

LIFTED MAGAZINE

2006 ADVERTISING KIT



LIFTED MAGAZINE

What is Lifted Magazine?

Lifted Magazine Inc. was started in April 2005 by Tiffany Simpson who wanted to create a new, independent magazine with positive and Christian undertones to fill a void in the market. Lifted Magazine is targeted at young adults, 18-34 years old who are in tune with their faith and want an alternative to the mainstream magazines found in the racks today.

Lifted Magazine began as a purely web-based magazine and is expanding to include a bi-monthly print magazine in July 2006. Print editions of Lifted Magazine will be available for free via a variety of locations across the United States such as Christian bookstores, church youth and young adult groups and local skate parks. Subscriptions are also available for those who wish to have their own copy of Lifted Magazine at home, work or anywhere else.

Newsletters are distributed bi-monthly which feature the latest edition of the magazine. A PDF edition is available online which mirrors the print editions of Lifted Magazine. Both editions include exclusive articles available only by reading the print copy or downloading the PDF. Other articles contained within may also be found online such as travel guides, faith articles, cooking features, college life and career insights, entertainment reviews and works of fiction.

An RSS Feed has been added to Lifted Magazine's website as of January 2006 to allow the site to keep up with the ever changing demands of technology and our reader base.

Lifted Magazine Reader Demographics

Lifted Magazine targets young adults between the ages of 18 and 34. This is a highly sought after demographic and few magazines offer an opportunity to reach the special niche of young Christians in this group. Young adults have a tremendous buying power and we are here to help you get your message across to them.

So just what are these young adults looking at online? See for yourself.

Top Indexing Categories*

Visitation by Males 18-34 and Females 18-34 Indexed to Total U.S. Online Audience

Source: comScore Media Metrix, October 2003

Males Aged 18-34

Females Aged 18-34

	Reach		Reach
Service-Free Web Hosting	53.9%	Community-Women	42.1%
Entertainment-Music	53.0%	Retail-Apparel	35.3%
Auctions	51.3%	Community-Family	34.7%
Sports	47.7%	Careers	29.6%
Retail-Cons. Electronics	38.8%	Retail-Department Stores	27.8%
Automotive	38.4%	Retail-Flwrs/Gifts/Greetings	25.3%
Gaming Information	33.9%	Hobbies/Lifestyles-Food	22.8%
Automotive-Resources	32.4%	Retail-Tickets	18.5%
Entertainment-Movies	31.5%	Retail-Home Furnishings	15.2%
Dir/Resources-Personals	31.4%	Retail-Toys	13.4%
Dir/Resources-Classifieds	19.8%	Retail-Movies	13.0%
Retail-Tickets	17.7%	Retail-Fragrances/Cosmetics	10.6%
Automobile Manufacturer	15.7%	Retail-Food	9.9%
Entertainment-Radio	12.7%	Retail-Jewelry/Lux Goods/Access.	8.6%
Travel-Car Rental	3.2%	Travel-Car Rental	3.1%

Source: Online Publishers Association (OPA)

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Advertising Rates

Four-Color	1 Issue	3 Issues
2-page Spread	\$1,813	\$1,740
Full Page	975	936
1/2 Page	683	655
1/3 Page	513	492
1/4 Page	343	329
Cover 2 (Inside Front Page)	1,173	1,126
Cover 3 (Inside Back Page)	1,073	1,030
Cover 4 (Back of Magazine)	1,275	1,224
First Right Page (Across from Cover 2)	1,173	1,126
Across from TOC	1,073	1,030
Across from Masthead	1,013	972
1/2-page Vertical Masthead	733	703

Rates effective for August/September 2006 issue

Subject to change without notice

Rate base: 15,000

Bi-Monthly Special Themes Calendar

February/March

Love is in the Air
Winter Sports

April/May

Taxes
Camping & Outdoors

June/July

Ready for the Beach
Summer Vacations

August/September

Back to School
Extreme Sports

October/November

Ready for the Fall
Thanksgiving

December/January

Holiday/Christmas Gift Guide
Ring in The New Year
Health & Fitness
Finances - Saving Up

2006 Advertising Dates

ISSUE	Closing Date	Material Date	On Stands Date
August/September 2006	June 5, 2006	June 12, 2006	August 1, 2006
October/November 2006	August 4, 2006	August 11, 2006	October 1, 2006
December 2006/January 2007	October 6, 2006	October 13, 2006	December 1, 2006
February/March 2007	December 1, 2006	December 8, 2006	February 1, 2006
April/May 2007	February 2, 2007	February 9, 2007	April 1, 2006
June/July 2007	April 6, 2007	April 13, 2006	June 1, 2006

The topics above are highlighted in addition to our regularly featured topics:

Faith
Travel & Outdoors
College Life & Career
Food & Cooking
Entertainment
Relationships
Fiction

LIFTED MAGAZINE

Full Page

Trim 8.5" x 10.875"
Bleed 8.75" x 11.125"

Note: Only Full Page and Two-Page Spreads have bleeds

Two-Page Spread

Trim 17" x 10.875"
Bleed 17.25" x 11.125"

1/2 Page Vertical

3.75" x 10.375"

1/3 Page Vertical

2.5" x 10.375"

1/2 Page Horizontal

8" x 4.9375"

1/4 Page Horizontal

8" x 2.25"

1/4 Page Vert.

3.75" x 4.9375"

Ad Specs

Trim and Bleed Sizes

Trim size: 8.5" x 10.875"
Bleed size: 8.75" x 11.125"

Illustrations and type matter should be kept .125" from trim and .5" from gutter.

