

media kit: winter 2006

Wisconsin's fresh lifestyle magazine

curb

letter from the editor

Welcome to CURB, Wisconsin's fresh lifestyle magazine. CURB is a yearly publication for Wisconsin's young adults with the goal of providing a break from the daily grind. Whether our readers are looking to reinvent their minds and bodies or they want to read for pure entertainment, CURB provides the best of both worlds. Combining the tools of a how-to handbook with the edge of a metro weekly, CURB takes a step outside the ordinary to uncover some of Wisconsin's hidden treasures.

Here at CURB, we want to tell the stories of Wisconsin through the eyes of its own newsmakers, innovators and local characters. Each year, CURB delivers coverage on topics ranging from health and entertainment to politics and sports, literally providing something for every person who picks up our magazine. We strive to connect with Wisconsin's college graduates and working professionals. By reaching those who are committed to investing in the great state of Wisconsin, CURB provides the perfect medium to advertise your products and services.

After a day at the office or a week out of town, our readers are ready to sit back and enjoy the state in which they've chosen to live. And our writers are dedicated to telling the stories of those who have made that choice. By investing in CURB you are partaking in an adventure that begins in the newsroom and ends at our readers fingertips.

Enjoy!

Kelly Doyle
CURB Editor

curb
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reader and magazine profile

Reader Profile

- Age: 22-35
- Annual Income: \$30,000 & higher
- Education: College Educated and beyond
- Psychographics: Driven, professional, consumer-savvy. Involved, informed, balance-seeking, energetic, loyal to Wisconsin
- Circulation: Community leaders, influentials, healthcare workers, exciting and exceptional entrepreneurs, government officials, UW alumni

CURB Profile

Curb magazine comprises a team of 20 undergraduate and graduate students in the UW-Madison School of Journalism who write, edit, design and market CURB to aspiring and inspiring men and women throughout Wisconsin. Although the staff changes annually, the caliber and dedication remains consistent.

Published in the fall, CURB is circulated in print to its target audience and is available online at www.curbonline.org and www.journalism.wisc.edu/curb. The online version contains similar content to the print version, providing extended articles and multimedia companions.

CURB is a lifestyle magazine with a voice and outlook that is both cheeky and thought provoking. Taking a look at the many different roads the young influential men and women of Wisconsin travel. CURB's philosophy extends past campus and urban boundaries to service Wisconsin in its entirety. CURB is not about any one thing; it's about all things. CURB does this by exploring leading-edge issues and trends facing the state, profiling interesting people and places, and offering information and advice to better serve our enlightened reader. CURB approaches each story by highlighting the fresh and fascinating people of Wisconsin. Harmonizing the reader with the subject matter CURB speaks to the average Wisconsinite who isn't average at all.

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editorial philosophy

Wake up, Wisconsin. You're alive and moving faster than ever. This place is unlike any other, full of interesting characters and captivating settings.

While on the road through your 20s, you need to stop at the CURB and breathe it all in.

Wisconsin holds exciting and innovative people-sources that often are yet to be tapped. CURB brings you those people. It's a profile magazine to help you see the lifestyle you've always wanted.

CURB's aim is to report on the people behind the issues-average people who defy the law of averages, doing basic jobs that are anything but basic, living ordinary lives that can only be called extraordinary.

The stories are fresh. The writing is crisp. The ideas are new.

CURB helps you live your life

CURB helps you look beyond the usual.

And CURB helps you learn from Wisconsin's own.

Live. Look. Learn.

CURB: Wisconsin's fresh lifestyle magazine.

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editorial chart

L I V E . INFORMATIVE	L O O K . FEATURES	L E A R N . NEWSWORTHY
How-To: Non-Profit Start Ups	To the Pros and Back: Mike Verstagen	Health: Trendy New Exercises
	Paving Roads: Charter School Entrepreneurs	Politics: “Drinking Liberally”
Getting Involved: Wisconsin Roller Derby	Wisconsin’s Innocence Project: Christopher Ochoa	Technology: Wisconsin’s Stem Cell Research
	Young Women Organic Workers: Kristen Cordet	
Culture: Museum Throwdown	Wisconsin’s Hip-Hop Scene: The Figureheads	Community: Wisconsin’s Third Ward
The Workplace: Fantasy Football & Cubicle Life	Business Profile: Harvest Restaurant	

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why advertise with curb?

The numbers: In 2006 CURB will be circulated to over 10,000 people. The Web site has had 8,000+ hits and over 22,000 page views. CURB Online averages 34 hits per day with duration averaging upwards of one hour.

The readers: Intelligent, achieving and in-the-know Wisconsinites ages 22-35 years old. They hold bachelor's degrees and beyond, driven and engaged in their own right. Our readers are consumer-savvy, energetic, informed and loyal to Wisconsin. CURB readers thrive in their respective professions. Varying from doctors to musicians, our readers are sewn together by common threads of wit, intellect and excellence.

The crew: CURB is produced by graduate and undergraduate students in the University of Wisconsin School of Journalism and Mass Communication.

