2017 Media Planner
A Great Community Deserves a Great Magazine

We’ve been serving up exceptional content for nearly two decades. Our brand’s commitment to quality and integrity fosters a loyal readership, and that’s good for your brand.

In the last five years alone, our editorial/design team has accumulated an impressive number of awards, including…

42 design awards
33 photography awards
39 writing awards
A message from our Editor-in-Chief

Living in the 405 (and Loving it!)

405 Magazine is central Oklahoma’s definitive city and lifestyle magazine. Peruse the pages and you’ll see that we continually grow and evolve, just as our combined community of Oklahoma City, Edmond and Norman does. You’ll find profiles on creative people around the city, explorations of potentially overlooked aspects, film and music musts … and plenty more of just about everything. Yes, we’ve got food covered, too. We provide relevant content that enriches the lives of Oklahomans and fosters enthusiasm for all that our metropolitan area has to offer.

This full-color magazine is rich in creative, intelligent articles brought to life by award-winning writers, photographers, designers and editors. Our content and style resonates with a readership of successful, educated, well-traveled residents with whom we have connected for almost 20 years, giving readers a broader, clearer look at the community we share.

Welcome to 405 Magazine.

HEIDI RAMBO CENTRELLA
What Our Partners Are Saying About Us

“With a target market that covers a broad spectrum, 405 has always been the most effective way for Young Brothers to influence our clientele.”

JAYME BUCK, Young Brothers Inc.

“405 Magazine is the place to stay up-to-date on all the things happening in the metro. As a small business owner, having a presence in its pages is a must. It has been a huge value considering the amount of feedback we have received about our ads.”

JIMMY RUPP, Interior Gilt

“We’ve been advertising with this magazine for 18 years, and it’s the one publication we would not do without when trying to reach the upscale metro populace.”

LAURA HOWELL, Howell Gallery

“It’s rewarding to hear good reactions to our advertisements, and also the special sections – we had a pink glass basket in a spread of Mother’s Day gifts last year, and we received a lot of interest from it.”

LINDY RAPPAPORT, Culinary Kitchen

“A couple from Washington State recently stayed at the Ambassador Hotel while in town for a wedding. They saw our ad in their complimentary copy of 405 Magazine and were very attracted to a ring that was featured. The husband called to inquire if the ring was still available, and it was. They made a beeline for our store on the way to the airport and, because our product was advertised in the right place at the right time, a $40,000 sale resulted!”

VALERIE NAIFEH, Naifeh Fine Jewelry
What Our Readers Are Saying About Us

“As Oklahoma City continues to mature, the community needs a vehicle to discuss our culture. 405 Magazine could be just what we need. More than cocktail chatter, we need to bring more into the conversation. I want to know about the book you are reading or an artist you recently discovered. Tell me about your view of OKC’s future, and what you are going to do to push us forward.

... The more we turn our focus to building our city, the faster we accomplish our goals.

... Encouragement energizes us all. When you see someone do something good, cheer them on. We are, after all, one big team trying to win every day.”

RAND ELLIOTT, FAIA
Elliott + Associates Architects

“I was reading your fine magazine this afternoon and was very pleasantly surprised ... 20+ Things We Love About Norman is a great article about a great town and a great university.”

GARY ENGLAND
Meteorologist and teacher

“I just wanted to tell you the magazine looks fantastic and is getting better and better all the time. I used to just glance through it a little, but now I find myself reading the articles on a regular basis and even the ads are impressive. Good work!”

MICHAEL O’HASSEON
Pixelmongsers

“I just picked up a copy of 405 and am admiring your handiwork – quite a transformation. And it looks like there’s a lot of meat in the sandwich, too (I’m a vegetarian, but you get the idea). Can’t wait to dig in.”

