

# *curb*

AWAKEN YOUR SENSES WITH WISCONSIN ARTS.



*media kit*  
FALL 2007

Future Business Partner,

Curb magazine connects modern Wisconsin adults to the state's extensive and thriving arts and entertainment scene. Through engaging and detailed articles, we awaken our readers' senses to the sights, sounds and tastes of Wisconsin. Understanding the busy lives of today's adults, Curb not only reminds our readers of all the state has to offer, but also shows them how to experience it first-hand.

Curb editorial content is created for select communities in Wisconsin. While our readers are among Wisconsin's most active and forward-thinking, they also have a wide span of interests. By featuring an exciting range of content, Curb caters to the best interests of every one of our readers. This also provides you with an opportunity to promote your brand to an attentive and willing audience.

We present Wisconsin's boldest arts with active and fresh content—every page motivating readers to explore and experience for themselves. While taking in Wisconsin's sensational arts scene, as well as the people who bring it to life, our readers will have the opportunity to discover your brand.

Join us in awakening the senses of Wisconsin.

Elli Thompson  
Curb Editor

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EDITORIAL MISSION

A young girl with dark hair, wearing a light-colored, patterned dress, is playing a violin. She is looking down at the instrument with a focused expression. The background is dark and out of focus, suggesting an indoor setting like a concert hall or practice room.

## Art is an experience.

*Art is something to live and breathe,  
and Curb wants to show you how.*

### Awaken your senses with Wisconsin arts.

Creative artwork, energetic and powerful performances, tantalizing flavors and captivating music run deep in this state. Curb's mission: to enliven your senses and engage you with Wisconsin's modern and vibrant arts scene.

Curb will highlight local arts that will enrich your life and strengthen your connection to the people and places of Wisconsin. Let Curb open your eyes, ears, mouth and mind through engaging stories and interactive online multimedia content.

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## EDITORIAL CONTENT

*Our editorial content is designed to highlight local arts that will enrich your life and strengthen your connection to the people and places of Wisconsin.*

### Tastes

- Wisconsin wine: mastering midwest climate and tastes
- Artisan cheese: textures, tastes and smells
- Visual taste: how chefs close to home explore visual taste
- Popcorn with a passion: the art of Wisconsin's most beloved snack



### Sights

- Graffiti Art: turning Menace to Masterpiece
- African American Children's Theater: children emoting music, dance and script
- Naturally beautiful: when art and nature connect
- Tattoo Taboo? redefining body art



### Sounds

- Funky Mondays: '70s soul with Clyde Stubblefield
- Ivory: new sound from the Valley
- It all started here: Violent Femmes fan experience
- Word with purpose: inside Wisconsin's spoken word



### Experiences

- 2007 Guide to Wisconsin's hottest outdoor music venues
- Nestled in time: Genessee Depot's Ten Chimneys estate
- Literary Roots: Wisconsin's greatest authors, poets and playwrights
- Art Incubator: Madison transforms warehouse into artist sanctuary
- Primitive Soul Expressions: art therapy from soul to studio
- Wright in Wisconsin: connect to Wisconsin's first environmental art-architect
- Dust to dazzle: Wisconsin theaters renovate to renew your theater experience



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## READER AND MAGAZINE PROFILE

### Curb Reader Profile

Curb's content, design and Web segment are aimed at a reader with cultivated tastes in dining, arts and entertainment. Our target demographic readers are also:

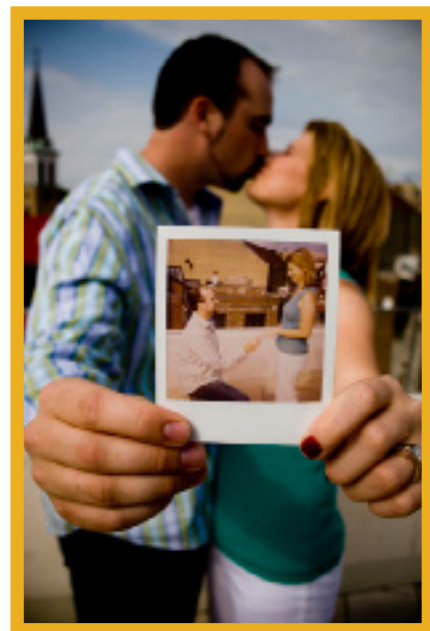
- Age 25 to 35
- Young singles and couples
- College-educated
- Urban and suburban consumers employed in the fields of law, health care, engineering and business with median household income of \$45,000 or above
- Clustered in areas with ready access to shopping, nightclubs, dining restaurants and the arts

