

POINT OF VIEW URBAN GAY AND LESBIAN MARKET

With *Metrosource*, you will reach upscale, metropolitan professionals who set the pace in today's gay and lesbian market.

Launched in 1990, *Metrosource* was the first magazine geared toward the gay market that was free of sexually explicit advertising and editorial. With corporate headquarters in New York, *Metrosource* quickly attracted well-known advertisers, such as Saab, Nivea, Bacardi, Bristol-Myers, United Airlines, Absolut, Smirnoff and many more.

Metrosource's audience is the professional, educated, social, active and health-conscious gay and lesbian consumer. Distributing 125,000 copies with each issue, *Metrosource* is now the third largest gay and lesbian publication in the nation. *Metrosource* participates in promotions in New York, Los Angeles, San Francisco, Boston, Washington D.C. and Miami.

Metrosource's goal with each issue is to represent and inform gay-popular culture by providing a broad range of resources: from travel and architecture, to fashion and design, to entertainment and health.

Metrosource consistently strives to reach an increasingly diverse, affluent reader, while providing some of the most sophisticated journalism and reporting available to the gay community.



METRO
SOURCE
2010

METROSOURCE AT A GLANCE

DEMOGRAPHICS AND READER HABITS

Metrosource readers are active, affluent and educated adults. By utilizing Metrosource as your advertising vehicle, you will ensure that your message has reached the targeted, loyal consumer, who appreciates your support of the gay community.

GENDER

Male	89%
Female	11%

AGE

Median Age	40.8
Under 21	1.0%
21-24	4.6%
25-34	24.0%
35-44	37.5%
45-54	22.0%

EDUCATION

College or beyond	77.7%
Postgraduate Degree	36.3%

INCOME

Median HHI	\$99,800
Mean HHI	\$145,100
\$75k +	62.9%
\$100k +	49.8%
\$200k +	18.5%

EMPLOYMENT

Employed Full Time	77.9%
Professional/Managerial	64.6%

ACTIVITIES

Exercise Regularly (2x/wk) in last 12 months	82.5%
Dine Out/Entertain Guests 3+ times/month	84.8%

LOYALTY

Read 3-4 of last 4 issues	76.3%
Made a purchase as a result of advertising seen in Metrosource	62.4%

TRAVEL

Plan to travel on vacation in next 12 months	93.4%
Traveled outside the U.S. in last 3 years	69.0%

CREDIT CARDS

Own an AmEx/Visa/MC/ Discover	93.6%
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BUYING TREND

Made a purchase via phone/inter- net/mail in last 12 months	93.5%
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Source: 2005 MRI Insert Study



METRO
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EDITORIAL CALENDAR

IN EVERY ISSUE

METROSCOPE Addictively brief updates about what's going on in the worlds of art, entertainment, culture, design and more.

CELEBRITIES From fabulous features to our feisty "Last Call" interview, we have the people who have your attention.

SLICES OF LIFE Hilarious gay columnists give us a peek into their worlds.

STYLE Chic suggestions for your home and your wardrobe.

REVIEWS Films coming to the multiplex or your home theater, TV worth turning on, books worth a spot on your coffee table and music that spins us right round.

ENTERTAINING Spirits to sip, recipes to whip up and advice on throwing parties that will wow.

TRAVEL Getting away for a week or a weekend? We know where to go and how to do it better.

HEALTH Trends in diet and exercise, information about staying well and help dealing with problems.

IN FEBRUARY/MARCH: the entertainment issue

With the Academy Awards on the horizon and the television season in full swing, it's a time of year when all eyes are on the world of entertainment. From who's going to be lighting the stage to who's shaking up the box office and racking up TV ratings — we've got stars worth seeing.

IN APRIL/MAY: the travel issue

When it comes to travel, we keep an eye out for both out-of-the-ordinary adventures and the most popular destinations for the upcoming summer. Plus, we feature great travel tips to get you there in style and extraordinary local finds worth seeing and doing.

IN JUNE/JULY: the pride issue

Pride is our biggest issue of the year, and it's a great opportunity for advertisers to make their mark in the gay community by showing their support. It's when we here at *MetroSource* toast the people — gay or straight — who make us proud. We celebrate the freedoms that we have achieved together, look toward an even brighter future and live it up at Pride events around the world.

IN AUGUST/SEPTEMBER: the design issue

Every day is filled with the work of designers — from your bedding in the morning to the last lamp you switch off at night. So we tip our stylish hats to them with lavish profiles of these artists who make fabulous fashions, create interiors that inspire and find exciting ways to fill the world with beauty.