KEVIN STARK,
Toy & Action Figure Museum

ADAM COHEN
OMRF
Our Readers Are Educated, Affluent, Dynamic Consumers

- 69% Female
- 31% Male
- 22% Age 18-34
- 46% Age 35-54
- 24% Age 55-64
- 8% Age 65+
- 51% HHI $100,000+
- 52% HH Net Worth $500,000+
- 95% attended college
- 76% have four-year degree or higher
- 69% discuss what they read with others
- 87% read every issue
- 95% took action after reading the magazine

SOURCE: CIRCULATION VERIFICATION COUNCIL, INDEPENDENT READER SURVEY
Our Readers Are Educated, Affluent, Dynamic Consumers

- 95% dine out frequently
- 62% travel regularly
- 67% attend cultural events
- 86% are homeowners
- 80% intend to purchase financial services
- 63% will invest in home décor purchases
- 49% will invest in landscaping
- 45% plan to purchase a vehicle

SOURCE: CIRCULATION VERIFICATION COUNCIL, INDEPENDENT READER SURVEY
Research from the Circulation Verification Council, an independent media auditor, shows that 405 Magazine reaches the most highly educated and affluent demographic in the Oklahoma City-Edmond-Norman metro.

**Average Monthly Copies Distributed**

30,000

**Readership Per Issue**

130,000+

Subscribers • Targeted Mailings • Newsstands
Hotels • Public Place Copies • Events
Investing to Reach New and Loyal Readers

NOW AVAILABLE ON NEWSSTANDS THROUGHOUT THE OKC METRO AT $4.95 PER ISSUE

Premium locations including:
Barnes & Noble
Whole Foods
Walmart
Full Circle Bookstore

Over 1,400 copies distributed monthly

PREMIUM HOTEL IN-ROOM DISTRIBUTION

Numerous upscale metro hotels including:
The Ambassador
Skirvin Hilton
The Colcord

Over 2,000 copies distributed monthly
Building Our Paid Subscriber and Direct Request Circulation

Now providing paid subscriptions at $14.95 per year
Direct mail to over 25,000 subscribers/customers each issue
Over 130,000 Influential Readers Trust 405 Magazine to help them make decisions

As a result of reading something particularly interesting in 405 Magazine:

- **69%** DISCUSS IT WITH ANOTHER PERSON
- **53%** SAVE THAT ISSUE

As a result of seeing something in 405 magazine:

- **60+%** HAVE SHOPPED IN A STORE
- **82+%** HAVE DINED IN A RESTAURANT
- **33%** HAVE PURCHASED A SPECIFIC PRODUCT OR SERVICE

AND THE BEST NEWS FOR YOUR BRAND:

**56% OF READERS** frequently purchase products or services from ads seen in the magazine!
## Trusted, Authoritative, Award-Winning Content

### ADDY (OKLAHOMA CITY AD CLUB)

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<thead>
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<td>Best Photographic Portfolio</td>
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### GP (GREAT PLAINS JOURNALISM AWARDS)

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<td>Magazine Writer of the Year</td>
<td>Finalist</td>
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<td></td>
<td>Best Reporting Portfolio</td>
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**WEATHER WHY?**

Oklahoma’s Meteorological Mayhem Explored

**BY SEAN BECKER**

March 2014 / SLICE

Local or not, everybody knows that Oklahoma’s nickname is the Sooner State. Those well-versed in state statistics and specialties also know that the state’s motto is *Labor Omnia Vincit*, which is Latin for “Labor conquers all things.” I would have lobbied for another motto … something along the lines of “We Weather All Conversation,” (Latin translation unknown) because here – and now – more than ever, weather is the talk of the town.
Lots of places list mac and cheese as a possibility somewhere amid their litany of sides – but in this Deep Deuce watering hole it has its own section on the menu. That should give some indication of how seriously Jonathon Groth’s kitchen takes the concept, and the execution isn’t just cheesy and good … it’s fromagical.

Our discussion over which of the four flavors reigns supreme got a little heated, but in the end, heat won out: The Fire Mac’s pasta, cheddar-jack cheese and ground sausage are elevated by a sriracha queso that gives your taste buds a persistent but not painful sizzle. Top it with roasted peppers and fried onions, and a star is born.

Polling is closed; the ballots have been counted and the results are in. No, not for the Presidential election – think local. This is our 4th annual Best of the City survey, and we’re thrilled to bring you the majority selections for highlights of life in Oklahoma City, Edmond, Norman and surroundings … plus a few helpings of our own two cents in the Editors’ Choice categories. These are the people, places, tasty treats and overall delights that you (and we) love most about the 405.

