



JOLIE

M A G A Z I N E

**BACK TO
SCHOOL
ISSUE**

AUGUST 2010 \$3.50
JOLIEMAGAZINE.COM



7581670836719



Editorial Statement

JOLIE MAGAZINE is the definitive lifestyle guide for style-conscious teens. Each issue informs and inspires them to become a better, more beautiful young lady and provides answers to questions they face in their everyday life. **JOLIE**'s mission is to help teens live their life to the fullest without ever compromising on style. Our readers are chic and unapologetically feminine. They love to shop for clothes that reflect their personalities. We will always expose our readers to the latest fashion and beauty trends.



Jolie's Fabulous and Chic Readers

Key Demographics:

Total Teen Audience: 5,244,090

Females 12-19: 4,981,886 (95%)

Males 12-19: 262,204 (5%)

Median Age: 16

Median HHI: \$65,845

Currently Attending School: 4,562,358

Employed: 2,884,250

White: 2,359,840

Spanish/Hispanic: 943,936

African-American: 681,731

Asian: 524,409

Other/Multi-Racial: 734,174

Circulation:

Total Circulation: 2,540,870

Newsstand Sales: 431,947

Average Sub Price: \$10.50

Rate Base: 2,200,000



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Jolie Readers Love to Shop

Total Spent in 2010 on:

Clothing: \$2,045,195

Footwear: \$624,770

Jewelry/Accessories: \$1,730,549

Fragrance: \$393,669

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2011-2012 Rate Card*

Average Page Count per Issue: 215

Binding Method: Perfect Binding

Space Sizes: Trim size of Issue: 7 7/8" W X 10 1/2" H

Non-Bleed

Full Page

7 3/8" X 10"

2/3 Page Vertical

4 1/2" X 10"

1/2 Page Vertical

3 1/4" X 10"

1/2 Page Horizontal

7 3/8" X 4 1/2"

1/3 Page Vertical

2" X 10"

1/3 Page Square

4 1/4" X 4 1/2"

1/6 Page Vertical

2 1/4" X 5"

1/9 Page Vertical

2 1/4" X 3 5/16"

1/12 Page Vertical

2 1/4" X 2 1/2"

Spread

15 1/4" X 10"

1/2 Horizontal Spread

15 1/4" X 4 1/2"



Bleed

Spread	16" X 10 3/4"
1/2 Horizontal Spread	16" X 5 1/4"
Full Page	8 1/8" X 10 3/4"
2/3 Page Vertical	5 1/4" X 10 3/4"
1/2 Page Horizontal	8 1/8" X 5 1/4"
1/2 Page Vertical	4" X 10 3/4"
1/3 Page Vertical	2 3/4" X 10 3/4"
1/3 Page Square	5" X 5 1/4"

Trim

Spread	15 3/4" X 10 1/2"
1/2 Page Spread	15 3/4" X 5"
Full Page	7 7/8" X 10 1/2"
2/3 Page Vertical	5" X 10 1/2"
1/2 Page Horizontal	7 7/8" X 5"
1/2 Page Vertical	3 3/4" X 10 1/2"
1/3 Page Vertical	2 1/2" X 10 1/2"
1/3 Page Square	4 3/4" X 5"

Safety Requirements for Bleed Units

Bleed spreads: 3/8" from all sides; 1/2" from gutter (1/4" each page)

Gutter bleed spreads: 1/2" from gutter (1/4" from each page)

All other bleed units: Leave 3/8" safety from bleed on all four sides; We trim 1/8" from bleed on all sides.



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Digital Materials /

Mechanical Requirements:

For advertising file preparation and proofing requirements, mechanical specifications, closing dates and ad material transmission information via the ad portal, please go to <http://transmit.joliemagazine.com>. All ad material must be uploaded via our Ad Portal.

Media:

All ad submissions must be PDFX files uploaded to the Jolie Ad Portal: <http://transmit.joliemagazine.com>.

The PDFX files must have:

- All fonts MUST be embedded (True Type fonts cannot be used for Printing).
- The color space must be CMYK or Grayscale. No RGB or LAB.
- Maximum ink density: 300 total
- Resolution: 300 dpi.

Proof Requirements:

Certified SWOP3 supplied proof to:

*Hudson Graphics
340 Park Avenue
New York, NY 10016*

Materials will be retained by Jolie for one year following their use. If return of supplied materials is not requested after a year, materials will be destroyed.



Editorial Calendar



January:

Winter Style Issue

How to be fashionable: harsh weather

Cold weather fashion



February:

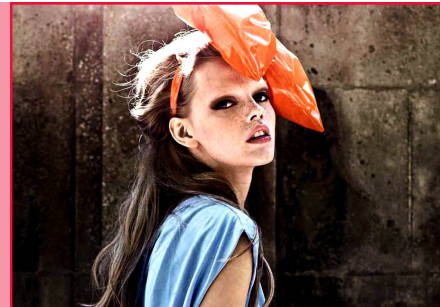
Valentine's Day Issue

A look at current celebrity couples and crushes

What to wear on your date

Cute valentines for your friends

Fun things to do if you don't have a date for Valentine's Day



March:

Sneak Peek Issue on new styles for spring

"Looking forward" month where we look at new, upcoming events and trends in fashion

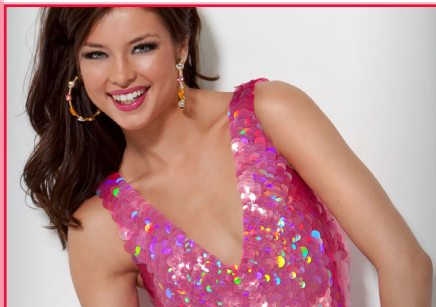


April:

Accessories Issue

Focus on shoes and jewelry

Spring styles



May:

Prom Issue

Hot prom dresses for this year's dance

Prom make-up how to

Prom hair-dos



June:

Swim Suit/ Graduation Issue

50 swimsuits under 50 dollars

Cute and trendy graduation dresses for every type of girl

Editorial Calendar



July:

Summer Style Issue
New trends for summer
A look at the big end of the season sales



August:

Back to School Issue
How to "dress to impress" on your first day of school



September:

Fall Trends Issue
A look at the new styles for fall
How to dress for less



October:

Halloween Issue
Cute and original costume ideas
Fashion Week reviews with a focus on the teen brands
Do it yourself: How runway looks can be translated to street wear



November:

An issue on Giving Thanks
Readers discuss things they are thankful for
Fashion for a cause: organizations such as Fashion Fights Cancer, Toms, and WWF that make clothing in which the proceeds are given to a charitable cause



December:

Holiday Issue
What to wear for the holidays
How to take care of your skin in the harsh weather
Gift ideas

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magazine Media Kit

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