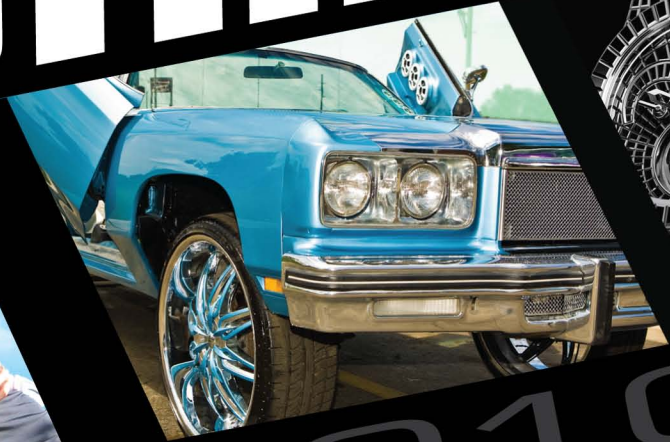


"THE MIDWEST'S CONNECTION TO URBAN ENTERTAINMENT & LIFESTYLE"
ENTERTAINMENT ✦ EVENTS ✦ MODELS ✦ MUSIC ✦ STYLE ✦ BIZ ✦ CUSTOM WHIPZ ✦ MORE



MIDSTARZ[®] MAGAZINE



2010
PRINT & MEDIA KIT

MIDSTARZMAG.COM

READER PROFILE

Midstarz Magazine taps into the explosive urban market segment in all the right ways...

If you're an advertiser looking to target the fastest-growing, most influential and highly sought after consumer block, Midstarz is a vital element of your media advertising/marketing mix.

Companies searching for a "cutting-edge" publication to reach multi-cultural, early-adopting, young, urban trend-setters should take a careful look at this credible publication. It WILL provide access to this hard-to-penetrate market segment.

AUDIENCE SNAPSHOT

★ **GENDER**

Male: 83.68%
Female: 16.32%

★ **AGE**

Under 18: 13.32%
18-24: 23.68%
18-34: 61.30%
Mean: 28.86 years
Median: 28.12 years

★ **EDUCATION**

Some College: 32.52%
College Graduate: 18.86%

★ **RACE**

African-American (Black): 33.66%
Caucasian (White): 33.00%
Hispanic: 19.07%
Asian: 4.68%
Other: 9.58%

★ **PERSONAL INCOME**

Less than \$30,000: 60.99%
Greater than \$30,000: 32.51%
Greater than \$50,000: 4.3%
Greater than \$100,00: 1.2%
Mean: \$38,920
Median: \$26,667

★ North Omaha resident 78%
Greater Omaha 22%

★ Major Urban / Hip Hop culture fan 93%

★ Owns Automotive: (1) 33.2%, (2+) 60.2%

★ Customizes Automotive: 33.2% (+1,000)

★ Plans to go out at least once every weekend

★ Single parent of young children
Ages 1-10 67%
Only 1 Child 44%
More than 1 Child 56%

★ **AUTOMOTIVE MAINTENANCE**

In the last 12 months: 93.51%

* Information based off Greater Omaha Economic Development Partnership 2009

ENTERTAINMENT ✦ **EVENTS** ✦ **MODELS** ✦ **MUSIC** ✦ **STYLE** ✦ **BIZ** ✦ **CUSTOM WHIPZ** ✦ **MORE**



MIDSTARZ EDITORIAL

Star of the Show (Cover Story): A closer look at what's making the biggest buzz in urban Omaha.

Biz Stars (Featured Entrepreneur/Business): Peek behind the scenes at what's going on with urban Omaha business

Rising Stars: Highlights Omaha's up-and-coming local music, art, and entertainment Stars..

Starlight: This calendar of events focuses on the River City's urban scene.

Star Struck: What is the urban set wearing, and where can you buy it? Star Struck will keeps MidStarz readers up-to-date with the latest fashion.

Starlet: The spotlight features Omaha's most beautiful urban models in pictorials and interview profiles.

Star Scope: This interactive feature offers snapshots of urban Omaha's faces, places, and events caught on candid camera.

All-Star Hustles: Learn a little about different side hustles from urban Omaha's mover's and shakers?

MidStarz Tastes: Highlights the tantalizing tastes in food and drink offered by urban Omaha's fantastic restaurants, caters, and recipes.

MidStarz Health: A moment's focus on health issues facing the community.

Star Whipz: Custom Autos as eye-candy, and the details behind these street-certified machines.

