

Latitude

>> THE MAGAZINE >> PORTRAITS OF CAROLINA CULTURE

Purpose of *Latitude*

Explore Your Space. Centered in a region full of natural beauty, artistic talents and rich history, *Latitude Magazine* features the gifts of local artists and writers while offering a forum for area residents to explore the unique characteristics of their home. Dedicated to supporting local communities and businesses by bringing them together with common interests, *Latitude Magazine* serves the greater Triad and Foothills regions. Positioned in the latitude of 36° N, the number 36 is symbolic and serves as an icon throughout the magazine. *Latitude's* photographs, articles and poems are contributed by regional photographers and writers who paint the portraits of Carolina culture.

Reach your captive audience

In addition to providing a great source of entertainment and information about the region, *Latitude Magazine* is committed to providing local businesses an avenue for successful, affordable advertising. We support area businesses by keeping our rates as low as possible. *Latitude Magazine* also pulls all of the area counties together by featuring individuals, organizations and businesses throughout the region and encouraging readers to visit the areas that surround them. The magazine is distributed throughout Forsyth, Guilford, Stokes, Surry, Davidson, Davie, Randolph, Rockingham and Alamance counties.

Monthly Circulation: 7,500

Readership: More than 20,000 readers each issue

Distribution: More than 500 locations

Reader demographics

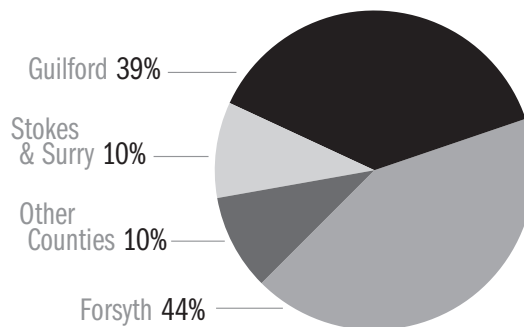
Our readers are citizens with an interest in their community, and a love for arts and history. They are also people who enjoy shopping at local stores and attending local events.

Median Age: 45

Gender: 56% female, 44% male

Average household income: \$135,000

Distribution by County



Success in advertising

Latitude Magazine is a collectable for many of our loyal readers. Your ad is not only in circulation for an entire month, but will remain in homes for years to come. We strive to support the growth of local businesses by providing a source of affordable advertising that has an extensive shelf life. Unique articles capture readers and keep them reading cover to cover. Place your advertisement in *Latitude Magazine* and reach this captive audience. Many readers also use *Latitude* as a source for information about local businesses that interest them. With a minimal investment you can directly reach your target market.

Contact *Latitude*

Reach Your Target Market Today. Lock in cost-saving rates and drive results by repetitively hitting your target market when you choose a 12-issue contract. Plus receive one free double size ad! Repetitive Advertising Places Your Business In the Minds of Potential Consumers.

Published by GoPLAY Advertising, LLC

Kelly Riddle, Publisher Phone: (336) 245-0668 Cell: (336) 575-7064 Fax: (336) 723-0668 Info@LatitudeMagazine.com

P.O. Box 5111, Winston-Salem, NC 27113

ADVERTISING RATES

Size/Place	3x	6x	12x
Back Cover	1200	1050	950
Inside Front or Back	1000	875	800
Double Page Spread	1300	1100	1000
Full Page	850	700	640
Half Page	570	490	445
Third Page	410	355	315
Quarter Page	320	280	265
Sixth Page*	280	230	200
Eighth Page	215	180	160
Twelfth Page	150	120	105

The rates outlined to the left indicate the cost per issue, dependent on the frequency determined in the contract you choose. All 3-issue contracts must be fulfilled within a 6-month time frame. Contracts running 6-issues or 12-issues must be fulfilled within 12 months.

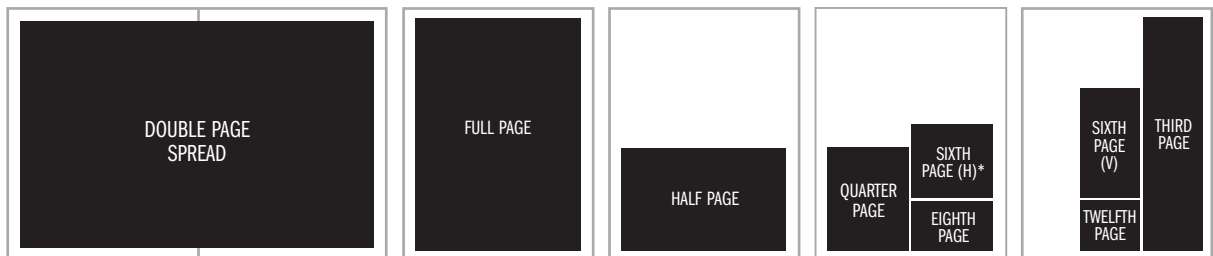
ONE FREE DOUBLE SIZE AD WITH ALL 12-MONTH CONTRACTS!

*Sixth Page Horizontal ads can only be placed on approved co-op pages. In the event enough ads are not sold to comprise a co-op page in any issue, contracted advertisers will default to a Sixth Page Vertical ad.

AD SPECIFICATIONS

Size/Place	Non-Bleed ("w x "h)	Bleed ("w x "h)	Trim ("w x "h)
Full Page	7.5 x 9.875	8.75 x 11.125	8.5 x 10.875
Double Page Spread	15.875 x 9.875	17.25 x 11.125	17 x 10.875
Half Page	7.5 x 4.25	8.75 x 5.125	8.5 x 4.875
Third Page	2.375 x 9.75	3.188 x 11.125	2.938 x 10.875
Quarter Page	3.656 x 4.25	N/A	N/A
Sixth Page (vertical)	2.375 x 4.783	N/A	N/A
Sixth Page (horizontal)*	3.656 x 2.875	N/A	N/A
Eighth Page	3.656 x 2.031	N/A	N/A
Twelfth Page	2.375 x 2.297	N/A	N/A

Use the Non-Bleed measurements if you would like your ad to run with a 1/2" white border around the edges. If you would like your ad to run to the physical edge of the page, use Bleed and Trim measurements. The Bleed measurements account for 1/8" to be trimmed off all four sides. The Trim size indicates the final printed size, after the bleed is cut off. Due to variation in trim size, place all text a minimum of 3/8" within the trim border.



DEADLINES & MATERIAL

Ad Placement	Sixth of the month prior to issue date
Ad Material	Tenth of the month prior to issue date
Publication Date	Seventh of each month
Submit Materials	Ads@LatitudeMagazine.com

Adobe PDF, InDesign and PhotoShop formats are acceptable. All image files must be a minimum of 300 dpi for optimal quality. Ad slicks to be scanned are also acceptable. For ads that will require layout, please supply all text copy including contact information.