

METRO DETROIT'S GUIDE TO FASHION, BEAUTY AND HOME

styleline

A woman with dark hair styled in an updo, wearing a black and pink dress with a ruffled shoulder, large black hoop earrings, and a necklace. She is posing against a yellow background with a grid pattern and bokeh lights.

MEDIA KIT 2008/2009

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Introducing StyleLine

At last, metro Detroit's stylish, sophisticated women have their own upscale magazine. With up-to-the-minute editorial content, breathtaking photography and elegant design, StyleLine is for women who enjoy the finest in life.

The first of its kind in Michigan, StyleLine is a glossy, perfect-bound, monthly magazine that celebrates all facets of metro Detroit style, with particular emphasis on fashion, beauty and home/entertaining. Each issue is packed with aesthetic inspirations from this area's chic boutiques, upscale department and furniture stores, luxury malls and cutting-edge salons.

StyleLine is produced by Signature Media, a division of Detroit Media Partnership. It is edited by Karen Buscemi, who has spent more than 10 years covering style and fashion locally and nationally.

Each month, 50,000 copies of StyleLine bring all the elements for a fabulous lifestyle exclusively to the fingertips of discriminating women. Distribution is in four major channels:

Targeted Home Delivery: 35,000 copies are delivered to the homes of metro Detroit's most powerful consumers – specially selected women in Oakland, Macomb, Washtenaw and Wayne counties in households with incomes of \$150,000 and higher.

Targeted Venues: 11,000 copies target affluent women at upscale retailers, gourmet markets and other high-traffic pass-along locations such as doctors' and attorneys' offices, salons and spas.

Newsstand: On average, 4,000 copies of StyleLine are available for purchase at select bookstores, newsstands and other locations.

Subscriptions: Subscriptions to StyleLine also are available.

For more information on how StyleLine can help you reach this prime audience, call your account executive or Soula Burns at 313.222.2582.



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What's Inside

Every issue contains inspiring, beautifully photographed fashion spreads and carefully reported stories on other topics women care deeply about, including beauty, wellness trends and cosmetic procedures. Plus, aspects of stylish living, entertaining and decorating appear monthly in stunning photographic layouts. And all editorial is 100% local!

The Line Up: StyleLine's front of book is chock full of the best trends, local designers, clever products, new stores and hot spots, plus Q&As from local fashion, beauty and home experts. Regular features include:

The Bag We Love | The Shoe We Love | The Bling We Love

Beauty Products: Must-haves for skin care, hair care, makeup and nails.

Beauty Shoots: Showcasing the latest techniques for makeup application or hairstyle options.

Fashion Products: Red-hot trends for clothing, accessories, shoes, handbags and jewelry.

Fashion Spreads: Gorgeous layouts, featuring the most coveted fashions by top-of-the-line designers.

Home Products: The newest items for dazzling interiors and exteriors.

Room Solutions: Fresh design possibilities, focusing on a local home.

The Entertainer: A grab bag of can't-resist cocktails, table settings, clever gifts and everything else imaginable to throw a party, big or small.

Style Icon: The final page of the book is a spotlight reserved for a metro Detroit fashionista, uncovering her style secrets and the products she can't live without.



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Profile of StyleLine's Readers

They're sophisticated, discriminating metro Detroit women with plenty of disposable income that they use to support their refined lifestyles.

Age

35-54 Age range

45 Median age

Marital Status

59% Married

41% Single

Income

\$150,000 Minimum household income

\$225,644 Average household income

73% Higher than average Detroit DMA (\$61,179)

Education

63% Attended college

Corporate Executives

31% Management/professional

Children

52% Have children under 18

Home Ownership

89% Own their own home

(Continued on back)



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Lifestyle

Consumer Spending – Total Spent on:
\$2.7 billion Women's clothing
\$4.94 million Personal care/services
\$4.67 million Women's shoes
\$1.1 billion Jewelry/watches
\$2.62 million Books

SOURCE: 2008 CLARITAS, MEDIA MARK. BASE: ADULTS RESIDING IN STYLELINE'S DISTRIBUTION AREA

Percentage of Women Who Have Shopped at:
97% Clothing stores (Past 3 months)
87% Home accessories stores (Past year)
72% Book stores (Past 3 months)
92% Shoe stores (Past 3 months)

