

## Advertising

### Audience Profile:

The majority of 25 to Life readers fall within the 20-29 age range. Our reader gender demographic is 60% female and 40% male, and we have more male readers than most of our competitors. Nearly 57% of our readers have an Associate's degree or higher. Even more impressively, 87% of 25 to Life readers are employed and 59% earn an average income of \$35,000 each year. Because the majority of our audience are younger adults, only 21% are married, 76% have never married and 3% are divorced, separated or widowed.

Though our readers are transitioning into a new lifestyle, doesn't mean they don't enjoy the same activities of their youth. Our readers love to attend music festivals, concerts and sporting events and enjoy eating at ethnic restaurants. 25 to Life readers are very conscious of the environment and use alternative eco-friendly products. They're also very tech-savvy and love to use new technology.

To create our readership demographic, I collected data from the US Census Bureau between the age ranges of 18-23 and 24-29 that directly correlated with our magazine competitors. I gathered data for age range, marital status, employment, annual salary, level of education and male/female readership split. I then averaged the percent of each statistics for each of the magazines with the US Census averages to create the demographic breakdown for 25 to Life. To find our readers favorite activities and lifestyle choices, I used the website Prizm to help determine what age range enjoyed which activities based on the geographic breakdown in the United States. After researching a variety of popular cities that many 20-29 year olds live in/move to, I compared their lifestyle breakdown and created this information for 25 to Life.

### Target Advertisers:

The target audience for 25 to Life is not gender specific, so we wanted to find advertisements that would appeal to both males and females, but also to readers between the ages of 20-29. Many of our readers are first-time renters, car buyers and bank customers. This is a crucial age for advertisers to brand themselves to customers, so we wanted to provide an opportunity for companies to find their future clients and help them build a lifelong relationship.

Readers of this age range are also interested in dating, but not in the traditional fashion. What is exciting about our audience is that they are part of the technology age where there are so many more options and possibilities available in the 'dating world' than ever before. We felt that using online dating sites such as Tinder, Ok Cupid and Match.com could provide equal opportunity between advertisers and readers to connect. Our readers also enjoy drinking alcohol and energy drinks, so we thought 25 to Life could provide advertisers a great space to reach that target audience for a small price!

### Our Competitors:

25 to Life magazine is a unique publication because there is really nothing else like it! We searched long and hard for competitors that targeted the same audience and shared the same content, but ultimately found that we were one of a kind. Our team wanted to offer the best stories, tips, projects and advice to our readers, and to do so, we used magazines like Cosmopolitan, Forever Twenty Somethings, Primer, Teen Vogue, College, Grad Mag and U. Magazine to find new ways of setting our publication apart from the rest.

Unlike our competitors, 25 to Life is published quarterly. Fortunately for readers, we don't wait until the magazines are on the stands to release new content. We update our website every day with new pieces that our readers will love. Our team realizes that our target audience is part of a technological generation, so maintaining a strong web presence is essential for our magazine's success.

### Advertising Rate Schedule

Date	Rate (4C/Full Pg)	Base	CPM
December 2016	\$806.00	31,000	26
December 2017	\$1,400.00	56,000	25
December 2018	\$2,281.00	95,000	24
December 2019	\$2,773.00	126,000	22
December 2020	\$3,151.00	150,000	21
December 2021	\$3,417.00	180,000	19

Based on our competitors full-page CPM, we realized in order to be comparable by advertisers, we needed our CPM to fall below \$20. Each year, our page rates will increase and our CPM will drop \$1, excluding 2019 and 2021 in which the CPM will drop \$2. After setting a goal for our CPM rate, we calculated each year's advertising rates using a formula that projected each price increase.

#### Advertising Rate Card (print & web):

4 Color	1x	4x	8x
1	\$806.00	\$766.00	\$725.00
1/2	\$527.00	\$501.00	\$474.00
1/4	\$341.00	\$324.00	\$307.00
Covers	1x	4x	8x
2nd	\$961.00	\$913.00	\$865.00
3rd	\$837.00	\$795.00	\$753.00
4th	\$992.00	\$942.00	\$893.00
B & W	1x	4x	8x
1	\$341.00	\$324.00	\$307.00
1/2	\$248.00	\$236.00	\$223.00
1/4	\$186.00	\$177.00	\$167.00

1/2

1/4

1/4

	1x (per month)	3x (10% discount)	CPM
Leaderboard (728 x 90)	\$589	\$530	\$19
Medium Rectangle (300 x 250)	\$465	\$418	\$15
Skyscraper (160 x 600)	\$558	\$502	\$18
Full Banner (468 x 60)	\$465	\$418	\$15
Interstitial (500 x 400)	\$558	\$502	\$18

25 to Life is printed quarterly and advertisers have the opportunity to purchase one year and two year advertisement rates. If advertisers choose to purchase a 4x print rate, they will receive a 5% discount. For 8x print rates, we offer a 10% discount.