ENTERTAINMENT ✦ EVENTS ✦ MODELS ✦ MUSIC ✦ STYLE ✦ BIZ ✦ CUSTOM WHIPZ ✦ MORE



STARLETS



URBAN BUSINESS



EVENTS

“ THE MIDWEST'S CONNECTION TO URBAN ENTERTAINMENT & LIFESTYLE ”

GENERAL PRINT GUIDELINES

• Any and all supplied materials are presumed to be correct and in accordance with SWOP and stated requirements (for more information on SWOP standards, see their website at www.swop.org). Any and all requested changes or alterations to materials supplied to DUB Magazine by an advertiser must be in writing and done so in accordance with the ad materials due date. Any and all materials received or altered after the appropriate ad materials due date will be subjected to late handling charges. Publisher will not be held liable for printing complications which may arise due to receipt of non-conforming materials. Publisher cannot guarantee legibility of 4C reverse type below 10 point and BW reverse type below 6 point.

PREP SPECIFICATIONS

• 133 line screen. For BW advertisements, halftone density should be 80%, not exceeding 85% in the darkest or shadow areas. In the lightest or highlight areas, halftone density should be a minimum of 5% and a maximum of 7%. For 4C advertisements, maximum density in any one area of all colors should not exceed 280%. For advertising materials supplied with request for Pantone Matching System (PMS) inks, publisher reserves the right to convert to process match colors, as needed. Requests for use of sheen metallic or fluorescent inks are subject to approval by the publisher and subject to additional costs. Offset reproduction may not match non-SWOP-approved computer-generated color proofs.

DISKS

• CD-ROM. Supplied disks must be accompanied by a laser proof printed at 100% and must include full program identification, all related screen and printer fonts, documents and encapsulated files. A publication-grade, press-quality digital proof must be supplied with all 4C files. If one is not supplied, publisher will output a proof for color approval and charge the advertiser accordingly. Disks must only include advertisement-related materials. Publisher is not responsible for any non-pertinent information on disks supplied.

FORMATS

• MidStarz Magazine's art department is not IBM/PC compatible and will not be able to read or perform disk intervention on IBM/PC files. Advertisers with IBM/PC systems may call ahead to discuss compatibility. Macintosh fonts may be substituted for PC fonts in some cases.

• PDF files preferred (TIFF and EPS accepted).

SCANS

• High-resolution BW photographs or artwork should be scanned at 300 dpi in grayscale at 100% of the final print size. Screened tone values that exceed 85% will print as solid. Any dot under 3% may drop to white.

• 4C scans are to be saved as CMYK (not RGB). High-resolution, 300 dpi scans at 100% only (no FPOs accepted).

FONTS

• Use only Postscript fonts. TrueType fonts are not acceptable. Please include both the screen and printer fonts on your disk.

PROOFS

• If a 100% proof cannot be provided within SWOP standards (for more information on SWOP standards, see their website at www.swop.org), MidStarz Magazine will pull a proof at the advertiser's expense. The following is a partial list of digital proofs that are color, provided they have been calibrated to SWOP standards and acceptable for include crop marks and 5%, 25%, 50%, 75%, 95% and 100% CMYK control patches: Creo Iris®, Synapse®, Veris; DuPont Cromapro™, WaterProof®; FujiFilm FinalProof, PictroProof; Kodak Cromalin®, Approval; Matchprint™; Polaroid PolaProof®. The following approved analog proofs are also acceptable: Imitation Matchprint™ SWOP- SWOP Lo-Grain Negative Color Proofing System, Fuji ColorArt® System CR-T4 SWOP, DuPont WaterProof®, AGFA Pressmatch® Dry Negative Proofing System, AGFA Pressmatch® Aqueous Negative Proofing System.

• Velox and high-quality laser output required for BW proofing (no ink jet accepted).

• Analog proofs (made from film) are acceptable; however, DO NOT supply film in place of digital file.