Percentage of Women Who Have Purchased in Past Year:
85% Cosmetics, perfumes, skin-care items
80% Casual clothing/sportswear
82% Shoes
55% Jewelry

Percentage of Women Who Have Financial Investments:
59% Stocks or stock options
53% Mutual funds
46% Money market funds

Percentage of Women Who Have Purchased Travel:
83% Domestic travel in the past year
78% Overseas travel in the past 3 years

Percentage of Women Participating in Specific Cultural Activities:
43% Visited art or other type of museum
43% Attended theatrical performance

Percentage of Women Who Enjoy Fine Dining:
29% Eat at "upscale" restaurant monthly
56% Eat at sit-down restaurant 4+ times per month

SOURCE FOR ABOVE INFORMATION, EXCEPT WHERE NOTED: SCARBOROUGH REPORT



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Specifications

Printing process: Web offset

Line screen: 175

Bleed: Build ads to trim and extend bleed 1/4" 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"

ELECTRONIC AD DELIVERY

To speed up the processing of your ad, please transmit using one of the two following electronic delivery system options:

1. **AdTransit** (preferred): This is a free service for advertisers because the Detroit Media Partnership pays any costs associated with transmitting ads even after the "no-cost" trial period runs out. This service also provides the best ticketing and order processing.
 - a. Go to www.adtransit.com and click on registration tab to register.
 - b. Ignore approval time (it's immediate) and anything regarding costs; the Detroit Media Partnership pays for customers to use AdTransit.
 - c. Save your username and password created during registration.
 - d. When done, and you are ready to send .pdf file (your ad), go to www.adtransit.com and click the login tab. Proceed from there.
 - e. You will receive confirmation of upload and e-mail notification when we've opened your ad.

2. Alternately, e-mail ads to: ads@sigmichigan.com

MEDIA

Macintosh formatted disks may be provided in the following formats: 100 MB Zip disk or CD-ROM or DVD. Please label all media with publication name, company name and contact information. If you have any questions about transmitting ads, please call 313.223.3349.

IMAGE RESOLUTION

Images should be provided at 350 dots per square inch (dpi) to insure proper 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.
- Total area density should not exceed the SWOP standard of 300%.

FILE FORMATS/GRAPHICS

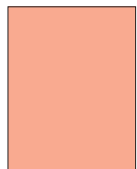
We use the following software versions. If your version exceeds those listed, save your document to be downward compatible: QuarkXPress 6.5, Adobe Illustrator CS2, Adobe Photoshop CS2, Adobe Acrobat 7

- **TIFF:** Files must be saved in Mac format with NO compression @ 350 dpi.
- **EPS:** Files must be saved as Macintosh (8 bits/pixel); Encoding: binary @ 350 dpi
- **PDF:** Files must be saved as PDF version 1.3, Acrobat 4 compatibility using Postscript files created in applications other than Adobe Acrobat Distiller. We CANNOT accept PDF files created in applications other than Adobe Acrobat Distiller.

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 media to be sent.

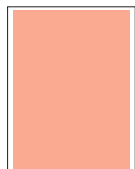
PROOFS

- Please supply a digital proof calibrated to SWOP print specifications that represents the final digital file at 100%.
- If a proof is not provided, we cannot be held responsible for incorrect material, as final output will be compared to an internal proof only.

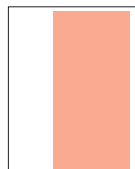


Full Page (bleed)

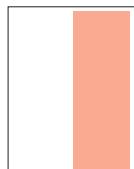
Bleed to: 8.75" x 11.25"
Trim size: 8.375" x 10.875"
Live area: 7.75" x 10.375"



Full Page (non-bleed)
7.75" x 10.375"



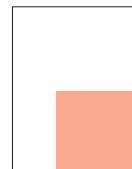
2/3 Page Vertical
5.095" x 10.375"



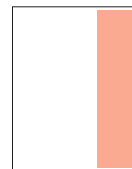
1/2 Page Vertical
3.77" x 10.375"



1/2 Page Horizontal
7.75" x 5.062"



1/3 Page Square
5.095" x 5.062"



1/3 Page Vertical
2.438" x 10.375"