Our web rates offer a 1x rate-price per month, but we also offer a 3x rate-price with a 10% discount for advertisers who wish to advertise per issue.



# Print Advertising Rates

	Circulation/Pgs	25 to Life	5% discount	10% discount
<b>YEAR 1 - 2016</b>	31,000	1x	4x	8x
<b>4 Color</b>	1	\$806.00	\$766.00	\$725.00
	1/2	\$527.00	\$501.00	\$474.00
	1/4	\$341.00	\$324.00	\$307.00
<b>Covers</b>	2nd	\$961.00	\$913.00	\$865.00
	3rd	\$837.00	\$795.00	\$753.00
	4th	\$992.00	\$942.00	\$893.00
<b>BW</b>	1	\$341.00	\$324.00	\$307.00
	1/2	\$248.00	\$236.00	\$223.00
	1/4	\$186.00	\$177.00	\$167.00
<b>YEAR 2 - 2017</b>	56,000	1x	4x	8x
<b>4 Color</b>	1	\$1,400.00	\$1,330.00	\$1,260.00
	1/2	\$917.00	\$871.00	\$825.00
	1/4	\$593.00	\$563.00	\$534.00
<b>Covers</b>	2nd	\$1,672.00	\$1,508.00	\$1,505.00
	3rd	\$1,456.00	\$1,383.00	\$1,310.00
	4th	\$1,726.00	\$1,640.00	\$1,553.00
<b>BW</b>	1	\$593.00	\$563.00	\$534.00
	1/2	\$432.00	\$410.00	\$389.00
	1/4	\$324.00	\$308.00	\$292.00
<b>YEAR 3 - 2018</b>	95,000	1x	4x	8x
<b>4 Color</b>	1	\$2,281.00	\$2,167.00	\$2,053.00
	1/2	\$1,491.00	\$1,416.00	\$1,342.00
	1/4	\$965.00	\$917.00	\$868.00
<b>Covers</b>	2nd	\$2,720.00	\$2,584.00	\$2,448.00
	3rd	\$2,369.00	\$2,251.00	\$2,132.00
	4th	\$2,807.00	\$2,667.00	\$2,526.00
<b>BW</b>	1	\$965.00	\$917.00	\$868.00
	1/2	\$702.00	\$667.00	\$632.00
	1/4	\$526.00	\$500.00	\$473.00
<b>YEAR 4 - 2019</b>	126,000	1x	4x	8x

4 Color	1	\$2,773.00	\$2,634.00	\$2,496.00
	1/2	\$1,813.00	\$1,722.00	\$1,632.00
	1/4	\$1,173.00	\$1,114.00	\$1,056.00
Covers	2nd	\$3,306.00	\$3,141.00	\$2,975.00
	3rd	\$2,879.00	\$2,735.00	\$2,591.00
	4th	\$3,412.00	\$3,241.00	\$3,071.00
BW	1	\$1,173.00	\$1,114.00	\$1,056.00
	1/2	\$853.00	\$810.00	\$768.00
	1/4	\$640.00	\$608.00	\$576.00
YEAR 5 - 2020	150,000	1x	4x	8x
4 Color	1	\$3,151.00	\$2,993.00	\$2,836.00
	1/2	\$2,061.00	\$1,958.00	\$1,855.00
	1/4	\$1,333.00	\$1,266.00	\$1,200.00
Covers	2nd	\$3,758.00	\$3,570.00	\$3,382.00
	3rd	\$3,273.00	\$3,109.00	\$2,946.00
	4th	\$3,879.00	\$3,685.00	\$3,491.00
BW	1	\$1,333.00	\$1,266.00	\$1,200.00
	1/2	\$970.00	\$921.00	\$873.00
	1/4	\$727.00	\$691.00	\$654.00
YEAR 6 - 2020	180,000	1x	4x	8x
4 Color	1	\$3,417.00	\$3,246.00	\$3,075.00
	1/2	\$2,235.00	\$2,123.00	\$2,011.00
	1/4	\$1,446.00	\$1,374.00	\$1,301.00
Covers	2nd	\$4,248.00	\$4,036.00	\$3,823.00
	3rd	\$3,549.00	\$3,372.00	\$3,194.00
	4th	\$4,206.00	\$3,996.00	\$3,785.00
BW	1	\$1,446.00	\$1,374.00	\$1,301.00
	1/2	\$1,052.00	\$999.00	\$947.00
	1/4	\$789.00	\$750.00	\$710.00

Our five-year projections for print rates were calculated by multiplying each year's projected circulation by that year's new CPM. That sum was divided by the



first year's page rate (full-page/4 color) and multiplied the new sum by each year's advertising rates. This formula calculated our 1x-advertising rate.

