

# Breckenridge

MAGAZINE

Summit County Mountain Living

## Put Breckenridge Magazine to work for your business.

With many publications competing for your advertising dollars and the attention of locals and visitors, what makes *Breckenridge Magazine* different?

### 1. A True Regional Magazine

If you've read *Breckenridge Magazine*, you know it is not the typical directory, coupon book or plain boiler plate visitor's guide. We are a true regional magazine; we're part storyteller, part news source, part concierge with a focus on superior journalism, editorial credibility and outstanding design. We're a voice shaping the attitudes and opinions of the community and visitors.

### 2. Long Shelf Life

Our bi-annual magazine has a six month shelf-life and extended reader-use durations. Unlike other vehicles that are "here today, gone tomorrow," readers hold on to *Breckenridge Magazine* and refer back to it for months and even years. People just don't seem to throw high quality magazines away, and *Breckenridge Magazine* is no exception, giving you long-term value for your ad.

### 3. Comprehensive Distribution

Each issue we print 62,000 copies of *Breckenridge Magazine* and reach the most desirable readers.

**All Summit County Residents, Second Homeowners and Businesses - 25,000**

**215+ Distribution Points Through Out Summit County - 20,000**

**In-Room Distribution - 12,000**

**Front Range Distribution - 5,000**

### 4. Best Value

*Breckenridge Magazine* is the best overall value for many advertisers—value in terms of the price you pay, the number and quality of readers you reach, and the results you get. And value in terms of the convenience, flexibility and quality of the service you receive.



## SUMMER 2012

### Features

The Superfan's Guide to the USA Pro Cycling Challenge  
 Blooming Brilliant: Easy Wildflower Hikes  
 Hook, Line and Slster: Q/A with Sierra Anderson  
 Great Stuff Cheap!  
 25 Best Steals and Deals

### Plus

Gorgeous Day Hikes  
 Cyclocross Comes to Frisco  
 Local Parents on Family Fun  
 Green Building Trends  
 Gallery Guide  
 Style Finds  
 Meet the Chef  
 Dishes to Die for and More!

### In Every Issue

Give Back  
 Style and Shopping  
 Dining  
 Kids and Family  
 Home and Real Estate  
 Sports and Outdoors  
 Art Watch  
 On the Town  
 Health and Wellness  
 Calendar  
 Last Word

## Dates

Issue	Ad Space Close	Ad Materials Due	In Market
Summer 2012	April 13, 2012	April 22, 2012	May 25, 2012
Winter 2013	October 1, 2012	October 7, 2012	November 17, 2012

## Advertising Rates and Sizes (w" x h")

Size	1x Rate	2x Rate	Non-Bleed	Bleed *
Spread	\$6,685	\$6,080	17 x 9.75"	18 x 10.875"
Full Page	\$4,180	\$3,800	8 x 9.75"	9 x 10.875"
2/3 Page	\$3,345	\$3,040	5.25 x 9.75"	
1/2 Page Horizontal	\$2,675	\$2,430	8 x 4.75"	
1/2 Page Vertical	\$2,675	\$2,430	4.75 x 9.75"	
1/3 Page Box	\$1,815	\$1,650	5.25 x 4.75"	
1/3 Page Vertical	\$1,815	\$1,650	2.5 x 9.75"	
1/4 Page	\$1,375	\$1,250	3.8625 x 4.75"	
1/6 Page Horizontal	\$935	\$850	5.25 x 2.25"	
1/6 Page Vertical	\$935	\$850	2.5 x 4.75"	
1/8 Page Horizontal	\$705	\$640	3.8625 x 2.25"	
<b>Premium Positions</b>				
Inside Front Cover	\$6,270	\$5,700	8 x 9.75"	9 x 10.875"
Inside Back Cover	\$6,270	\$5,700	8 x 9.75"	9 x 10.875"
Back Cover	\$7,350	\$6,650	8 x 9.75"	9 x 10.875"

We just looked through our copy of Breckenridge Magazine and were so stoked to see that we were included in your "Pie In The Sky" article! Thank you so much for including us! The magazine looks great, and we feel so honored to be in it. Thanks again, we just really wanted to take the time to thank you for noticing our little shop!

Cheers...  
John Pallaoro

### Size

Trim size 9 x 10.875". Refer to the ad size chart. Submit ads exactly to size. If your document is not built to the correct size, the final output may not be what you expect.

### \* Bleed

Please indicate a .25" bleed on all ads which require one. If you send files with less than a .25" bleed, the printer may have difficulty printing your ad correctly.

### Live Area

Do not place text or logos outside the live area (.375" from trim), any such information risks being cut off and displaying incorrectly in the magazine.

### Application Formats Accepted

- Adobe PDF — press output setting; fonts & images embedded
- Adobe InDesign — include fonts & image files, CMYK, 300dpi

- Adobe Illustrator — CMYK, fonts converted to outlines
- Adobe Photoshop — CMYK, 300 dpi, flattened TIFF or EPS
- QuarkXPress — include fonts & image files, CMYK, 300 dpi

### Fonts

Send both screen and printer fonts for the ad. No PC fonts. Please use Postscript fonts and avoid TrueType. In drawing programs such as Adobe Illustrator or Macromedia Freehand, convert the fonts to outlines before submitting your ad.

### Images

Include all of the images used in the ad. All images placed in documents must either be TIFF or EPS file formats. Color images placed in the ad must be CMYK.

### Material Submission

Evergreen Custom Media accepts ads by email, FTP or CD. Submit a laser print or low-resolution PDF file of the ad (required).

Include specific contact information of the person responsible for the ad layout. Label the ad with the name of the advertiser.

### Email

Amy@BreckMag.com

### FTP

www.EvergreenCustomMedia.com

Username: uploads@

EvergreenCustomMedia.com

Password:j48dh4

### Ship CD

Amy McCracken  
Evergreen Custom Media  
820 S. Monaco Pkwy #275  
Denver, CO 80224

### Design Services

Evergreen Custom Media has the ability to design your ad for you.

Please ask your account executive for details and prices.