

AD SIZES	WIDTH	HEIGHT
Full page, with bleed* (Trim size 8" x 10.75")	8.25"	11"
Full page	7.125"	9.875"
2/3 page, vertical	4.688"	9.875"
1/2 page, island	4.688"	7.35"
1/2 page, horizontal	7.125"	4.844"
1/3 page, vertical	2.25"	9.875"
1/3 page, square	4.688"	4.844"
1/6 page, vertical	2.25"	4.844"
1/6 page, horizontal	4.688"	2.328"
1/12 page, square	2.25"	2.328"

*Keep all important information and art .375" from the edges of ad.

CH!CKS
Life is Fun... Pass it on!
Website • Newsletter

www.chicks-magazine.com

Additional stories, great recipes,
exclusive deals from advertisers,
and more CH!CKS stuff!



PLUS - CH!CKS
readers can register
ONLINE to receive
CH!CKS FREE
Newsletter! The fun
is emailed right to
your computer!

And don't forget all of the fun events
that CH!CKS sponsors!

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CH!CKSTM

19118 Estes Road
Clearwater, MN 55320

"I just picked up a copy of Chicks at the library in St. Michael. I read it from cover to cover and loved the articles!"

Kathy, Big Lake, MN

"The magazine looks fabulous! Thank you!"

Kelly Kadlac
Regional Marketing Rep
Biolife Plasma Services

"What a great magazine! It's fun to read. Nice to know it's published in Minnesota!"

Sheila, Minneapolis, MN

"Already I have people coming in as a direct result of Chicks!"

Donita Knaus
Owner, Diva's; Annandale & Kimball, MN

"You go girl, go! Thanks for the great job on the magazine!"

Sue Sturos, Owner, RubyAnna's
St. Michael, MN

"I haven't even looked at a women's magazine in years. What a refreshing change to actually laugh during the experience instead of being brought to tears. Thank you so much for the gift of your magazine. What a wonderful, no-cal treat to give myself each month!"

Lisa, Hanover, MN

CH!CKSTM
Central
Minnesota
MAGAZINE Life is fun...pass it on!



2010
Advertising Rates
and Magazine
Information

Advertise and get YOUR share of THEIR FUN!

CHICKS™

Life is fun...
pass it on!

Reasonable Rates • High Returns

ADVERTISING RATES 2010 (Prices are per issue)

Full Color	6X/Year	3X/Year	1X/Year
Full Page	\$905	\$1015	\$1270
2/3 Page	755	850	1050
1/2 Page	650	730	910
1/3 Page	420	470	585
1/6 Page	250	280	350
1/12 Page	145	165	205
Directory	\$75 for full year (6 issues)		

PREMIUM PAGES

Back Cover	\$1230	\$1380	\$1725
Inside Front Cover	1180	1325	1655
Inside Back Cover	1085	1220	1525
Page Facing IFC	1180	1325	1655
Page Facing IBC	1085	1220	1525

Issue	Ad Space Reservation	Advertising Materials Due	Date Distributed
Jan./Feb. '10	12/31/09	01/07/10	02/01/10
March/April '10	03/04/10	01/11/10	04/02/10
May/June '10	04/08/10	04/16/10	05/01/10
July/August '10	06/03/10	06/17/10	07/01/10
Sept./Oct. '10	08/05/10	08/12/10	09/03/10
Nov./Dec. '10	09/30/10	10/07/10	11/01/10

Cover Price: FREE!

DELIVERY FEE \$16.50 for 1 year (6 issues)

- Over 10,000 magazines printed/20,000 Readers
- Distributed FREE in over 200 racks throughout Central Minnesota in the communities of St. Cloud, Sartell, Sauk Rapids, Waite Park, St. Joseph, Cold Spring, Richmond, Avon, Albany, Rice, Royalton, Little Falls, Kimball, Annandale, Maple Lake, Buffalo, Clearwater, Monticello, St. Michael, Albertville, Clear Lake, Becker, Big Lake, and Foley

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information on home delivery
and to sign up for the
CHICKS e-newsletter

CHICKS is published bimonthly
by Zee Media, Inc.
19118 Estes Road,
Clearwater, MN 55320

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Trim Size: 8" x 10.75"

Full Color
70# Coated Paper Stock
Saddle Stitched
Custom inserts are available

Add 15% for
guaranteed placement
Bleeds available
on full pages only

CHICKS MAGAZINE is for women who want to bring the fun back into their lives!

It's easy to bring the fun back into your life when you have CHICKS™ Magazine!

It's a one-of-a-kind lifestyle magazine written with a humorous twist just for women.

Our theme, "Life is fun...Pass it on!"™ is reflected in the stories and articles in each issue including:

- CHICKS Trips
- CHICKS Entertaining
- Working CHICKS
- CHICKS' Life
- CHICKS Fashion
- CHICKS Health & Beauty

From fashion to dating, from work to play, married or single, CHICKS Magazine is the only place you'll get real advice from real women who have a sense of humor about life!



CHICKS is the magazine that women love to read and pass around. It's the new way to make women feel good about them-selves. And it's the new way for your business to reach this challenging yet ever powerful consumer force: **Women age 25-54.**

Today's women have emerged as a more powerful consumer force than ever before. Women...

- Control \$3.3 TRILLION in consumer spending
- Are responsible for 80% of household buying
- Control more than 50% of the wealth in the country
- Make 62% of all car purchases
- Take more than 50% of all business trips
- Own 40% of privately held companies

"Women today aren't just multi-tasking – they are multi-minding, constantly thinking about and preparing for the myriad dimensions in their complex lives."

At any one moment, she is thinking about choices related to career, household, spousal, motherhood and personal responsibilities. Consequently, these women have moved from "multi-tasker" to "multi-minder." As a result, these women have little time for commercial messages.*

CHICKS Magazine has come up with an editorial format that appeals to this all-powerful consumer. Fun, easy to read, and "bite-sized" with the right mix of credible information and entertainment. It is the perfect vehicle to drive purchases of select products and services. Jump on board and join forces with a great new way to reach your market.

*Information from a survey conducted by Ketchum, a leading global public relations firm.

Women
25
to **54**