We also offer a 4x-advertising rate at a 5% discount and an 8x-advertising rate at a 10% discount.

Our projected advertising rates are competitive with other magazines, but are still attractive to advertisers because our rates are less expensive than many of our competitors. We can justify our rates because 25 to Life is published quarterly as opposed to our competitors which are published each month.

#### Advertising Revenue Projections (print)

Year	Per Issue	Per Year (x4)
December 2016	\$5,580.00	\$22,320.00
December 2017	\$9,701.00	\$38,804.00
December 2018	\$15,791.00	\$15,791.00
December 2019	\$17,696.00	\$64,164.00
December 2020	\$21,817.00	\$87,268.00
December 2021	\$23,832.00	\$95,328.00

Based on our current issue's featured advertisements, we calculated the revenue projections for our first year and five years after. We used the base 1x-rate to calculate the revenue for each issue. To find each year's revenue, we multiplied the 'Per Issue' rate by four, as 25 to Life is a quarterly printed magazine.

Web Advertising Rates:

			CPM	Width	Height
2016 (31,000)	1x (month)	3x (1 issue) (10% disc)			
Leaderboard	\$589	\$530	19	728	90
Medium Rectangle	\$465	\$418	15	300	250
Skyscraper	\$558	\$502	18	160	600
Full Banner	\$465	\$418	15	468	60
Interstitial	\$558	\$502	18	500	400
2017 (56,000)	1x (month)	3x (1 issue) (15% disc)	CPM		
Leaderboard	\$1,008	\$907	18		
Medium Rectangle	\$795	\$715	14		
Skyscraper	\$954	\$859	17		
Full Banner	\$795	\$715	14		
Interstitial	\$954	\$954	17		
2018 (95,000)	1x (month)	3x (1 issue) (15% disc)	CPM		
Leaderboard	\$1,614	\$1,453	17		
Medium Rectangle	\$1,274	\$1,147	13		
Skyscraper	\$1,529	\$1,376	16		
Full Banner	\$1,274	\$1,147	13		
Interstitial	\$1,529	\$1,375	16		
2019 (126,000)	1x (month)	3x (1 issue) (15% disc)	CPM		
Leaderboard	\$1,885	\$1,696	15		
Medium Rectangle	\$1,488	\$1,339	11		
Skyscraper	\$1,786	\$1,607	14		
Full Banner	\$1,488	\$1,339	11		
Interstitial	\$1,786	\$1,607	14		
2020 (150,000)	1x (month)	3x (1 issue) (15% disc)	CPM		
Leaderboard	\$2,097	\$1,887	14		
Medium Rectangle	\$1,655	\$1,489	10		
Skyscraper	\$1,986	\$1,787	13		
Full Banner	\$1,655	\$1,489	10		
Interstitial	\$1,986	\$1,787	13		
2021 (180,000)	1x (month)	3x (1 issue) (15% disc)	CPM		
Leaderboard	\$2,340	\$2,106	13		
Medium Rectangle	\$1,846	\$1,661	9		
Skyscraper	\$2,215	\$1,993	12		
Full Banner	\$1,846	\$1,661	9		
Interstitial	\$2,215	\$1,993	12		

Web rates were calculated using the same formula for print rates. We created a realistic CPM by averaging our competitors CPM rates as well as our circulation



rates. We wanted to find a balance between the two and create an achievable CPM goal for our five-year plan. Our CPM rates drop at a similar rate to our print advertisements, \$1 per year, except for 2019 when they drop \$2.

#### Advertising Revenue Projections (web)

Year	Per Month	Per Year
December 2016	\$3,069.00	\$36,828.00
December 2017	\$5,247.00	\$62,964.00
December 2018	\$8,409.00	\$100,908.00
December 2019	\$9,822.00	\$117,864.00
December 2020	\$10,923.00	\$131,076.00
December 2021	\$12,183.00	\$146,196.00

*\*\*Numbers based on Interstitial (1), Skyscraper (2), Full Banner (1), Medium Rectangle (2) advertisements sold*

Based on our current month's featured advertisements online, we calculated the revenue projections for our first year and five years after. We used the base 1x-rate for each of the specified ad styles above (\*\*) to calculate the revenue for each month. To find each year's revenue, we multiplied the 'Per Month' rate by twelve.