### Curb Magazine Profile

Curb is an arts and culture magazine with a voice and outlook to inform and inspire. The Curb philosophy extends beyond campus and urban boundaries to serve audiences around Wisconsin. Curb is about sharing art forms unique to Wisconsin to enrich readers' lives and strengthen our connection to one another. Curb does this by exploring the untold stories of artists in food, visuals, movement and music. Curb approaches each story aiming to render a snapshot of art in Wisconsin today—why it is uniquely ours and why we should care.

Curb is circulated in print and promoted online to the target demographic starting fall of 2007. Readers can subscribe to Curb magazine online at [www.CurbOnline.org](http://www.CurbOnline.org). Curb online also hosts rich multimedia resources and online tools to complement the its print version. Promotion for Curb Online will begin November 2007.

A team of 20 undergraduate and graduate students in the UW-Madison School of Journalism and Mass Communication 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.



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CIRCULATION.....

## Targeted exposure of your advertising message

*10,000 copies distributed annually . . .  
10,000 + opportunities to build your brand.*

### Homes – 9, 200 copies

Curb will circulate to the homes of segmented readers in select Madison, Milwaukee, Appleton and Green Bay communities.

### Public Places – 300 copies

Curb will be sent to public places in your local market selectively targeted to your demographic, including banks, spas and hotels. Bottom line: your advertisement will be seen by more eyes.

### Promotional Copies – 500 copies

Curb will be distributed to exclusive guests and community leaders at its winter launch party and arts celebration event in Madison.

### Online Readership – Unlimited Potential

Your demographic can subscribe to the Curb magazine mailing list on the new Curb Web site, featuring additional editorial content, online videos and photo galleries. Curb Online will go live in November 2007, prior to the magazine's launch in December.



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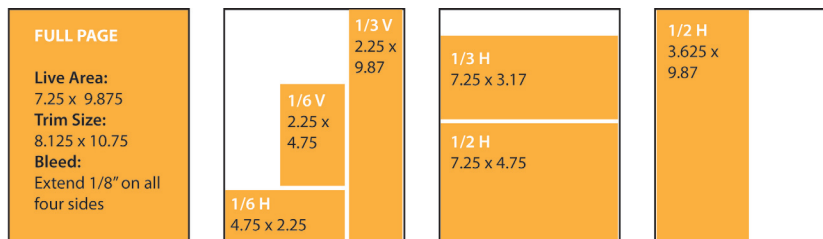
## CALENDAR AND AD RATES

### Ad Schedule

| Item                      | Deadline          |
|---------------------------|-------------------|
| In-house ad materials due | October 29, 2007  |
| Ad space determined       | October 30, 2007  |
| Pre-produced ads due      | November 5, 2007  |
| Complete ad payment due   | November 27, 2007 |

### Ad Specs and Dimensions

#### Ad Size:



#### Ad Design:

Let Curb design your print or online ad FREE of charge. Advertiser must sign contract and submit all pieces by Oct. 29, 2007.

#### Ad Materials:

**Formats:** Please submit files for print ads in TIFF, EPS or InDesign. Files for the web can be submitted in GIF, JPEG or SWF formats.

**Resolution:** Print files must be at least 300 ppi (pixels per inch). Web files must be at least 72 ppi.

**Files:** All ads may be submitted on a CD-ROM, Zip Disk, or submitted via e-mail at CurbDesign@gmail.com. Please do not send word processing documents. Please address any questions regarding specifications to the Art Director and e-mail them to CurbDesign@gmail.com.

