmag.net

mSm

Massachusetts Singles Magazine

Serving Area Singles



Mission Statement

MSM is an area magazine dedicated to spice up anyone's dating life. With an interactive website and an exciting magazine, we bring you the best of dating in the Boston area. We also give single men and women the chance to showcase themselves in our monthly issues.

The publication itself will be free. Advertising subsidizes the costs associated with creating, publishing, and distributing the magazine. A key to our success is we attract and maintain advertisers whom share a common target market with MSM. We do offer paid subscriptions to readers who want the magazine delivered to their home.

Market Analysis Summary

The target market is broadly based and is defined as young unmarried professionals of all sexual orientation at all levels in any industry.

Age	Male	Female	Total
	47%	53%	100%
13-17	2%	0%	2%
18-24	10%	15%	25%
25-34	27%	27%	54%
35-44	4%	5%	9%
45-54	3%	4%	7%
55 and up	1%	2%	3%

Advertising Strategy

MSM is not only a means of communication between singles but it is also be a way for local businesses to reach out to prospective customers. 10,000 copies of MSM's first issue have been circulated around Massachusetts concentrating in Boston and Worcester.

The MSM website <http://singlesmag.net> was recently re launched. It is now more interactive and user-friendly. We now have more repeat and unique visitors. The MSM site averages around 1000 visitors per week.

- MSM sends out press releases to all local and national media periodically announcing all MSM related changes.
- MSM host monthly events targeting unmarried professionals.

Distribution Strategy

MSM has adopt three distribution strategies that have worked for other free publications.

- Business entrances: Contributing advertisers are offered 5% off their ads when they agree to keep an MSM newsstand in their businesses.
- Direct mail subscriptions: On the MSM website, we offer visitors the choice to buy 3-month , 6-month, or 12-month subscriptions.
- Online: All members of the MSM website have access to the electronic version of the monthly magazine free of charge; the electronic version has on average 954 readers per week.

A single copy of MSM is read

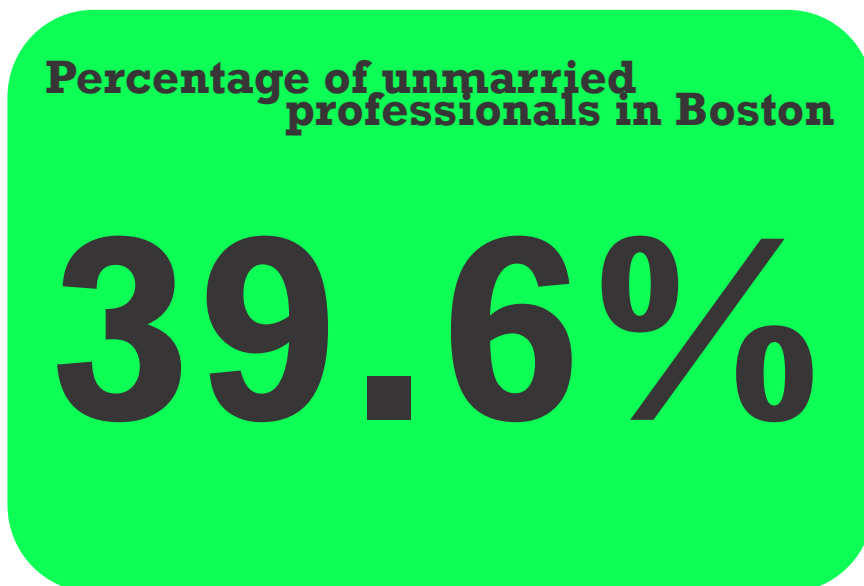
954 times

on average per week!

Why advertise in MSM

Since its launch in January 2009, has established its market and credibility within the Massachusetts singles community. According to the Boston Globe in a November 2008 article*, there are over 313,000 singles in Boston alone, excluding the surrounding communities. By sheer number, the Boston singles market offers huge potential for any business. MSM provides a targeted and inexpensive opportunity to directly reach out to new and existing customers who would benefit from your products or services.

When you advertise with MSM, you will receive more than most magazines. Your advertisement will be printed in the magazine and online on our website. By combining both a print and web presence for one low price, MSM allows better market penetration and higher return on investment.



