Society Life

The Exclusive Magazine of Northeast Tarrant County
Society Life magazine is a monthly publication geared towards the families and businesses of Northeast Tarrant County. Society Life is a high-quality community and lifestyle magazine that has a readership of over 125,000. As a faith-based and family-oriented publishing company, we listen to our readers and respond to their interests through our editorial content. The primary focus of Society Life magazine is the local community, its businesses and influential residents. Society Life readers shop at exclusive retailers, drive luxury vehicles, travel, dine out frequently and they have the discretionary income to spend on products and services. Society Life is a trusted source of local information to its loyal readership.
WEB SITE MARKETING

www.SOCIETYLIFEMAG.com

WEBSITE STATS / DEMOGRAPHICS
- Over 20,000 page views per month
- Over 700 page views per day on average
- Over 1,100 local, unique / first-time visitors per month
- Sliders viewed an average of 6 times per minute
- 1% click-through rate based on 100 impressions
- Affluent, hyper-local audience between 35-54 years old

VALUE ADDED WEBSITE MARKETING OPPORTUNITIES
- Placement in the digital edition included in all contracts
- Homepage sliders offered for approved events and content
- Free banner ad for 12 or 24 month contracts 2/3 page size and up (value: $4,200 for 12x and $8,400 for 24x contracts)

PRINT AD PRICING

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x*</th>
<th>24x*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 QUARTER</td>
<td>$650</td>
<td>$615</td>
<td>$585</td>
<td>$550</td>
<td>$520</td>
</tr>
<tr>
<td>1/3 SIDEBAR / SQUARE</td>
<td>$850</td>
<td>$810</td>
<td>$765</td>
<td>$725</td>
<td>$680</td>
</tr>
<tr>
<td>1/2 VERTICAL / HORIZONTAL</td>
<td>$1,250</td>
<td>$1,185</td>
<td>$1,125</td>
<td>$1,065</td>
<td>$1,000</td>
</tr>
<tr>
<td>2/3 VERTICAL</td>
<td>$1,650</td>
<td>$1,565</td>
<td>$1,485</td>
<td>$1,400*</td>
<td>$1,320*</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$2,400</td>
<td>$2,280</td>
<td>$2,160</td>
<td>$2,040*</td>
<td>$1,920*</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$2,900</td>
<td>$2,755</td>
<td>$2,610</td>
<td>$2,465*</td>
<td>$2,320*</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$3,300</td>
<td>$3,135</td>
<td>$2,970</td>
<td>$2,805*</td>
<td>$2,640*</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>$3,800</td>
<td>$3,610</td>
<td>$3,420</td>
<td>$3,230*</td>
<td>$3,040*</td>
</tr>
<tr>
<td>2-PAGE SPREAD</td>
<td>$3,400</td>
<td>$3,230</td>
<td>$3,060</td>
<td>$2,890*</td>
<td>$2,720*</td>
</tr>
</tbody>
</table>

* SPECIAL SECTION 1-PAGE PROFILE $1,950
* SPECIAL SECTION 2-PAGE PROFILE $3,000

FREE WEBSITE BANNER ADVERTISING
The asterisked extended contracts above receive a free website banner ad on our website for each month of their contract. The qualifying ad sizes are the 2/3 page size and larger only. Valued at $4,200 for 12x contracts and $8,400 for 24x contracts.

$1000 PER MONTH CONSISTENT PRICING PLAN
Ad sizes vary in each issue. Ask your sales rep for the details.
(Ad design and full color is included. All prices shown are per month.)

CLOSING DATES / DEADLINES

SPACE RESERVATIONS
The ad reservation deadline is the 10th of the month prior
(example: February issue deadline is January 10th)

AD BUILD MATERIALS
The deadline for ad build materials is the 15th of the month prior
(example: February issue deadline is January 15th)

CAMERA-READY ADS
Camera-ready ads are due on/before the 25th of the month prior
(example: February issue ad deadline is January 25th)
EDITORIAL CONTENT

Society Life magazine features a variety of themed issues throughout the year. Please discuss the Editorial Calendar for this year with your sales rep. Our themed issues are:

- TOPS IN TARRANT
- ANNUAL MEDICAL GUIDE
- SPRING & FALL HOME
- WOMEN IN BUSINESS
- MEN’S ISSUE
- TRAVEL + OUR PETS
- BEAUTY & HEALTHY LIFE
- BACK-TO-SCHOOL
- WHO’S WHO IN BUSINESS
- THE HOLIDAYS

Our readers also enjoy monthly editorial topics such as:

- SOCIETY KIDS (quarterly)
- Q&A: INFLUENTIAL PEOPLE
- TIDBITS: NEWS
- DATEBOOK: EVENTS
- BUSINESS SPOTLIGHTS
- EXPERT ADVICE
- TOP TABLES DINING GUIDE
- SL STYLE: FASHION
- OUR KIDS: PARENTING 101
- GREATER GOOD
- SL ARTS & CULTURE
- A DAY IN THE LIFE OF...
- WHERE LOCALS GO: RESTAURANT REVIEW

You can see examples of these special sections and other back issues at www.SOCIETYLIFEMAG.com

JOIN THE SOCIETY LIFE COMMUNITY

Partner with Society Life to take advantage of our social media platforms by submitting posts for upcoming events, giveaways, specials and local news important to our hyper-local community.

FACEBOOK: facebook.com/SocietyLifeMag
TWITTER: twitter.com/SocietyLifeMag
INSTAGRAM: instagram.com/SocietyLifeMag
LINKEDIN: linkedin.com

for questions about advertising please contact

BERNADETTE BIERLEY
SALES DIRECTOR

(817) 966-7554
bb@societylifemagazine.com

PRINT AD SIZES DIMENSIONS (wxh)

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 QUARTER</td>
<td>3.565&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/3 SIDE BAR</td>
<td>2.25&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>1/3 SQUARE</td>
<td>4.625&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/2 VERTICAL</td>
<td>3.565&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>1/2 HORIZONTAL</td>
<td>7.25&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>2/3 VERTICAL</td>
<td>4.625&quot; x 9.625&quot;</td>
</tr>
<tr>
<td>FULL PAGE (includes 1/8&quot; bleed)</td>
<td>8.5&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>BACK COVER (request template)</td>
<td>8.75&quot; x 9.75&quot;</td>
</tr>
<tr>
<td>ALL COVERS (includes 1/4&quot; bleed)</td>
<td>8.75&quot; x 11&quot;</td>
</tr>
<tr>
<td>SPREAD (includes bleed)</td>
<td>16.75&quot; x 10.75&quot;</td>
</tr>
</tbody>
</table>

MAGAZINE TRIM SIZE: 8.25" x 10.5" (wxh)

REQUIREMENTS: Full page, covers and spreads, keep live matter 1/2" from all trim edges. 1/8" bleed on all sides is included in full page and spread dimensions. *Please ask for a template for back cover design requirements. Art must have a resolution of 300 dpi. Color must be CMYK. Ads must be the exact size listed. Digital files only. High resolution PDF preferred. We also support: .eps, .pdf, .tiff or .jpeg. Email your materials to: societylifemag@verizon.net. Advertising copy, contracts and orders are subject to publisher’s acceptance. Publisher reserves the right to reject or cancel any advertisement not conforming to editorial or graphic standards of Society Life magazine. Changes or cancellation not accepted after deadlines. Publisher reserves right to repeat the last printed ad.

HIGH RESOLUTION PRINT AD TEMPLATES AVAILABLE FROM YOUR SALES REP TO ENSURE YOU HAVE CORRECT SIZE AND DIMENSIONS.