

It's a Woman Thing

metro you magazine

MY

www.mymetroyou.com

2012 Media Kit

REAL WOMEN

Real Detroit

MY magazine strives to have every woman see herself throughout our pages by delivering a publication that mirrors her personal interests including fashion, beauty, health, home, food and kids among other relevant topics. We offer a unique perspective by focusing on local businesses and by providing the very best content that is uplifting, inspirational, entertaining and stylish from professional women to stay-at-home moms and everything in between.

Like no other in Metro Detroit, MY magazine is a glossy full color, complimentary monthly publication that celebrates middle to upper income women and is committed to being an unbeatable source of marketing for our advertisers.

20,000 copies are distributed to select areas throughout metro Detroit, reaching 50,000 readers each month. We have a direct mailing list of over 800 in addition to placing magazines where women work, shop and play. We are committed to helping our advertisers succeed by being a cost-effective marketing vehicle able to reach a targeted audience in Oakland, Wayne and Macomb Counties.

Our goal is to make a difference in the lives of everyone who touches this extraordinary publication. MY magazine continues to make a positive contribution to our readers as well as our advertisers. Home delivery is available. For more information on specific locations as well as a turn-by-turn digital edition, go to www.mymetroyou.com.



metro you magazine

It's a Woman Thing

WY

www.mymetroyou.com

85% OF WOMEN

account for all consumer purchases including everything from autos to health care

AGE RANGE **30-50** years old

Targets middle to upper income



PROFILE OF METRO YOU READERS THEY ARE YOU!

WOMEN'S SPENDING:

- 87% Home accessories stores (Past year)
- 59% Book stores (Past 3 months)
- 77% Shoe stores (Past 3 months)

PERCENTAGE PURCHASED BY WOMEN IN PAST YEAR:

- 74% Cosmetics, perfumes, skin-care items
- 70% Casual clothing/sportswear
- 85% Shoes
- 65% Jewelry

PERCENTAGE OF FINANCIAL INVESTMENTS BY WOMEN:

- 47% Mutual funds
- 54% Money market funds

PERCENTAGE OF TRAVEL PURCHASED BY WOMEN:

- 53% Domestic travel in the past year
- 48% Overseas travel in the past 3 years

PERCENTAGE OF CULTURAL ACTIVITIES PARTICIPATED IN BY WOMEN:

- 53% Visited art or other type of museum
- 48% Attended theatrical performance

PERCENTAGE OF FINE DINING PURCHASED BY WOMEN:

- 62% "Upscale" restaurant (monthly)
- 48% Sit-down restaurant (4+ times monthly)

OWN THEIR OWN HOME

91%

OWN A PC OR LAPTOP

66%

MAKE ALL GROCERY DECISIONS

99%

GO ON ANNUAL FAMILY VACATIONS

92%

HAVE HEALTHCARE

80%

HAVE THEIR OWN BANK ACCOUNTS

89%

CLOTHING STORE PURCHASE IN THE PAST 3 MONTHS

91%

HAVE PURCHASED A CAR IN THE PAST YEAR

65%

OWN STOCKS OR STOCK OPTIONS

52%

The Inside Scoop

"It's a Woman Thing"

Monthly features include ...

FASHION, BEAUTY, HEALTH, FITNESS,
TRAVEL, HOME DECOR, PAPARAZZI,
KIDS, FAMILY, RECIPES

FASHION

Hot trends in clothing, shoes, bags and jewelry.

BEAUTY

Must haves for makeup, nails, skin care,
hair care and much more.

HEALTH & FITNESS

Informative tips to keep you healthy and happy.

TRAVEL

Beautiful destination locations.

HOME DECOR

Tips on decorating your home, indoors and out.

PAPARAZZI

Entertainment with style for exciting articles on
the rich and famous.

KIDS AND FAMILY

In-the-know articles about kids and parents.

RECIPES

Fun, new dishes to try.