Method of Printing/Binding

Web offset, 4-color process, saddle stitch

Digital Proof Requirements

SWOP-certified (3M matchprints, AGFA pressmatch, DuPont WaterProof) press-quality proofs for color matching are highly recommended. Should you choose not to submit one of the above, Lifted Magazine Inc. is not responsible for any color inaccuracies or text and image discrepancies on your ad. PDF proofs must be included with any digital files unaccompanied with a color match proof. NO QUARK files accepted due to difficulty of importing them to InDesign.

Acceptable File Formats

NO MAC FILES. High-Res Adobe PDF (with bleed), InDesign CS (preferred), Photoshop TIFF, EPS or PSD. Ads are placed according to the production requirements for each issue except for standard, premium priced, special positions. Requests for special positioning of ads in the same issue will be accepted for a surcharge of 10% of the earned rate for each of the ads involved, subject to production requirements.

If your file is in a program/format other than those listed above or if you are unsure whether your electronic file can be accepted, please contact your ad sales rep to determine whether we can accept your file. We may be able to make some special accommodations

and additional charges may apply.

Ads received as film (negative, right reading, emulsion down) will be digitized at client's expense (\$75 per ad). All spread film must be provided as single pages (otherwise additional production charges will be applied).

Advertiser will be billed for preparation charges when publication typesets advertisements, makes color separations, designs layouts, shoots photos, manipulates or corrects digital files or performs other extensive preparation on advertising material (\$60 per hour):

Art prepared by Lifted Magazine Inc. and billed to the Advertiser becomes the property of the Advertiser. However, materials will be stored for 12 months and then destroyed unless otherwise instructed by the advertiser at the time of insertion.

Ad material will be returned to the Advertiser if requested in writing. Cost of postage and handling will be billed to the Advertiser.

Ads that do not conform to the sizes listed above will simply be resized to the dimensions of the ad that was purchased.

Lifted Magazine Inc. claims no responsibility for ad appearance of any ad outside the above listed parameters. If you are unable to email your ad, contact your ad sales representative or advertise@liftedmag.com to make alternate arrangements. Please understand that alternate arrangements may require additional fees.

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Terms and Conditions

All advertising is subject to Lifted Magazine's (the Publisher) approval. The Publisher reserves the right to reject advertising. Advertisers and their Agencies assume liability for all content of advertisements and assume responsibility for any resulting claims against the Publisher.

The Publisher **does not accept** any Advertising that contains: indecent, obscene or pornographic material, hate speech, highly explosive subject matter (as determined by the Publisher). The Publisher assumes no responsibility if, for any reason, it becomes necessary to omit an advertisement.

The subject matter, form, size, wording, illustration and typography of the ad shall be subject to the approval of the Publisher, but unless otherwise authorized in advance, no change shall be made without the consent of Advertiser or Agency. In the event ads are not able to be run due to technical or subject matter difficulty, the purchaser will be contacted and allowed to resubmit at their leisure. If the Publisher cannot secure definite instructions from Advertiser or Agency, the advertising shall be omitted.

The Publisher reserves the right to close ad submission for any issue for any reason. Any subsequent ads received will be placed in later issues and purchasers alerted.

Terms

On advertising where credit terms are granted by the Publisher, invoices are due and payable within 30 days of Invoice Date. A 2% discount will be given if invoice is paid within 10 days. Failure to comply with credit terms may result in the curtailing or withdrawal of credit privileges. Failure to receive electronic proofing copies of Lifted Magazine is not recognized by the Publisher as a valid reason for withholding payment.

Advertisers and their agencies have dual liability to the Publisher in the event of nonpayment for advertising space.

Interest accrues on all past-due accounts at the rate of 2% per month on all outstanding balances.

Payment in advance is expected from New Advertisers for first insertion and until credit has been approved. New Advertisers or Agencies may be required to provide creative and/or other content prior to Publishers guarantee of ad placement.

A 15% Agency commission is paid to recognized agencies on ad spend, ONLY if paid with 45 days from date of invoice. For all orders placed through an advertising agency, advertiser is responsible if agency defaults.

If a **cancellation** is necessary, it must be made in writing prior to the closing date. If cancellation occurs after the closing date, a 25% cancellation fee will be assessed. However, cancellations will not be accepted 5 days prior to publication of the current issue.

Publisher reserves the right to increase advertising rates any time and all contracts are accepted subject to this reservation. The advertiser reserves the right to cancel contract without cancellation charge at any date upon which higher rates are made effective by the Publisher

An order not corresponding with the current rate will be regarded as a clerical error and the advertising will be inserted at rates in force.

Ad swaps proposals must be received in writing and must be approved by the Publisher prior to deadline date. If a new ad does not arrive in time for approval, the Publisher reserves the right to print the previous ad.

The Advertiser agrees that the Publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of its servants or otherwise and there shall be no liability for non-insertion of any advertisement. UNDER NO CIRCUMSTANCES SHALL THE PUBLISHER BE LIABLE TO ADVERTISER OR AGENCY FOR INDIRECT, CONSEQUENTIAL OR PUNITIVE DAMAGES OR LOST PROFITS OR LOSS OF GOODWILL, REGARDLESS OF THE LEGAL OR EQUITABLE THEORY UPON WHICH ANY SUCH CLAIM MAY BE BASED.

Any typographical, clerical or other error or omission in any page posted in this press kit shall be subject to correction or deletion (as appropriate) without any liability on Lifted Magazine Inc.'s part. We reserve the right to make changes to this press kit at any time without notice. Any revised terms shall take effect at the date of its posting.

These Terms and Conditions replace and supersede any prior agreements, understandings, or representations (oral or written) made by or between the parties and concerning this subject matter. These Terms and Conditions may not be amended or waived except in writing signed by both Publisher and Advertiser or Agency.

Note:

These Terms & Conditions are determined accepted when the Publisher receives one of the following: approval of contract, payment on account or submission of advertisement.