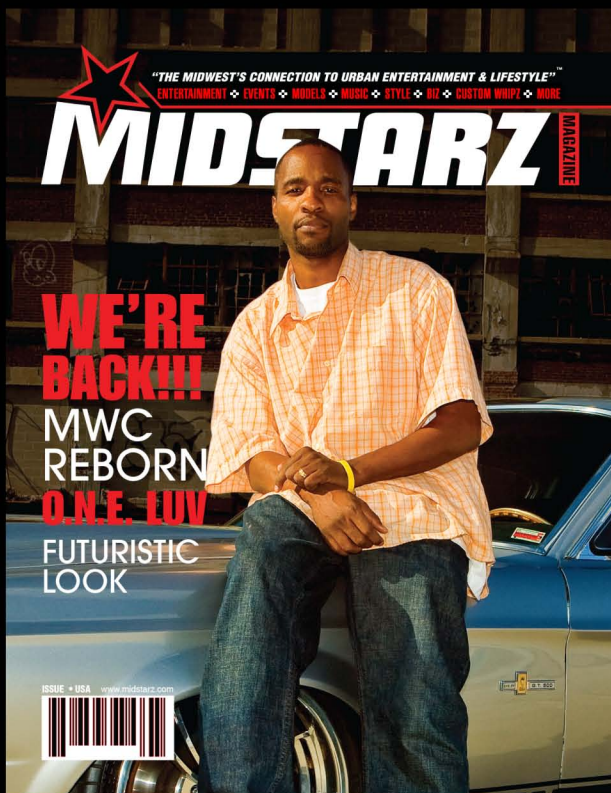
PREPERATION

• All images for 4C ads must be submitted as final, high-resolution (300 dpi) CMYK files.

PRINTING SPECIFICATIONS

• Dot gains in mid-range +/- 4%—cyan, magenta and yellow, 22%; black, 24%.





MIDSTARZ MAGAZINE

"THE MIDWEST'S CONNECTION TO URBAN ENTERTAINMENT & LIFESTYLE™"
ENTERTAINMENT ♦ EVENTS ♦ MODELS ♦ MUSIC ♦ STYLE ♦ BIZ ♦ CUSTOM CARS ♦ MORE

MidStarz Magazine voices the idealized entertainment lifestyle that is the fabric of urban and hip-hop culture in cities across the Midwest. We speak to and about the aspirations and efforts to be one of the next Starz!

The **Midwest** usually manages to miss America's entertainment spotlight. But its towns and cities have a contribution to make to urban culture. In the information age, **Starz** can be born anywhere, and the trend they create can crisscross the country in the blink of an eye. Social networking, digital media, and the world wide web can instantly turn the talents and thoughts of ordinary people in out-of-the-way places into national and International cultural icons.

In many of these areas, the missing link to that spotlight is a media voice that captures and transfers the trends, accents the accomplishments, and credibly catalogs the urban lifestyles and entertainment of America's heartland.

MidStarz Magazine is that missing link ... "the Midwest's connection to urban entertainment & lifestyles."



RATES & DATES

ADVERTISE RATES

Effective 11/01/2009

	1x	3x	6x
Full Page	\$420	\$410	\$400
2/3	\$320	\$310	\$300
1/2	\$225	\$215	\$205
1/3	\$120	\$110	\$100

Covers 4	\$600
Covers 2	\$550
Covers 3	\$500

2010 LINE UP

Issue

January + February	12/11/09	12/16/09	12/23/09
March + April	01/04/10	01/12/10	02/26/10
May + June	03/03/10	03/14/10	04/30/10
July + August	06/01/10	06/08/10	07/02/10
September + October	08/01/10	08/08/10	09/30/10
November + December	10/01/10	10/08/10	11/25/10

Ad Specifications

FULL PAGE	5.5 x 8.5
BLEED	5.25 x 8.25
TRIM	5 x 8
NON-BLEED	5 x 8

2/3 PAGE	3.493 x 8.5
BLEED	3.25 x 8
NON-BLEED	3.25 x 8

1/2 PAGE (3 COL)	5.5 x 4.25
BLEED	5 x 4
NON-BLEED	5 x 4

1/2 PAGE (2 COL)	3.5 x 6.25
BLEED	3.25 x 6
NON-BLEED	3.25 x 6

1/2 PAGE (1.5 COL)	3 x 8.5
BLEED	2.75 x 8
NON-BLEED	2.75 x 8

1/3 PAGE (2 COL)	3.5 x 4.25
BLEED	3.25 x 4
NON-BLEED	3.25 x 4

1/3 PAGE (1 COL)	1.8333 x 8.5
BLEED	1.5833 x 8
NON-BLEED	1.5833 x 8



Ad Sales / Marketing: # 402/208.3113
E Mail: advertise@MidstarzMag.com



WEB AD RATES

Rates Effective 11/01/2009

In 2007, online issues of MidStarz Magazine exploded with more than 500,000 web impressions per month! Now, with a new dynamic team of writers, videographers, and media specialists fused with a strong marketing plan Midstarz is poised for a record-shattering online comeback in 2010. Plus the magazine features 5,000 hard copy magazines in the Omaha metro area.