IN OCTOBER/NOVEMBER: the holiday issue

It's a season that's alive with holiday fun — getting dressed up for Halloween, dressing the turkey for Thanksgiving, even addressing our Holiday Greetings. We get things cooking in the kitchen, start decorating for the big parties and share some holiday cheer with our favorite celebrity hosts.

IN DECEMBER/JANUARY: the people we love issue

It's our signature issue — a favorite among advertisers and readers alike — and it just keeps getting better! We look back at the people that rocked 2010 with our annual salute to the "People We Love," share great gifts ideas for savvy shoppers and look forward to the excitement that awaits us in 2011.

METRO 2010 SOURCE

PUBLICATION CALENDAR

ISSUE	AD RESERVATION	MATERIALS DUE	ON SALE
Dec '09/Jan '10	10/19/09	10/26/09	11/17/09
Feb/Mar '10	12/10/09	12/15/09	1/08/10
Apr/May '10	2/08/10	2/16/10	3/05/10
Jun/Jul '10	4/12/10	4/19/10	5/07/10
Aug/Sep '10	6/15/10	6/22/10	7/12/10
Oct/Nov '10	8/16/10	8/23/10	9/13/10
Dec '10/Jan '11	10/18/10	10/25/10	11/12/10

AD RESERVATION

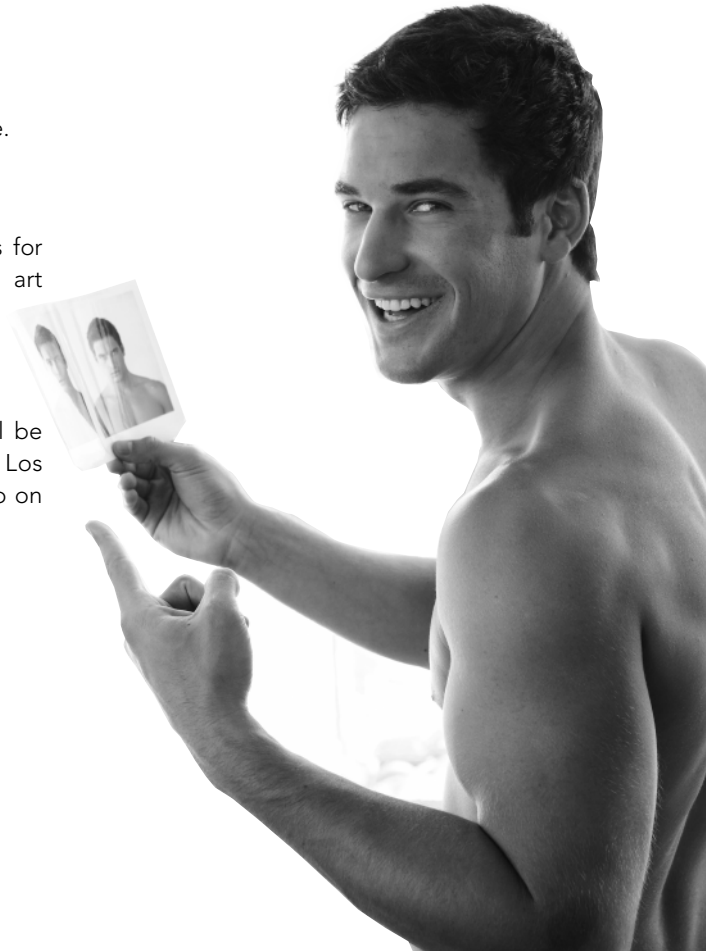
Last date to reserve advertising space.

MATERIALS DUE

Last date to get all ads or materials for creating ads into the *Metrosource* art department.

ON SALE

Refers to the date *Metrosource* will be available in New York City and Los Angeles. The national edition will go on sale approximately two weeks later.



METRO 2010 SOURCE

GENERAL RATES
 DECEMBER '09–JANUARY '11

FREQUENCY	1X	2X	3X	4X	5X	6X
COVERS						
Second	17,000	16,500	16,000	15,500	15,000	14,500
Third	16,000	15,500	15,000	14,600	14,100	13,700
Fourth	19,000	18,400	17,800	17,300	16,800	16,300
FOUR COLOR						
Full Page	15,000	14,500	14,100	13,700	13,300	12,500
Two Thirds	12,000	11,600	11,300	10,900	10,600	10,300
One Half	10,000	9,700	9,400	9,100	8,900	8,600
One Third	9,000	8,700	8,400	8,200	8,000	7,800
BLACK & WHITE						
Full Page	12,000	11,600	11,300	11,000	10,600	10,300

All rates above are gross to recognized advertising agencies.

Add 10% for bleed.

METRO 2010 SOURCE

AD SPECIFICATIONS

ACCEPTED FILE FORMATS

We can accept only PDFs and TIFFs.

