

# Tulsa

L I F E S T Y L E

*Unique*



*Perspective*



2012 MEDIA KIT



# Quality... Inside & Out

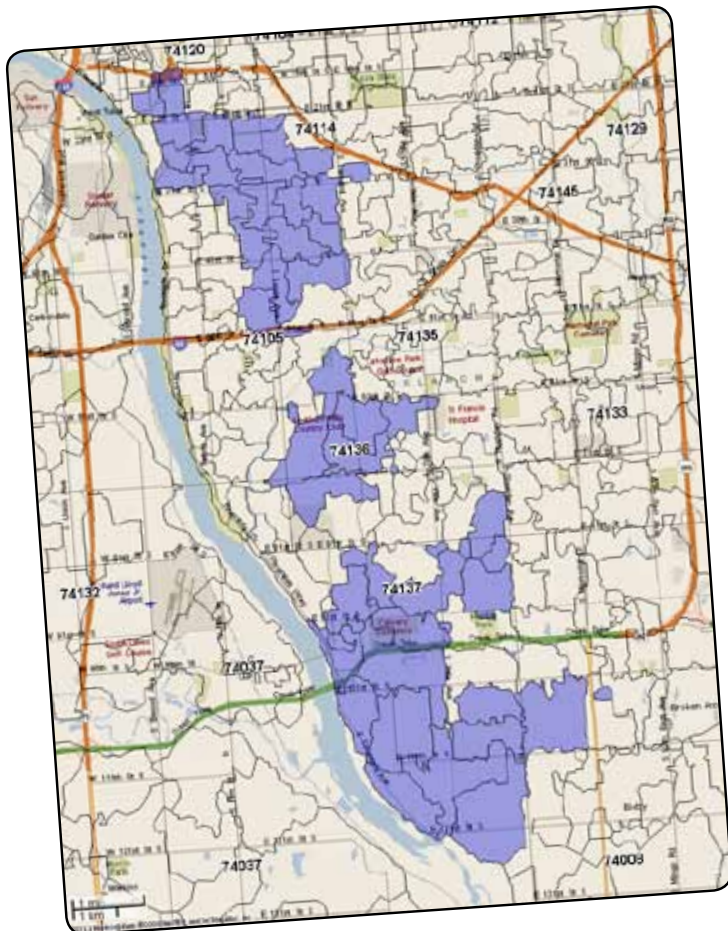
Putting your business inside affluent & influential homes...

*Tulsa Lifestyle Magazine* is an innovative blend of practical and cutting edge information for the residents of Tulsa's most affluent neighborhoods.

Our modern editorial and design strategy combines luxury with practicality to create a media package that differs from any other community-focused publication. Our editorial design and articles appeal to the sophisticated taste of our readers.

We cover the finest in local living from homes and entertainment to philanthropy, dining and more. The services and opportunities found in the pages of *Tulsa Lifestyle Magazine* are the crème de la crème and are sure to be noticed by the discerning consumers who receive our publication each month.

## Reach 35,000+ readers



### Our **Readers**...

- Live the Family First lifestyle
- Build their own corporate ladders
- Enjoy life & their careers on their own terms!

Our readers are stay at home moms, corporate workers and business owners who inject strength, creativity and innovation into our economy. They are raising a promising future generation. **Our readers are men and women who earn an average annual income of \$120,000+.**

They build and maintain their own businesses in record numbers so that they have more control over their lifestyles and are more available to their families.

## 2012 MEDIA KIT

# AD RATES

| Ad size/per month | 18     | 12     | 9      | Open   | Great Value<br>Cost per home/18 mo |
|-------------------|--------|--------|--------|--------|------------------------------------|
| Full Page-        | \$1150 | \$1320 | \$1500 | \$1950 | 8¢                                 |
| 2/3 page-         | \$850  | \$980  | \$1100 | \$1550 | 6¢                                 |
| 1/2 page-         | \$650  | \$750  | \$850  | \$1150 | 5¢                                 |
| 1/3 page-         | \$470  | \$540  | \$620  | \$850  | 3¢                                 |
| 1/4 page-         | \$390  | \$450  | \$510  | \$650  | 3¢                                 |
| Back Cover-       | \$2130 | \$2450 | \$2770 | \$3090 | 16¢                                |
| Inside FC-        | \$1950 | \$2250 | \$2540 | \$2800 | 14¢                                |
| Inside BC-        | \$1440 | \$1650 | \$1870 | \$2080 | 11¢                                |
| 2 Page Spread-    | \$1840 | \$2120 | \$2390 | \$2670 | 14¢                                |

