

DOWNLOW Magazine



DOWNLOW IS A LIFESTYLE MAGAZINE DEDICATED TO BRINGING READERS THE LATEST INFO ON URBAN MUSIC AND CULTURE, INCLUDING FASHION, SPORTS, CARS, AND ENTERTAINMENT.

DOWNLOW MAGAZINE BRINGS OVER 10 YEARS OF EXPERIENCE IN THE MUSIC AND MAGAZINE INDUSTRY, HAVING THE IN ON THE LATEST IN THE HIP HOP INDUSTRY. DOWNLOW MAGAZINE WILL ENSURE THAT YOU GET THE 'DOWN LOW' ON WHAT THE STREETS ARE FEELING, AND NOT JUST WHAT'S HOT ON THE CHARTS.

CIRCULATION

FREQUENCY: 6 ISSUES PER YEAR
RATE BASE: 25,000 AVERAGE PAID CIRCULATION
SUBSCRIPTION PRICE: \$14.00 U.S. FOR 6 ISSUES
SINGLE-COPY PRICE: \$3.50 U.S./CAN
PASS-ALONG RATE: 6
AVERAGE MONTHLY UNIQUE VISITORS ON DOWNLOWMAG.NET: 45,000
TOTAL ESTIMATED MONTHLY READERSHIP: 250,000+
DOWNLOWMAG.NET

AVERAGE PAID CIRCULATION INCREASED 53% BETWEEN 2004 & 2005
NEWSSTAND SELL-THROUGH EXCEEDS THE INDUSTRY AVERAGE OF 25%
IN FYE, SAM GOODY, WHEREHOUSE, TOWER, 7-11, BARNES & NOBLE,
BORDERS, 2000 CONVENIENCE AND RECORD STORES.
STREET TEAMS IN WEST COAST, SOUTHWEST, MIDWEST AND SOUTH.
ANNUAL CARSHOW IN YAKIMA, WA AND BELLINGHAM WA.

DEMOGRAPHICS

BLACK 40%, LATIN 30%, WHITE 20%, OTHER: 10%

AGE

18: 10%
18-24: 40%
25-34: 45%
35+: 5%



MEDIAN AGE: 26

MEDIAN HOUSEHOLD INCOME: \$38,000

EDUCATION

COLLEGE EDUCATED: 40%
COLLEGE STUDENT (CURRENT): 25%

RATES

COLOR ADS

FRONT COVER: \$1250
BACK COVER: \$1100
INSIDE FRONT COVER: \$1000
INSIDE BACK COVER: \$750
FULL COLOR PAGE \$1000
HALF PAGE COLOR: \$575
CLASSIFIED (1 COLUMN INCH): \$100
INDEPENDENT LABELS: CALL FOR RATES

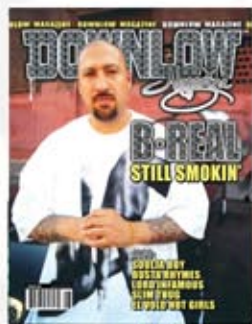
STREET DATES

#29 JULY 7
#30 SEPT 30
#31 NOV 28
#32 FEB 2 2010

SPECS

ALL ARTWORK DUE 3 WEEKS PRIOR TO STREET DATES.
BLEED 8.5" X 11" - TRIM SIZE 8.25" X 10.75"
300 DPI, TIF FILE FORMAT.

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