**Best Mac ‘N Cheese**

Slaughter’s Hall
221 n central, okc, 405.606.6063, slaughtershall.com

**Editors’ Choice**

Photos by Simon Hurst
We Surprise, Delight and Inspire Our Readers in Every Issue

IN THE 405

Conversation Interviews with interesting locals
Favorite Things Tastemakers share their thoughts and treasures
Places Interesting spots to see
Trends An invigorating dose of fresh fashions
Laugh Lines Humorous tales for a quick comedy break
Destination Cool community aspects off the beaten track
On the Scene A pictorial wrap of area social events

TERRITORY AHEAD

An award-winning photojournalist’s exploration of the state’s back roads, side streets, one-of-a-kind people and legends

CREATIVES

Profiles of painters, sculptors, musicians, dancers, photographers, writers – the people who develop, drive and give character to the arts in Oklahoma

FEATURES

In-depth profiles of unique people and places, photo essays, spring and fall fashion spreads, investigative reporting and coverage of a wide variety of subjects of special interest to our region

HOME

Décor Things we love that make home a little sweeter
Habitat From grand mansions to diminutive domiciles, a look inside interesting living spaces
We Surprise, Delight and Inspire Our Readers in Every Issue

**DINING**
- **Local Flavor** An in-depth review of an area eatery
- **Chef’s Table** Local culinary luminaries share recipes and advice
- **At the Bar** Specialty drinks and libation recommendations
- **Good Taste** A featured dish from a neighborhood favorite
- **Food & Drink** A compendium of top-notch dining options

**TRAVEL**
Hitting the road to share destinations worth exploring, from extended trips to treasures that are practically next door

**EVENTS**
- **Prime Picks** Editors’ selections for the best things to see and do
- **Speaker Box** Trends, previews and commentary on the state of music
- **On Film** Oklahoma films, major releases and missed gems to catch on the couch
- **On the Radar** A comprehensive roundup of entertainment options

**BACKSTORY**
Revisiting historic moments from the metro’s one-of-a-kind past
Celebration of 405 Magazine’s annual Best of the City winners
Complimentary beverages and tasty bites
Live music, DJ and more
300 attendees expected
A combination of VIP and General Admission tickets will be sold

Signature Event

Our readers vote; our editors weigh in; then it’s time to celebrate the most outstanding aspects of the OKC metro at our Best of the City bash. Guests at the soiree enjoy live music, catered food and drink and the chance to take home some fabulous prizes while they toast the area’s brightest stars, best attractions and more.

SPONSOR PACKAGES

TITLE SPONSOR - $7,500
- One full page, four-color print ad
- “Best of the City presented by ________”
- Mention in event email campaign
- Inclusion in ROS ad campaign prior to event
- Featured in event social media push
- Free spotlight in Insider (print & digital)
- Logo on all event promo materials & event signage
- Opportunity to provide 100 items for VIP swag
- Opportunity to greet attendees from podium
- Opportunity to set up as vendor at event
- Access for 10 to attend as VIP guests
- Party pics with event summary

GOLD SPONSOR - $5,000
- One half page, four-color print ad
- Logo, name, link listed in email campaign
- ROS ad campaign prior to event
- Featured in event social media push
- Logo on event signage
- Opportunity to provide 100 items for VIP swag
- Opportunity to set up as vendor at event
- Access for 6 to attend as VIP guests
- Party pics with event summary

SILVER SPONSOR - $3,000
- One third page, four-color print ad
- Featured in event social media push
- Logo on event signage
- Opportunity to provide 100 items for VIP swag
- Access for 4 to attend as VIP guests
- Party pics with event summary
2017 Editorial & Special Ad Section Calendar

**JANUARY**
Editorial Highlights
All About Health: Guide to Cosmetic Procedures, Adventurous Eating

Special Ad Sections
Best Doctors
Wedding Resource Guide
Health & Wellness

**FEBRUARY**
Editorial Highlights
Local Libations: Wine & Whiskey
Lovers’ Guide
Getaway: Spring Break Travel Planner

Special Ad Sections
Shop Central
Travel Planner

Relevant Content for Advertising
Restaurants known for great wine lists and top/unique whiskey