### Ad Rates

| Placement                            | Investment |
|--------------------------------------|------------|
| Back cover                           | 630.00     |
| Inside front cover                   | 525.00     |
| Inside back cover                    | 475.00     |
| Full page                            | 370.00     |
| 1/2 page                             | 265.00     |
| 1/3 page                             | 200.00     |
| 1/6 page                             | 160.00     |
| Web advertisement                    | 45.00      |
| Web ad with purchase of any print ad | FREE       |

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## ADVERTISING POLICIES

### General 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.
- All advertisers will receive a proof of their ad along with a copy of their contract once confirmation—oral or written—is binding.
- 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 any typographical errors except to cancel charges for such a portion of the advertisement that may have been rendered valueless by such error.
- Special advertising sections 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.
- Curb prohibits adjacent placements of advertisements in direct relation to connected stories.
- Curb reserves the right to refuse any advertisement and to modify or reject an advertisement in the case of libel or poor taste.

### Discounts

- A 10% discount will applied for all returning advertisers.
- Complimentary Web advertisements are offered with the purchase of any print advertisement.
- Ad trades and discounts are subject to the discretion of the Marketing Director.

### Special charges

- All advertising cancelled after Nov. 10, 2007, deadline will be billed at 100% of the space cost.
- All payment is due Nov. 27, 2007. Interest will 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.



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ADVERTISE WITH Curb

Let us help you connect.  
Connect with Curb today.

## Why magazines?

### Magazines engage:

Readers of magazine are the least likely to multitask than are consumers of any other medium. Surveys also show that readers find magazine ads less invasive and more enjoyable than ads in other media. The result? Better retention of your advertising message.

### Magazine advertising improves your ROI:

Magazine ad investments increase the return on investment for your advertising campaign.

### Magazines sell:

Next to Internet and TV, magazine advertising is the most powerful medium in increasing purchase intent.

### Magazines reach your influencers:

Magazines are more likely to reach your pool of potential customers that are not only high spenders, but are looked to for advice on purchase decision-making and recommendations.

\*The Magazine Handbook, 2006-2007

## Why Advertise With Curb?

### Our numbers:

Print: In 2007 Curb will circulate to 10,000 Wisconsin spenders.

Web: In 2005, Curb had over 20,000 hits with an average of 51 hits per day. Online visitors spent an average of one hour visiting the site.

CPM: Curb's cost per thousand readers for a full-page advertisement is \$37. Compare that to other Wisconsin niche magazines, where CPMs can reach upwards of \$100.

### Our readers:

Curb is created for a select group of readers with the lifestyle habits and discretionary income to invest in your product and service. They are loyal to Wisconsin, educated, experiential and thirsty for art, entertainment and achievement.

### Our team:

Curb is produced by UW-Madison graduate and undergraduate journalism students with a passion for art, writing and connecting your brand to our readers.

### Our partners:

Previous Curb advertisers include Anchor Bank, Menasha Corporation, Overture Center for the Arts, Wollersheim Winery, the Wisconsin Education Association Council, Bridgeport Waterfront Resort, Le Chardonnay, the

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## CONTACTS

### **Curb Magazine**

5115 Vilas Communications Hall  
821 University Ave.  
Madison, WI 53706  
Phone: 608-263-3392  
Fax: 608-262-1361

### **Marketing Director**

Alaina Wendlandt  
Email: CurbMagazine@gmail.com  
Cell: 952-210-9573

### **Public Relations Manager**

Marissa Klaff  
Email: CurbMagazine@gmail.com  
Phone: 847-494-2814

### **Marketing Representative**

Sarah Fortin  
Email: CurbMagazine@gmail.com  
Phone: 608-381-0350

### **Print and Online Marketing Representative**

Courtney Davis  
Email: CurbMagazine@gmail.com  
Phone: 608-572-0007

### **Editor**

Elli Thompson  
Email: CurbMagazine@gmail.com  
Phone: 608-320-1557

### **Managing Editor**

Abby Wucherer  
Email: CurbMagazine@gmail.com  
Phone: 920-889-9475

### **Art Director**

Erin Zwaska  
Email: CurbDesign@gmail.com  
Phone: 414-531-4429

### **Online Editor**

Maya Carroll  
Email: CurbOnline@gmail.com  
Phone: 414-403-3189

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