Space is limited so don't miss your chance on getting in on the action with MidStarz online banner and e-mail BLAST marketing!

GET RESULTS IN THE URBAN MARKET...

MIDSTARZ TAKE OVER

IF YOU ARE LOOKING TO GET MAXIMUM IMPRESSIONS AND CLICK-THROUGHS, HERE'S HOW YOU CAN DO IT! HAVE YOUR ADS INSERTED ON OUR SPLASH PAGE WITH A FULLY ANIMATED COMMERCIAL BANNER, MATCHING ANIMATED HOME PAGE MAIN HEADER, EVENTS PAGE, AND ONE BANNER AD INTO MAJOR ROTATION.

STARTS AT \$ **1000** *INCLUDES DESIGN AND IMPLANT *ASK FOR DETAILS

SPLASH PAGE

THIS IS THE PAGE THAT VIEWERS SEE BEFORE THEY GET TO THE SITE'S HOME PAGE.

STARTS AT \$ **600** *INCLUDES DESIGN AND IMPLANT *ASK FOR DETAILS

HOME PAGE HEADER

THIS IS THE TOP PLACEMENT FOR AN AD TO GET THE MOST VISIBILITY

STARTS AT \$ **400** *INCLUDES DESIGN AND IMPLANT *ASK FOR DETAILS

HOME PAGE BANNER

GET A SPOT ON THE HOME PAGE TO INCREASE YOUR VISIBILITY.

STARTS AT \$ **200** *INCLUDES DESIGN AND IMPLANT *ASK FOR DETAILS

EDITORIAL PAGES & FEATURES

STARTS AT \$ **80** *INCLUDES DESIGN AND IMPLANT *ASK FOR DETAILS

ENTERTAINMENT POSTING

GET ON THE EVENTS CALENDAR WITH A GREAT MIX OF IMPRESSIONS FOR YOUR NEXT EVENT.

STARTS AT \$ **50** *INCLUDES IMPLANT ONLY

*ALL BASE PRICES ARE FOR AD DESIGN ONLY. CALL FOR DETAILS ON PHOTOGRAPHY.

MIDSTARZMAG.COM





DESIGN RATES



NEED DESIGN?

Rates Effective 11/01/2009

- GET CONSISTENT, PROFESSIONAL DESIGN FROM MIDSTARZ AWARD-WINNING MARKETING TEAM.
- HIGHLIGHT YOUR BUSINESS WITH VIVID, CRISP, EXCITING DESIGNS!.
- AIM AT YOUR TARGET MARKET WITH CLASS AND CREATIVITY AND WATCH YOUR BUSINESS MOVE TO THE NEXT LEVEL!
- CHOOSE YOUR AD SIZE, AND GET A RATE TO FIT YOUR BUDGET.



FULL PAGE

BLEED

5.5 x 8.5

TRIM

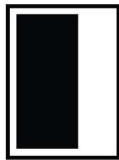
5.25 x 8.25

NON-BLEED

5 x 8

FULL PAGE DESIGNS

*STARTS AT ONLY **\$220**



2/3 PAGE

BLEED

3.493 x 8.5

NON-BLEED

3.25 x 8

2/3 PAGE DESIGNS

*STARTS AT ONLY **\$200**



1/2 PAGE (3 COL)

BLEED

5.5 x 4.25

NON-BLEED

5 x 4

1/2 PAGE DESIGNS

*STARTS AT ONLY **\$160**



1/2 PAGE (2 COL)

BLEED

3.5 x 6.25

NON-BLEED

3.25 x 6

1/2 PAGE DESIGNS

*STARTS AT ONLY **\$160**



1/2 PAGE (1.5 COL)

BLEED

3 x 8.5

NON-BLEED

2.75 x 8

1/2 PAGE DESIGNS

*STARTS AT ONLY **\$160**



1/3 PAGE (2 COL)

BLEED

3.5 x 4.25

NON-BLEED

3.25 x 4

1/3 PAGE DESIGNS

*STARTS AT ONLY **\$120**



1/3 PAGE (1 COL)

BLEED

1.8333 x 8.5

NON-BLEED

1.5833x 8

1/3 PAGE DESIGNS

*STARTS AT ONLY **\$120**

*ALL BASE PRICES ARE FOR AD DESIGN ONLY. CALL FOR DETAILS ON PHOTOGRAPHY.



Ad Sales / Marketing: # 402/208.3113
E Mail: advertise@MidstarzMag.com



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SURREAL MEDIA LAB