[http://realestate.yahoo.com/Massachusetts/
Boston/neighborhoods](http://realestate.yahoo.com/Massachusetts/Boston/neighborhoods)

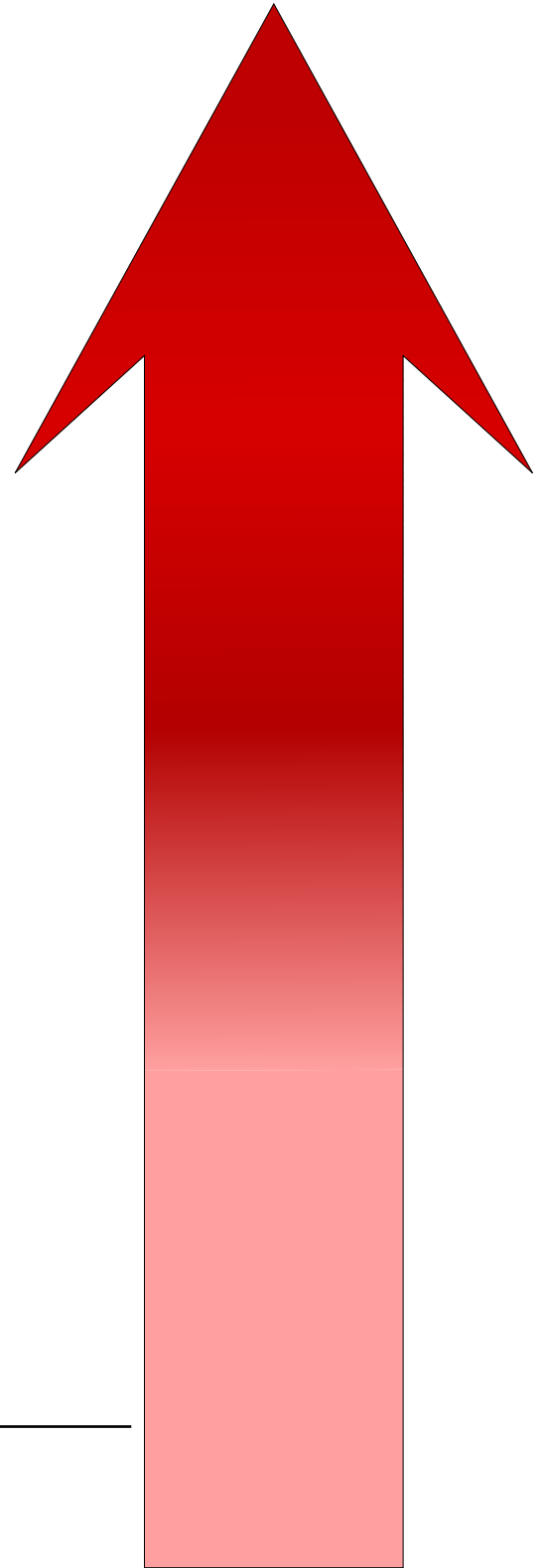
* [http://www.boston.com/bostonglobe/magazine/articles/2008/11/30/
where_the_singles_are/](http://www.boston.com/bostonglobe/magazine/articles/2008/11/30/where_the_singles_are/)

Advertising Specifications, Sizes, and Prices

Ad	Imageable Area	Ad Size	Price
Back Cover	8.5" x 11"	9" x 11.5"	\$750.00
Full Page	8.5" x 11"	9" x 11.5"	\$600.00
1/2 Page	8.5" x 5.5"	9" x 6"	\$400.00
1/4 Page	4.25" x 5.5"	4.75" x 6"	\$225.00
1/8 Page	4.25" x 2.75"	4.75" x 3.25"	\$175.00

Important Submission Dates

Issue Date	Ad Due Date	Insert Due
February	1/10/09	1/15/09
March	2/10/09	2/15/09
April	3/10/09	3/15/09
May	4/10/09	4/15/09
June	5/10/09	5/15/09
July	6/10/09	6/15/09
August	7/10/09	7/15/09
September	8/10/09	8/15/09
October	9/10/09	9/15/09
November	10/10/09	10/15/09
December	11/10/09	11/15/09



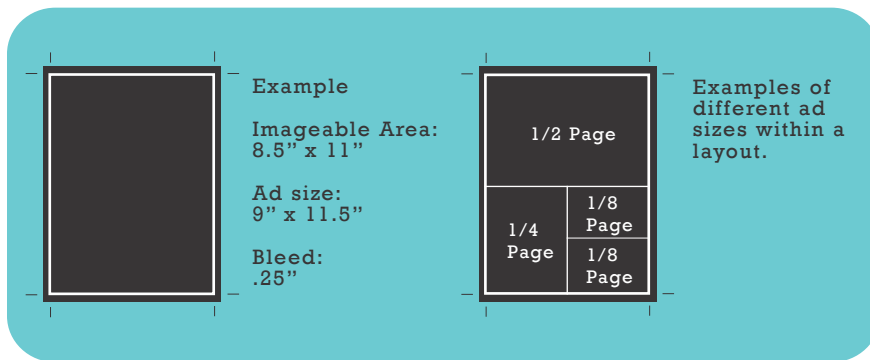
Drive your sales up by **35%**

when you advertise consecutively.
Repetition helps you get noticed.