The players: Previous CURB advertisers include Monster.com, University Book Store, Supreme Graphics, Wisconsin Education Association Council, Wisconsin Alumni Association, Mandel Group, Wisconsin Department of Tourism, Wollersheim Winery, Weissgerber Restaurants and more.

The plan: The 2006 issue of CURB will be released in December, with advertising sales beginning in Fall 2006. To learn more about advertising rates, check the media kit at www.curbonline.org. Inquiries can also be directed to curbmagazine@gmail.com.

Still not convinced?

- CURB's CPM for a full-page ad is \$35! Compare that to other Wisconsin niche magazines, where CPMs can reach upwards of \$100.
- CURB readers are a segmented, educated audience with a disposable income.
- Magazine readers engage in the lowest level of multi-tasking while consuming their medium, which results in a higher rate of advertising retention.*
- 44 percent of magazine readers shop for a product or service after seeing it advertised in magazines, compared with 36 percent who are motivated by television commercials.*
- Changing an advertisement from black and white to four-color increases the reader audience by 60 percent.**
- Moving a full-page advertisement to the back cover or the inside front cover increases the audience recall index by 20 points.*

*The Magazine Handbook 2005

**Art Direction Magazine

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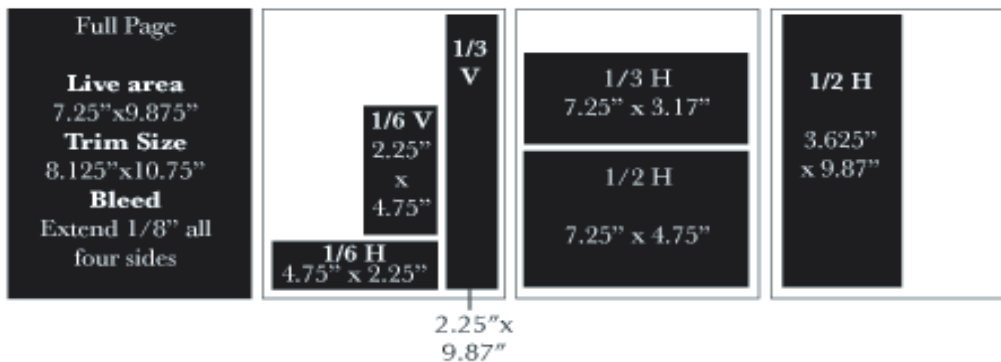
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calendar and ad rates

Production Calendar

October 30, 2006: Deadline for submission of in-house ad materials
October 31, 2006: Deadline for determining ad space
November 6, 2006: Deadline for all pre-produced ads
November 8, 2006: Deadline for ad proofs and contracts & invoices distributed
November 21, 2006: Magazine goes to press
November 28, 2006: Deadline for all payment

Rates and Dimensions



Back Cover: \$600
Inside Front Cover: \$500
Inside Back Cover: \$450
Full Page: \$350
1/2 Page: \$250
1/3 Page: \$190
1/6 Page: \$150
Web Advertisement: \$40

With purchase of a print advertisement, a web advertisement can be included for only an additional \$10.

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advertising policies

- All advertising is subject to CURB's Advertising Policies and Terms as well as to all provisions and regulations set forth in this section. Failure to make the order correspond in price and otherwise with current rates is regarded only as a clerical error and publication will be made and charged under CURB's established policies, terms, and provisions.
- CURB accepts responsibility for publishing each ad correctly as determined by the original copy provided. The ad is submitted on or before the set deadline. CURB will not accept liability for changes in copy after the advertisement has been proofed and approved by the advertiser.
- CURB will not be held responsible for typographical errors except to cancel charges for such a portion of the advertisement as may have been rendered valueless by such error.
- Advertising simulation news may not be set in the exact body type and must carry the word "advertisement" somewhere on the page.
- All original advertising design and graphics remain the property of CURB unless otherwise purchased or traded for other value.
- A 5% discount will be applied to all accounts prepaid with cash or check upon receipt of COI.
- A 10% discount for returning advertisers.
- A web advertisement of proportional size can be purchased for only an additional \$10 with purchase of an advertisement.
- All advertising cancelled after deadline will be billed at 100% of the space cost.
- All payment is due November 28, 2006. Interest shall accrue at a rate of 2% per week for all accounts past due.
- A late charge of \$10 per day will accrue for ads or materials received after production deadlines for both CURB produced and in-house ads.
- Guaranteed placements will incur a 10% additional charge, excepting back cover, inside front cover, and inside back cover.
- CURB prohibits adjacent placements of advertisements in direct relation to connected stories.
- Ad trades and discounts are subject to the discretion of the Marketing Director.
- The Marketing Director reserves the right to refuse any advertisement and to modify or reject any advertisement in the case of libel or poor taste.

Advertising Specifications

- CURB will gladly design any ad free of charge. Advertiser must have a contract signed and all pieces and parts submitted by the production deadline.
- All ads and all ad pieces and parts must be submitted electronically via email or on a CD or Zip disk.
- CURB accepts files in the following formats: TIFF, EPS, InDesign, document.
- All advertisers will receive a proof of their ad along with a copy of their contract once conformation, verbal or written, is binding.

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curb contacts

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