2012 MY MAGAZINE EDITORIAL CALENDAR

	FASHION/BEAUTY	HEALTH/FITNESS	HOME DECOR	RELATIONSHIPS	FAMILY	KIDS	CAUSE
JAN	Workout Wear Grooming Goals of Local Celebs	Back in the Swing/ Life and Workout Infertility, Part 2	Man Cave/ Create Yours	What Makes Love Work, part 1	Food Cravings	Obesity	Haven House
FEB	How to Dress Fruit Scented Products	Walking/ Getting Outdoors Positive Changes Infertility, Part 3	TV Rooms Decorating Ideas	What Makes Love Work, part 2	Senior Dating	Reading	Heart Health
MARCH	Spring Trends Say Spaahh	Healthy Sleep Do's and Don'ts Before Bed Infertility, Part 4	Master Bedroom	What Makes Love Work, part 3	Cohabitation Rights	Choosing the Right Camp/Reading Part 2	Colon Cancer
APRIL	Eco-Chic Green and Glam	Balancing Carbs, Proteins and Veggies Infertility, Part 5	Garden Potting Room and Shed	Communication Do's and Don'ts, part 1	Joy of Growing Old	Helping Kids Sleep	March of Dimes
MAY	Foundation Garments What's in Her Bag	Exercises for Bone Strength Infertility, Part 6	Outdoor Rooms/ Porch	Communication Do's and Don'ts, part 2	Impulse Buying	Camp Stress and a Charity	4 Chicks
JUNE	Swimsuits Skincare for Men	Bathing Suit Exercises Menopause, Part 1	Outdoor Play Space	Communication Do's and Don'ts, part 3	Senior Savings	Indigo Children	Foster Children
JULY	Summer Fashions (Workwear) Cosmetic Procedures for Your Face	Strong Relationships/Strong You Menopause, Part 2	Landscape/ Pool/ Hot Tubs	The Power of Two (Couples), part 1	Boomerang Kids	Cyber Bullying	locks of Love
AUG	Denim Brands Get Rid of the Lines	Boosting Your Energy/Best Workouts Menopause, Part 3	Kids Craft/ Art Rooms	The Power of Two (Couples), part 2	Tech-savy Seniors	Overscheduling Kids	Detroit Institute for Children
SEPT	Fall Fashions Makeup at the Market	Digestive Health/Yoga Menopause, Part 4	Home Office	The Power of Two (Couples), part 3	Senior Work Solutions	Learning Styles	Ele's Place
OCT	NY Fashion Week How to Wear Blush	Exercise, Food, Drink Protect Your Breast Breast Health, Part 1	Kitchen	Understanding Anger, part 1	Retirement Dreams	The Issue of Perfection	Karmanos
NOV	Boot Fashion Dead Skin Be Gone	Best Exercises to Get You Off Your Couch Breast Health, Part 2	Living Rooms	Understanding Anger, part 2	Getting/Staying Fit	Giving Back	Meals on Wheels
DEC	Accessories for the IBD Look Hollywood Glam	Detox Yoga Program Breast Health, Part 3	Foyer/Entryways Holiday Style	Understanding Anger, part 3	Winter Health Hazards	Anxiety/Stress/ Relaxation	Homeless

2012 DEADLINES	SPACE	MATERIALS	SPACE	MATERIALS	SPACE	MATERIALS
JANUARY	12/14	12/17	4/16	4/18	8/16	8/19
FEBRUARY	1/14	1/16	5/15	5/17	9/14	9/17
MARCH	2/16	2/18	6/15	6/18	10/14	10/16
APRIL	3/15	3/18	7/15	7/17	11/15	11/16



PRINTING PROCESS: Web offset

LINE SCREEN: 175

BLEED :

Build ad to trim and extend bleed .125" beyond each side of the document page.

SAFETY MARGINS:

Allow 3/8" from trim edges except for spreads, which require 5/8" safety from side trim and 1/8" gutter safety.

MAGAZINE TRIM SIZE: 8.375" x 10.875"

MEDIA:

Macintosh formatted disks may be provided in the following formats: CD-ROM or DVD. Please label all media with publication name, company name and contact information.

IMAGE RESOLUTION:

Images should be provided at 300 dots per square inch (DPI) to insure quality reproduction. Web images are not acceptable.

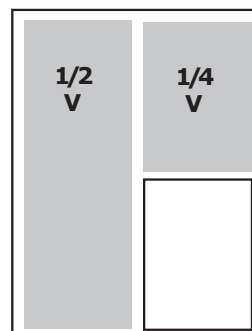
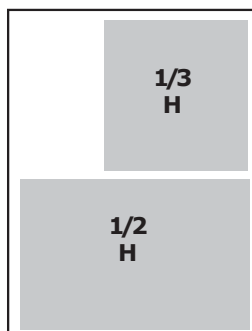
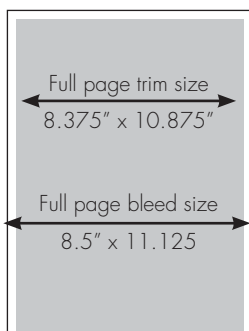
GENERAL AD CONSTRUCTION:

Build pages to trim size and extend bleed 1/4" beyond each side of the document. Supply spread ads as spreads, all other pages as single pages.

When creating a Postscript file, all high-resolution images, artwork and fonts must be included when the file is written.

FONTS:

Use only Type 1 fonts. Both printer and screen fonts required. Use stylized fonts only. DO NOT apply style attributes to fonts. Include only those fonts used in your document, along with those used in embedded graphics. To minimize potential problems, fonts within embedded graphics should be converted to paths/outlines whenever possible.



All colors must be CMYK.

FILE FORMATS/GRAPHICS:

We use the following software versions. If your version exceeds those listed, save your document to be downward compatible: InDesign CS2 or greater, QuarkXPress 6.5, Adobe Illustrator CS2, Adobe Photoshop CS2, Adobe Acrobat 7

All linked graphics must be included with the document. Please collect for output, and save all fonts along with ad, images and logos to a folder or medium to be sent.

PROOFS:

Please supply a digital proof calibrated to SWOP print specifications that represent the final digital file at 100%.

If a proof is not provided, we cannot be held responsible for materials that run incorrectly, as final output will be compared to an internal proof only.

PAYMENT DETAILS:

All payments are due on the 1st of the month. A monthly \$10 late fee will be applied to all clients 30 days past due. We accept all major credit cards. Contracts become non-cancelable after story runs.

For more information call 248.556.1521

MECHANICAL INFORMATION FOR ADS

1/4 page	3.5" x 4.72"	Vertical
1/3 page	2.45" x 9.6"	Vertical
1/3 page	4.72" x 4.72"	Horizontal
1/2 page	3.4" x 9.6"	Vertical
1/2 page	7" x 4.72"	Horizontal
2/3 page	4.72" x 9.6"	Vertical
Full Page	8.375" x 10.875"	
Bleed Page	8.5" x 11.125"	