

# CHICKS™

MAGAZINE *Life is fun...pass it on!*

## 2012 ADVERTISER MEDIA RATE CARD

Central Minnesota

# DO YOU WANT MORE BUSINESS?

Reach your target audience. Deliver a compelling message. Get new customers. Repeat.

### CHICKS Magazine is the way to do this.

**CHICKS MAGAZINE is targeted to women ages 25-54 who want to bring the fun back into their lives!**

It's the FUN, 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 bite-sized, light-hearted stories and humorous articles in each issue including:

- CHICKS Trips
- Working CHICKS
- CHICKS Fashion & Shoes
- CHICKS Health & Beauty & More!

*From fashion to family, 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!*

### Looked for, loved and shared by women everywhere!

FREE advertiser links and event postings on [www.chicks-magazine.com](http://www.chicks-magazine.com)

FREE advertising event listings on **CHICKS E-Newsletter** sent to over 500 recipients at least 1x/month.



Say Hello to the Woman who reads Chicks Magazine. She...

- controls over \$3.3 TRILLION in consumer spending in the U.S.
- is the decision maker in 8 out of 10 households.
- is the main driver of family spending decisions.
- multi-tasks and constantly thinks about her family's health and safety.
- likes to escape reality once in a while: 24% have taken girlfriend getaways in the past year, while 39% plan to take one in the next three years (shopping, spa, beach/pool are favorites).
- wants relationships with businesses she uses.
- looks for quality, consistency, time savings, and the benefit to her and her family.

# CHICKS™

Life is fun.  
pass it on!

## Reasonable Rates • High Returns

### ADVERTISING RATES 2012 (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

For your convenience,  
CHICKS accepts these credit cards:



### ADVERTISING DEADLINES 2012

Issue	Ad Space Reservation	Advertising Materials Due	Date Distributed
Jan./Feb. '12	12/01/11	12/08/11	1st Week of Jan
March/April '12	02/03/12	02/10/12	1st Week of Mar
May/June '12	03/30/12	04/06/12	1st Week of May
July/August '12	06/01/12	06/08/12	1st Week of Jul
Sept./Oct. '12	08/03/12	08/10/12	1st Week of Sep
Nov./Dec. '12	10/05/12	10/12/12	1st Week of Nov

### AD SIZES

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.

Trim Size: 8" x 10.75"

Full Color 70# Coated Paper Stock

Saddle Stitched

Bleeds available on full pages

Custom inserts are available

Add 15% for guaranteed placement

### For more information:

Tracy Zwilling | Publisher  
Phone: (320) 558-2951  
Cell: (320) 290-2518  
E-mail: tracyz@chicks-magazine.com

For Mechanical Questions:  
Phone: (320) 558-2951  
E-mail: advertising@chicks-magazine.com

### DISTRIBUTION INFORMATION

#### Cover Price: FREE!

10,000 full-color glossy magazines delivered throughout Central Minnesota! Additional copies may be printed for special events. 15,000 in pass-along readership.

**Audited Distribution** to our all of advertisers and to over 150 additional locations. **CHICKS pick-up rate is OVER 90%! What we print gets picked up and read!**

FREE advertiser links and event postings on **www.chicks-magazine.com**

FREE advertising event listings on **CHICKS E-Newsletter** sent to over 500 recipients at least 1x/month.

**Looked for, shared and loved by women everywhere!**

**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.

*Do you need to reach Women ages 25-54?*

Then here's why you should be advertising in CHICKS Magazine.

- HIGH QUALITY.** CHICKS Magazine delivers top quality content, understands our readers' needs and their communities, which is where they live, work and play.
- TARGETED DEMOGRAPHICS.** CHICKS Magazine understands demographic profiling – the formula for successful target market advertising.
- READER CONVENIENCE.** Our readers have disposable incomes but little free time. Our advertisers give them the best in lifestyle products and services.
- EDITORIAL SUPPORT.** As added value, we use our advertisers as our "experts" when it comes to supporting information for our articles. CHICKS knows that editorial is much more credible than advertorial and so do our readers.
- COST EFFECTIVE.** You can advertise to CHICKS readers for as little as 1¢/day, which includes a web presence and the opportunity to share your special events on our website and e-newsletter.

Don't take our word for it...call any of our advertisers and they will tell you that CHICKS Magazine works!

**www.chicks-magazine.com**

**Additional stories, great recipes, exclusive deals from advertisers, past issues and more CHICKS stuff!**

**CHICKS Magazine**  
19118 Estes Road  
Clearwater, Minnesota 55320  
320-558-2951  
info@chicks-magazine.com

**PUBLISHER/EDITOR**  
Tracy Zwilling  
A Minnesota Chick  
tracyz@chicks-magazine.com

**DESIGN & PRODUCTION**  
Trace Design  
Tracy Zwilling & Cathy Hennen  
www.trace-design.com  
info@trace-design.com

**ADVERTISING SALES**  
Tracy Zwilling  
tracyz@chicks-magazine.com  
Danielle Ostrem  
danielle@chicks-magazine.com  
Traci Moore  
traci@chicks-magazine.com

Log on to **chicks-magazine.com** for online exclusives, 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

Printed in Minnesota  
©2011 by CHICKS Magazine.  
All rights reserved.