*All ad rates are priced per month*

The homes in our zip codes are valued at **\$200,000-\$3M**

The average age of our reader is **45**

**86%** of Tulsa residents are married

## CIRCULATION

# 13,000+

## delivered to homes

\$200,000-3 Million in zip codes

74105, 74114, 74119, 74120, 74133, 74136 and 74137

Additional copies  
delivered to retail venues

## 2012 Editorial CALENDAR

### December 2011

Holiday Traditions  
Giving Back

Ad Space Deadline: November 4th  
Materials Supplied/Approved: November 9th

### January 2012

Family Owned Businesses

Ad Space Deadline: December 2nd  
Materials Supplied/Approved: December 6th

### February

The Arts

Ad Space Deadline: January 4th  
Materials Supplied/Approved: January 9th

### March

Travel

Ad Space Deadline: February 3rd  
Materials Supplied/Approved: February 8th

### April

Green (Environment & Gardens)

Ad Space Deadline: March 5th  
Materials Supplied/Approved: March 8th

### May

Baby, Baby

Ad Space Deadline: April 4th  
Materials Supplied/Approved: April 9th

### June

Baseball  
(Bridal Guide)

Ad Space Deadline: May 4th  
Materials Supplied/Approved: May 9th

### July

BBQ

Ad Space Deadline: June 4th  
Materials Supplied/Approved: June 7th

### August

Back to School

Ad Space Deadline: July 3rd  
Materials Supplied/Approved: July 9th

TULSALIFESTYLEPUBS.COM

kathie@lifestylepubs.com | 918-691-9763

# SUBMISSION GUIDELINES

If we are creating the ad for you, please supply the following...

- Information to be included in the ad (phone, website, address, important points)
- Any design instructions. Feel free to note other ads in the magazine where the style or ideas appeal to you to give us an idea of what you like.
- Business logos and images: digital files, minimum resolution of 300 dpi

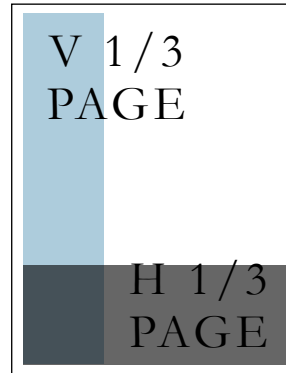
Supplied ad requirements...

- Files should be provided as PDF, JPG, Tiff, EPS
- Files should 300 dpi, CMYK
- Files should be created at the correct dimensions. If files need to be modified or rebuilt there will be a fee incurred to modify.

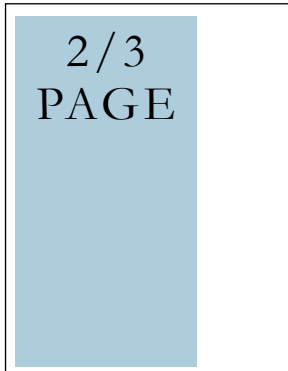
See below for ad sizes, bleed and margin requirements. Trim size for the publication is 8.375" x 10.875"



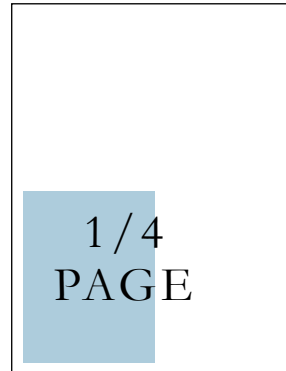
Trim size: 8.375" x 10.875"  
 W/O bleed: 7.875" x 10.375"  
 W/bleed: trim size + .125" all sides for bleed giving a final size of 8.625" x 11.125"  
 live area is 7.875" x 10.375"



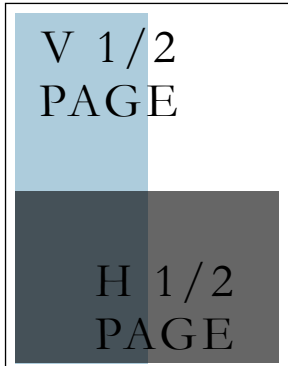
Vertical size: 2.5" x 10.125"  
 Horizontal size: 7.62" x 3.5"



Size: 5" x 10.125"



Size: 3.7" x 5"



Vertical size: 3.7" x 10.125  
 Horizontal size: 7.62 x 5

Kingdom Holdings is not responsible for errors the advertiser fails to correct. The color of the onscreen proof and the printed materials will not be exact. There will be variation.

**Design Fees:**  
 \$250 for one time  
 \$350 for unlimited