Printing Info and Digital File Requirements

MSM is printed 4-color process (CMYK) using a coated stock and saddle stitched. Spot colors must be converted to their CMYK equivalents. Please provide Camera-Ready artwork.

- Preferred File Format: PDF Also accepting: EPS, TIFF, and JPG.
- Native file formats such as PowerPoint, word, or publisher are accepted as proper reproduction cannot be guaranteed.
- Color Spaces: All ads will be printed in CMYK (color). Ads can be submitted as Grayscale. RGB and Spot color Ads are not allowed.
- Photo Resolution: 300 DPI
- Line Art/Illustration Resolution: 1200 DPI



Ad Preparation and Sizing

The final trim size of MSM is 8.5" wide by 11" high. MSM is printed using full bleed. When designing an advertisement for full bleed, the document must have .25" of extra content/image (bleed) built into the advertisement. This means the advertisement is a total of .5" taller and wider than the actual imageable area. During print production, the excess area is trimmed off. The additional bleed allows proper print production and a higher quality output.

Terms and Conditions

The regulations appearing on this agreement form are those that are in effect as of publication and are subject to change without notice. Massachusetts' Singles Magazine (MSM) has the following standards and regulations for all sponsors/or advertisers:

- Advertisements are accepted upon the representation that the advertiser of its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- Bills are rendered payable net 30 days after date of insertion order. All amounts due after 90 days will be turned over collection. In addition, the Advertiser/Agency is responsible for any additional expenses, attorney fees, and court costs which MSM incurs by reason of Advertiser's default. If advertiser fails to make payment in accordance with the terms of this agreement, advertiser/agency shall remain liable for all unpaid amounts due including all discounts as it appears on this contract.
- Contract may be canceled by Advertiser in writing within 3 days from signed contract by certified mail or in person only. If cancellation notice is received after 3 days from signed contract, advertiser is legally bound to pay all amount(s) and shall remain obligated to pay the amount due as indicated on contract. Advertiser, furthermore, shall be responsible to pay all discounts (as they are voided in the event of a cancellation or any legal dispute for any reason including bankruptcy, financial reasons of any kinds, etc), all legal fees and any other fees associated with the collection with the funds. If Customer defaults, Advertiser agrees to pay its reasonable expenses, including attorney/legal and collection agency fees incurred in enforcing its rights under these terms and conditions.
- Cannot guarantee that advertisement will appear on a specific position or specific page (written notice must be received).
- Publisher shall have no liability for any ad related errors including miss-placements (ads not placed in a specific edition), graphic related errors (images, color accuracy, logos), listings (content, phone numbers, web address, phone numbers, location, advertiser index) or any copy typeset by publisher.
- Publisher reserves the right to hold advertiser or agency liable for monies, fees, penalties, as are due and payable in the event of any legal dispute resulting from print/published matter or in the event of nonpayment.
- Advertiser assumes sole responsibility for protection of their copyright, trademark of all text, illustration, designs in their advertisements.

Advertisement Order Form

Advertisement size	Price	Number*	Total
<input type="checkbox"/> Back Cover **	\$750.00		
<input type="checkbox"/> Full Page	\$600.00		
<input type="checkbox"/> 1/2 Page	\$400.00		
<input type="checkbox"/> 1/4 Page	\$225.00		
<input type="checkbox"/> 1/8 Page	\$175.00		
<input type="checkbox"/> Event Sponsorship ***			
* Number of months you plan to run ad ** Please call to confirm availability *** Please call to discuss event sponsorship opportunities and dates		Discount	
		Final total	

Company _____

Contact _____

Address _____

Phone _____

Email _____

Method of Payment

- Check
- Visa/Mastercard/Discover/American Express
- PayPal
- Bill me later

Credit Card Number Exp. Date _____

Signature _____

Date _____