



SIMPLY HERS

SIMPLY HERS
is your direct
connection
to the customers you
are striving to reach.
With our broad appeal,
every woman finds
something within
the pages of
Simply Hers magazine
that speaks to her and
keeps her coming back
to the magazine time
after time.

**WOMEN ARE
MORE LIKELY
TO PURCHASE
ITEMS THAT
THEY HAVE SEEN
IN A PRINT AD THAN
ANY OTHER METHOD
OF ADVERTISING.**

(American Demographics)

82% OF ALL MAJOR PURCHASING DECISIONS ARE MADE BY WOMEN.

(American Demographics)

Creating Connections


Simply Hers is a consumer driven publication designed to help you promote your business. Advertising is an integral part of our magazine because relevant advertising is valued by readers and is consumed with interest. Readers view advertisements in much the same way as they view the editorial - looking for items that interest, intrigue, entertain and inform.

Here at Simply Hers we promise to do our part by...

- Offering a commitment to quality assuring that your advertising is showcased in the best possible light.
- Strengthening our magazine by targeting distribution locations with precision and without wastage.
- Always keeping in mind that ultimately the reader is in control.
- Continuously developing content to engage the reader and build a bond of trust.

Reading a great magazine is like talking to an old friend.

Distribution



SIMPLY HERS currently services Hillsdale and Lenawee counties. We direct mail to over 200 local businesses targeting consumers in high reader pass along venues such as the offices of physicians, dentists and attorneys.

We replenish high traffic area throughout the month such as grocery, sandwich and coffee shops. Additionally multiple copies are delivered on the first of each month to local spas, salons, fitness centers and child care centers.

Our features focusing on special events, social, educational and recreational activities keep us a current and useful resource all month long.

10,000 copies are distributed throughout Hillsdale and Lenawee counties. With readership estimated at 2.7 readers per magazine your message will reach nearly 30,000 readers.

SIMPLY HERS offers an interactive flip book on-line at www.simplyhers.net with direct links to advertisers' websites.

Magazines are delivering a larger adult audience to marketers than top television shows, and are doing even better with female consumers.

(American Demographics)

Specifications

| | |
|--------------------------|--|
| TRIM SIZE: | 8.25 X 10.75 (Live area 8 X 10.25) |
| PRINTING PROCESS: | Web offset from digital files |
| TRIM SAFETY: | Allow 0.25 from trim size on all sides for live matter that is not meant to bleed. |
| LINE SCREEN: | 85 lpi |

AD SUBMISSIONS:

PDF submissions created with Acrobat Distiller* of all advertisements is the preferred delivery method. Ensure that ALL fonts are embedded, all colors are converted to CMYK, and overprinting is turned OFF. Any layers used in native application must be flatten before PDF is created. We recommend saving at 1200 DPI. Please avoid reverse text on four color backgrounds. Images must be SWOP (CMYK or grayscale) TIFF or EPS between 240 and 300 dpi. Remember: Do not use RGB or JPEG images. Don't nest EPS files into other EPS files. Advertiser assumes all liability for content, including font and art usage of its ads.

E-MAIL MATERIALS TO:

marlanea@simplyhers.net

MAILING ADDRESS:

Simply Hers Magazine, ATTN: Advertising Department
3670 Waldron Road, Hudson, Michigan 49247

IN-HOUSE AD PRODUCTION

Please contact us if you need help in the design or layout of an ad for your business.

RIGHTS OF REFUSAL

Simply Hers magazine reserves the right to refuse any ad that is of a vulgar, sexist, racist, or of any degrading nature.

CANCELLATION

Advertiser will be held liable for space reserved unless a 60-day advance notice has been submitted to Simply Hers Magazine in writing. When no acceptable material is furnished by material due dates for spaces under contract, the Publisher reserves the right to repeat a previous advertisement or to charge the full rate for the unused space.

MECHANICAL INFORMATION:

| | WIDTH X HEIGHT |
|------------|---------------------|
| FULL PAGE | 8.5 X 11 with bleed |
| FULL PAGE | 8 X 10.25 no bleed |
| 1/2 PAGE H | 8 X 5.125 |
| 1/2 PAGE V | 4 X 10.25 |
| 1/4 PAGE | 4 X 5.125 |
| 1/8 PAGE | 2 X 5.125 |

CHESTNEY PUBLISHING

Marlanea Chestney

517-320-9235

marlanea@simplyhers.net

Advertising Rates

CLOSING DATES

All decisions on space reservations are required by the 15th of the month preceding publication with camera ready materials due by the 17th.

PAYMENTS

Payments are appreciated with initial order. Prepaid rates are due one month prior to insertion. We accept major credit cards. A late fee is charged on past due invoices.

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| Sizes | 1X/Pre-Pay | 3X/Pre-Pay | 6X/Pre-Pay |
|-------|-------------|-------------|-------------|
| 1/8 | \$175/\$150 | \$140/\$120 | \$105/\$90 |
| 1/4 | \$270/\$235 | \$235/\$205 | \$200/\$175 |
| 1/2 | \$445/\$385 | \$410/\$355 | \$375/\$325 |
| Full | \$790/\$685 | \$755/\$655 | \$720/\$625 |

Take advantage of the multi-commitment and pre-pay discounts.