

# KATY MAGAZINE ADVERTISING RATES 2012

## MONTHLY PAYMENT PLANS

### MAXIMUM VISIBILITY PLUS

**10X Frequency/2 yr.**

(8X Katy Magazines & 2X Katy Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
425/mo.	560/mo.	695/mo.	1125/mo.

Total price is divided into 24 equal payments



INCLUDES: 8 quarterly Katy Magazine print ads, 2 annual Katy Life Newcomer & Resource Guide print ads, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Also discounts on skyscraper web ads.

### EXTREME VISIBILITY

**8X Frequency/2 yr.**

(8X Katy Magazines - no Katy Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
405/mo.	530/mo.	650/mo.	1050/mo.

Total price is divided into 24 equal payments



INCLUDES: 8 quarterly Katy Magazine print ads, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Does NOT include Katy Life Newcomer & Resource Guides.

### HIGH PROFILE

**5X Frequency/1 yr.**

(4X Katy Magazines & 1X Katy Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
435/mo.	570/mo.	715/mo.	1165/mo.

Total price is divided into 12 equal payments



INCLUDES: 4 quarterly Katy Magazine print ads, 1 Katy Life Newcomer & Resource Guide print ad, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Also discounts on skyscraper web ads.

### HORNBLOWER

**4X Frequency/1 yr.**

(4X Katy Magazines - no Katy Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
415/mo.	540/mo.	670/mo.	1085/mo.

Total price is divided into 12 equal payments



INCLUDES: 4 quarterly Katy Magazine print ads, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Does NOT include Katy Life Newcomer & Resource Guide.

### MESSAGE BLAST

**2X Frequency/half-year**

(2X Katy Magazines - no Katy Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
450/mo.	570/mo.	720/mo.	1150/mo.

Total price is divided into 6 monthly payments



### PREMIUM PLACEMENTS

- Back Cover 35%
- Inside Front Cover 30%
- Inside Back Cover 25%
- First 20 Pages 25%
- All Other Positioning Requests 15-20%

### GET WAIT LISTED:

We can set up a back-up contract for your preferred premium positions.

Ask us!

All ads require prepayment. Rates are net and non-negotiable.

Ask about our annual web ad pricing.

KatyMagazine.com home page spot ad is \$3800/yr. (if available. Ask about waiting list).

**KATY**  
magazine™  
KATYMAGAZINE.COM

Monthly payment plans require a credit card. All ads require prepayment. Rates are net. Ad design is available for small businesses that do not have graphic designers or agencies. Failure to run purchased frequency will result in cancellation, design, and short rate fees to the actual frequency ran.

# Highest Readership and Outstanding Web Visibility

## Katy Magazine & KatyMagazine.com

Award-winning covers, editorial, ads, and graphic design

### Effective Katy Advertising That Works

Katy Magazine and KatyMagazine.com are the definitive voices of Katy, Texas, known by virtually everyone in the area. Targeted to families of all ages and stages, Katy Magazine is an award-winning local magazine that has the quality of a national-level publication. KatyMagazine.com ranks #1 on Google, Yahoo, and many other search engines for hundreds of Katy, Texas web searches. We also drive traffic to KatyMagazine.com with our #1 ranking community jobs page, Katy events page, Katy news page, and thousands of Katy area resource listings. No other media venue gives you this kind of Katy coverage. (See our Facebook likes and read our testimonials on KatyMagazine.com.)

### The Predominant Media Venue in Katy, Texas

Katy Magazine is locally owned and contains well-written Katy stories about inspirational people, celebrities, family activities, health, education, home life, and more. We've won dozens of media awards for editorial, layout, photography, cover design, advertising creativity, and community service. We have a large loyal following of dedicated readers, an outstanding community presence, and attend many events across Katy.

### Unmatched Katy Circulation - It's Everywhere!

**Total Printed Magazines 80,000**

**Mailed – 40,000**

Mass mailed to numerous key neighborhoods across the greater Katy area.

**Distributed – 40,000**

Available in racks and stands all over the Katy area at Starbucks (exclusively), Walgreens, CVS, various stores, hotels, restaurants, hospitals, and malls. Also distributed to the City of Katy and Katy Area Chamber of Commerce. Thousands are delivered to doctors, dentists, salons, and other lobbies and waiting areas for repeat readership. See detailed distribution information.

### Advertisers Get Web Visibility Too

Now getting up to 1.7 million hits a month

In addition to a beautiful, effective print ad, advertisers leverage our 1.7 million+ web hits per month on our high-ranking Katy Directory at no extra charge! As an advertiser, your company is bolded with a description about your business that links directly to your website. Full-page advertisers get up to four listings/links.



### KATY MAGAZINE FAST FACTS

- ★ Copies per issue: 80,000
- ★ Web hits: 1.7 million per month\*
- ★ Facebook likes: 10,000 +
- ★ Founded: 2003
- ★ Number of pages: 180
- ★ Ad to editorial ratio: 50-50%\*

\*stats as of 11/15/11

### Closing Dates & Deadlines

Issue	Issue Date	Shelf Life	Sales Closing*
Spring	Mar. 15	Mar., April, May	Jan. 15
Summer	June 15	June, July, Aug.	Apr. 15
Fall	Sept. 15	Sept., Oct., Nov.	July 15
Winter	Dec. 15	Dec., Jan., Feb.	Oct. 15
Katy Life	Spring	All Year	Dec. 31

\*Sales closing for premium placements is 30 days prior to publishes sales closing

### Advertisers Love It!

"Katy Magazine is my #1 resource for all my new business! My print and online ads have exceeded my expectations!"

- Steve Sandweiss, A Child's Reflection

### Readers Love It!

"Katy Magazine is wonderful and full of so much useful information, and I have read it from cover to cover and back again. Thank you and your staff for putting it together — I really appreciate your hard work!"

- Linda McGrath, Katy Magazine Subscriber

### Employers Love It!

"Thank you for all your help. Katy Magazine's online jobs page has come through for us once again. We have filled the front desk position."

- Stacey Lake, Carriage Inn