**MARCH**
Editorial Highlights
Spring Fashion
Private School Guide

**SPECIAL SUPPLEMENT**
405 Home Spring Edition

Special Ad Sections
Fashion Local
Health & Wellness
Education
Exclusively Edmond

**APRIL**
Editorial Highlights
Best of the City
Diners Old and New: The History Behind Them

Special Ad Sections
Retirement Living
Wealth Management
Museum & Gallery Guide

Relevant Content for Advertising
Diners; BOTC former winners

**MAY**
Editorial Highlights
Best Barbeque
Beauty and Spa

Special Ad Sections
Women’s Health

Relevant Content for Advertising
Barbecue related restaurants

**JUNE**
Editorial Highlights
Get Outside: Outdoor Activities
Fitness in the 405/All Things Golf
Summer Cocktails!

Special Ad Sections
Men’s Style
Shop Central
Exclusively Edmond

Relevant Content for Advertising
Fitness studios, health clubs, private golf clubs, sporting good/equipment stores

**JULY**
Editorial Highlights
Backyard Entertaining: Food/Grilling
Best Neighborhoods

Special Ad Sections
Health & Wellness
Fashion Local
Real Estate

Relevant Content for Advertising
Outdoor/patio furniture, grills, lighting, pools

**AUGUST**
Editorial Highlights
Best Tacos
Weekend Getaways: Day Trips
Great Walks and Hikes

Special Ad Sections
Faces of the 405
Shop Norman

**SEPTEMBER**
Editorial Highlights
Fall Fashion
Shopping and Style
Where to Shop Now!

Special Ad Sections
Travel & Outdoors
Fashion Local
Shop Central
Exclusively Edmond

**OCTOBER**
Editorial Highlights
Pets!
The Art of the Deal: How to Buy Art

**SPECIAL SUPPLEMENT**
405 Home Fall Edition

Special Ad Sections
Pets & Vets
TBD

**NOVEMBER**
Editorial Highlights
The Food Issue
Guide to Sushi
Burger Diversity
Smoothies & Juicing
Best New Restaurants

Special Ad Sections
Holiday Wishes Gift Guide
Wealth Management/Financial Planning
Exclusively Edmond

**DECEMBER**
Editorial Highlights
Winter Fashion
Perfect Parties

Special Ad Sections
Shop Central: Holiday Theme
Fashion Local: Holiday Theme
Men’s Health & Style
405 Home is filled with ideas for buying, building, renovating, repurposing and redecorating the indoor and outdoor spaces that define our lives, and the resources to bring those ideas to fruition.

EDITORIAL FOCUS
405 Home features offer an all-access pass to some of the coolest and most stylish spaces from all across the greater Oklahoma City area, from homes on a grand scale and lush gardens to incredibly clever small spaces. New residences designed divinely from the ground up, older neighborhood landmarks presenting a fresh face to the world through expert renovation – these are locales ready to put their best square feet forward, and we’re here to showcase them.

And other topics of interest…
Editors’ picks – rugs to lamps to succulent plants for the best in home décor

Pro design tips – advice like color balancing, managing sightlines and when to stop decorating

Profiles and interviews – finding out how established and up-and-coming builders, developers and designers make their magic happen

Shop talk - conversations with local business owners and merchants about their wares and recommendations

SPRING ISSUE - MARCH 2017
> Space Close: 1/13/17 • Materials Close: 1/23/17

FALL ISSUE - OCTOBER 2017
> Space Close: 8/11/17 • Materials Close: 8/21/17

CIRCULATION AND DISTRIBUTION

30,000 DISTRIBUTED

120,000+ READERSHIP

Mailed to the complete 405 Magazine mailing list. Distributed at trade shows, home and garden shows and home tours. Placed at select public locations.
Mechanical Specifications

**BASIC REQUIREMENTS** A press-ready PDF, EPS with all text outlined or a flattened TIFF. All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles. All PMS colors MUST be converted to CMYK. Fonts should be converted to outlines.