SUBMITTING YOUR AD AS A PDF

PDFs allow for the highest quality printing of your ad and are preferred over a TIFF. When submitting a PDF, you must follow these guidelines or the ad will fail our preflight check and be sent back to you for correction:

- All transparencies must be flattened.
In **Acrobat Professional**, use Tools > Print Production > Transparency Flattening;
In **Illustrator**, use Object > Flatten Transparency.
- All fonts must be embedded or converted to outlines.
- All images must be CMYK (for 4-color ads) or GRAYSCALE (for black & white ads).
- All images must be 300 dpi.
Do NOT resample image in Photoshop if resizing file from an original resolution lower than 300 dpi.
- The PDF size must match the ad size exactly. (In other words, do not submit a 2.5" x 2.5" ad floating on a page that is 8.5" x 11" Full page ads that bleed must include trim lines set to 8.125" wide x 10.875" high and should bleed 1/4" in each direction.)

SUBMITTING YOUR AD AS A TIFF

We will accept a TIFF only if you are unable to provide a PDF made according to the guidelines above. When submitting a TIFF, you must follow these guidelines or the ad will not print properly.

- File must be flattened (no layers).
- All images must be CMYK (for 4-color ads) or GRAYSCALE (for black & white ads).
- All images must be 300 dpi.
Do NOT resample image in Photoshop if resizing file from an original resolution lower than 300 dpi.
- The TIFF size must match the ad size exactly. (In other words, do not submit a 2.5" x 2.5" ad floating on a page that is 8.5" x 11" Full page ads that bleed must include trim lines set to 8.125" wide x 10.875" high and should bleed 1/4" in each direction.)

SENDING US YOUR AD

- 1.) CD-ROM – Send to: Production Coordinator
Metrosource Publishing
180 Varick Street, Suite 504
New York, NY 10014
- 2.) E-MAIL – Send to: production@metrosource.com
(Stuff file if over 2 MB.)

METRO 2010 SOURCE

AD SIZES

DISPLAY ADVERTISEMENTS [4-COLOR]

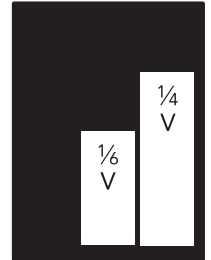
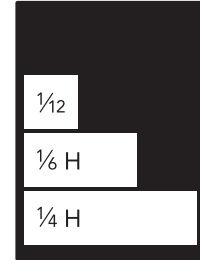
FULL PAGE

PAGE TRIM: 8.125" (w) x 10.875" (h)

FULL PAGE WITH BLEED: 8.625" (w) x 11.375" (h)

FULL PAGE NO BLEED: 7.25" (w) x 9.75" (h)

LIVE AREA (safe for type): 7.125" (w) x 9.875" (h) –
keep type 1/2" from trim on all sides.



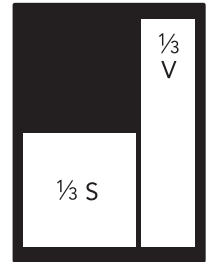
TWO-THIRDS PAGE

VERTICAL: 4.75" (w) x 9.75" (h)

HALF PAGE

VERTICAL: 4.75" (w) x 7.25" (h)

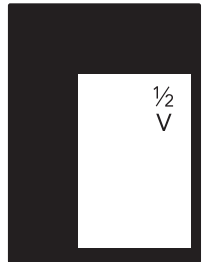
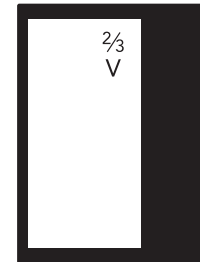
HORIZONTAL: 7.25" (w) x 4.75" (h)



ONE-THIRD PAGE

VERTICAL: 2.25" (w) x 9.75" (h)

SQUARE: 4.75" (w) x 4.75" (h)



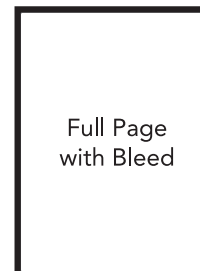
ONE-QUARTER PAGE

HORIZONTAL: 7.25" (w) x 2.25" (h)

VERTICAL: 2.25" (w) x 7.25" (h)

Ads received that are incorrectly sized will not be accepted by the art department. In other words, do not submit a 2.5" x 2.5" ad floating on a page that is 8.5" x 11" Full page ads that bleed must include trim lines set to 8.125" wide x 10.875" high and should bleed 1/4" in each direction.

If you have any questions about what size your ad should be contact your account manager. Refer to the AD SPECIFICATIONS sheet for all other requirements.



Full Page with Bleed

Live Area & Non-Bleed