

sierra nevada

glow



She is smart, savvy, ambitious, affluent and powerful. She spends time shopping, entertaining, at home with her family, actively engaging her body and mind, connecting with friends and reconnecting with herself. She is a key decisionmaker in leadership roles in both business and at home. She is confident and has purchasing power in healthcare, housing, banking, travel and even family cars. She strives for greater success and personal fulfillment.

She is a Glow Magazine reader.

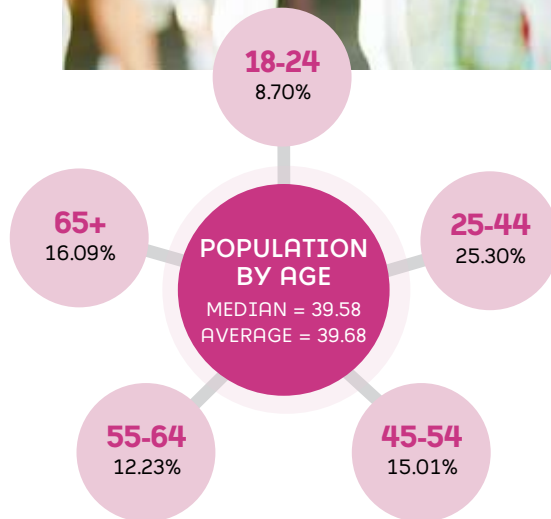


Demographics

Glow Magazine readers are affluent, well-educated women who are connected to family and themselves in the South Reno through Gardnerville Markets. The Sierra Nevada woman balances career, family and civic responsibility, but also understands the importance of taking care of herself. She has the motivation and means to buy products and services that make her and her family's life easier and more fulfilling.

The woman who reads *Glow Magazine* is:

- Smart
- Savvy
- Ambitious
- Affluent
- Powerful
- Active
- Outgoing
- Confident
- Successful
- Health-conscious
- Independent



INCOME BY HOUSEHOLD

Less than \$24K.....	22.06%
\$25K to \$49K.....	28.23%
\$50K to \$99K.....	32.29%
\$100K to \$249K	15.07%
\$250K or more.....	2.36%

Avg. Household.....	\$67,845
Median Household.....	\$49,740
Per Capita	\$27,310

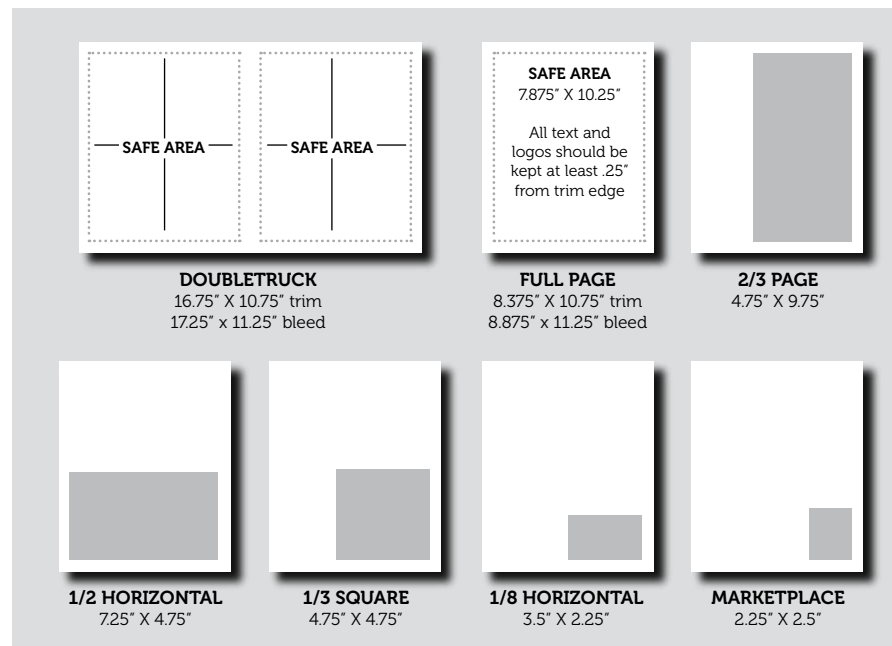
Advertising Information

Ad Size	1x	2x	4x
Doubletruck or facing pages	\$2,375	\$2,250	\$2,140
Inside front cover	\$1,750	\$1,570	\$1,475
Inside back cover	\$1,650	\$1,520	\$1,435
Outside back cover	\$2,100	\$1,850	\$1,790
Full page	\$950	\$900	\$855
Two-thirds page vertical	\$700	\$665	\$630
Half-page horizontal	\$650	\$620	\$585
One-third page square	\$525	\$500	\$475
One-eighth horizontal	\$275	\$260	\$250
One-sixteenth (Marketplace)	\$110	\$105	\$95

25% premium for preferred placement. All rates are net, add 15% for agency rates.

Publishes	Ad deadline	Clear ad date
Week of Dec. 7, 2009	Friday, Nov. 6, 2009	Friday, Nov. 13, 2009
Week of March 8, 2010	Friday, Feb. 5, 2010	Friday, Feb. 12, 2010
Week of June 7, 2010	Friday, May 7, 2010	Friday, May 14, 2010
Week of Sept. 13, 2010	Friday, Aug. 13, 2010	Friday, Aug. 20, 2010
Week of Dec. 13, 2010	Friday, Nov. 12, 2010	Friday, Nov. 19, 2010

Technical Specifications



SUPPLIED ADS

All materials must be submitted as digital (electronic files) by materials deadline. Preferred media is CD.

Preferred format is high-resolution PDF, prepared for print reproduction with ALL fonts embedded. Other acceptable format is Illustrator EPS, with ALL fonts outlined. No Quark files, please.

All images used must be TIFF or EPS format, CMYK and minimum resolution of 300 dpi at 100%

Logos and bitmap line art should be 1,200 dpi at 100%

Maximum total density should not exceed 300%

Document size must be published ad dimensions (Full page ads must be to trim size and include bleeds).

Include all fonts and resource files. Name any custom color in document with advertiser identification.

SWOP standard color proofs must accompany electronic files. Laser prints are not acceptable color proofs. Sierra Nevada Media Group will not be responsible for reproduction problems or file corruption if a proof is not provided. If available, include a printed sample.

Files saved in Word, PowerPoint, Excel, Paint, FreeHand applications or low-res PDF format are not accepted. JPEGs and GIFs not accepted. RGB files are not accepted.

Advertisers will be billed at cost for converting materials that do not meet mechanical requirements. Artwork requiring adjustments by SNMG may incur a charge of up to \$100 per correction.