**INDESIGN** A press-ready PDF must be included. Export as a PDFX-1a. If sending native files, the document must be collected for output and include all high-resolution images, fonts (including both printer and screen fonts) and reports. Pantone colors are not acceptable.

**PHOTOSHOP** Images must be CMYK, at least 300 dpi. TIFF is the preferred file format. Do not use LZW compression. The file must be saved in Mac format, and it must be flattened.

**ILLUSTRATOR** Fonts must be in converted to outlines. Files must be saved as a PDF or EPS.

4O5 Magazine does not accept files created in Microsoft Publisher or Microsoft Word. Ads can be supplied on a CD, e-mailed to our ad designer or submitted via an FTP upload or other digital download. A color match print, press proof, Kodak proof or a similar proof of high resolution may be included but is not required. Print proofs MUST be received by the Wednesday before we go to press. A color laser or inkjet proof will not be an acceptable color guide for your ad.

**PRINTING** 4O5 Magazine is a heat-set web, perfect-bound publication. Screen ruling is 150-line screen. Page trim size is 8.375 x 10.875. Keep safety ⅜” from bleed, ⅛” from trim and 3⁄16” from each side of the center spreads.

**ADVERTISEMENT CREATION** 4O5 Magazine will create your standard format advertisement to our specifications at no extra charge. Creation of your ad includes two rounds of proofing changes. An additional $50 will be charged per hour after the second round of proofing.

Additional charges will be incurred for resizing, type changes, scans, photography, purchasing of stock photography on the advertiser’s behalf or other changes.

Advertisers may use the professional services of 4O5 Magazine’s graphic designers for a fee of $50 per hour should they need changes to an existing ad or format.

4O5 Magazine reserves all rights to ads that are created by our in-house graphic design team, and they are not to be reproduced without explicit permission in writing by 4O5 Magazine. The rights and files for ads created by 4O5 Magazine can be purchased for a fee of $150. This fee is in addition to any hourly fees or ad creation fees as outlined above.
LIVE AREA The area on a page where you can safely place body copy or other important information.

BLEED Extra image that extends beyond the edge of the page. When trimmed this ensures the ad will not have a white line down the edge due to cutting variation during printing.

TRIM The size of the printed page after bleed has been cut off. Measurements are in inches, and listed as width x height. Please note that all text must stay within the live area which is ⅜” away from the trim.

ACCEPTABLE FORMATS PDF, EPS, TIF, PSD, AI, INDD

DIGITAL FILES Ads can be supplied on a CD, e-mailed to our ad designer or other digital download.

For questions regarding technical specifications or production, please contact the art department at 405.842.2266 ext 108 or ads@405magazine.com

*Include 1/8 inch bleed on all sides for left or right placement

*Dining and Event sections only
2017 Advertising Rates

405 magazine

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All rates are per insertion.

PREREFERRED POSITION Cover and other guaranteed positions are available for an additional premium of space charge on a contract basis. Preferred positions are on a space-available basis as deemed by the publisher. Please consult your account representative.

AVAILABLE UPON REQUEST Inserts, Belly Bands, Gatefolds

405 HOME

FOR 405 MAGAZINE ADVERTISERS

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COVERS

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All rates are per insertion. Multiple page pricing available upon request. "FOR 405 MAGAZINE ADVERTISERS" rates apply when combined with a minimum 6X insertion in 405 Magazine.

*Additional incentives and discounts for customized programs are also available. Contact your sales representative for details.
Magazines are the medium of engagement.

- Magazine media is more trusted, inspiring and influential than any other media.
- Magazines are the most preferred place to look at advertising and rank #1 in advertising receptivity and engagement.
- Print magazine readership increases with income - more than other media.
- Affluent and active investors are heavy print magazine readers.
- Increased exposure to print magazine ads improves advertiser metrics.
- Brands that advertise in print magazines achieve higher brand favorability, purchase intent and ad awareness than they do online or on TV.
- Magazine advertising works in all sizes and positions – and readership doesn’t take a vacation.

Luxury goods buyers are print magazine readers.  
Leading marketers invest in print magazines.  
Advertising in magazine media increases sales.