



about us

As Columbus' only feature magazine, as well as its only independently owned and operated publication, *C The Columbus Magazine* is Columbus' go-to magazine for positive, utilitarian information. Food, fashion, art and entertainment are our callings; delivering these elements of Columbus to active and demanding consumers in one vibrant and intelligent resource is our mission.

C The Columbus Magazine profiles the most interesting and prominent personalities, events, restaurants and happenings in the capital city. With a language that speaks "to" our audiences, rather than "at" them, we seek to empower and educate Columbus' professionals, young and old, on all that this eccentric and progressing city has to offer. We thrive on positive energy and embrace any opportunity to promote the institutions, events and individuals that make Columbus worthy of its capital status.

9 YEARS OF
NATIONAL
CELEBRITIES
FROM OHIO
& THE BEST IN
ARTS, FOOD &
ENTERTAINMENT
IN Columbus

print + web



Years of exclusive content. All in one place.

In addition to our excellent content in the printed magazine, the new *C Magazine* website celebrates over 400 restaurants with feature articles and images. The site also offers over 150 profiles on Columbus' notable professionals and personalities. What's more is readers may effortlessly search directories of bars and nightclubs and view paparazzi pictures from nights out in the capital city. Your web advertisement receives the maximum exposure of any site in Columbus by delivering relevant content to professionals who spend money.

columbusmag.com



restaurants

Over 400 places to dine, categorized by location, accompanied by an article and full color picture. Search lunch or dinner menus to find that perfect place that fits your appetite.



paparazzi

Check out what happened last night or during the weekend. Our photographers are at the top events in the city. This popular section keeps readers coming back to see if their pictures are posted and to view event developments.



sections

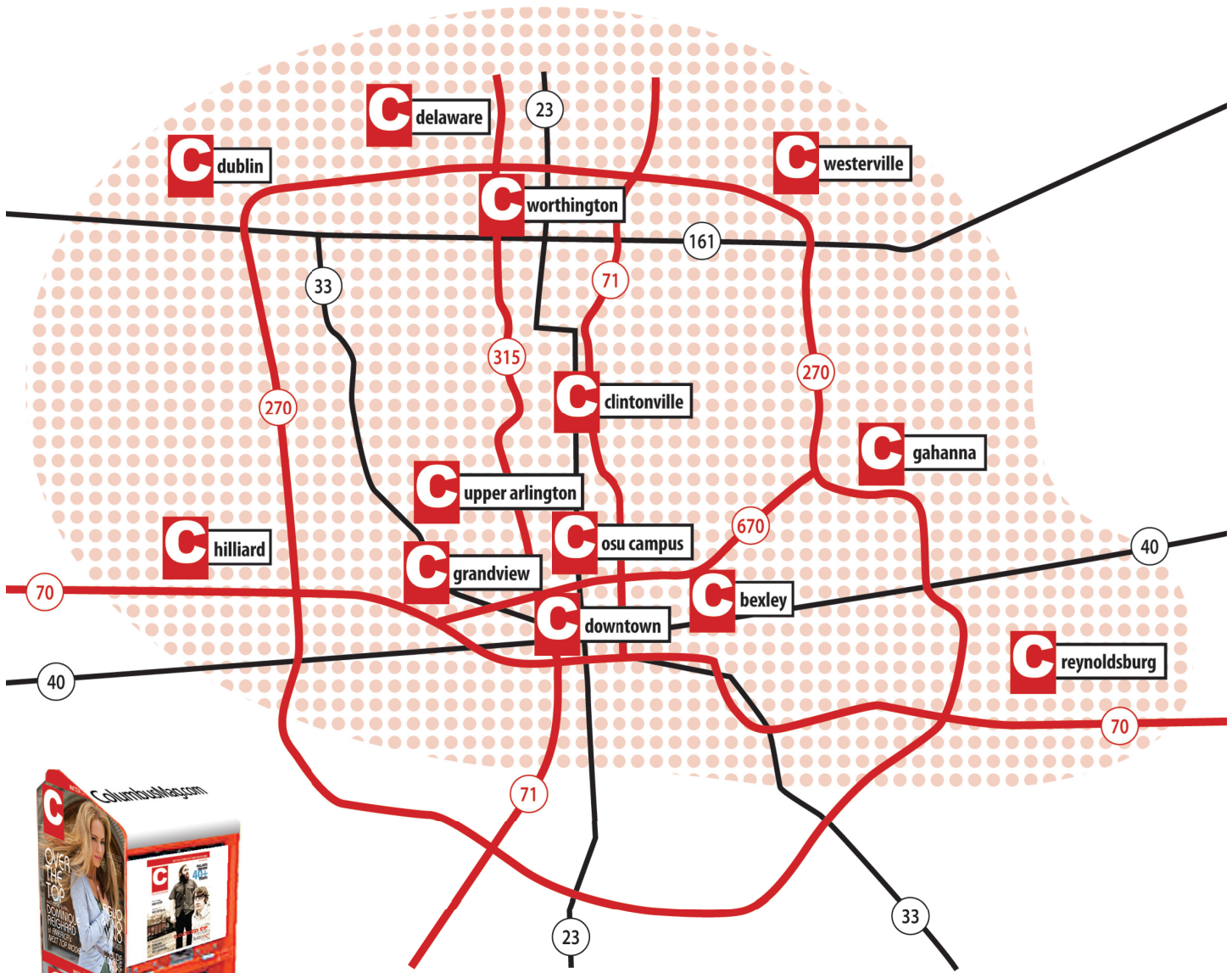
Each section of the printed magazine is continued on the website. Additionally, an archive of past stories from all sections is available to create the most complete lifestyle directory for Columbus, Ohio.

**COVERING THE
CITY IN OVER
400 LOCATIONS
EVERY MONTH
PICKED UP
BY READERS
WITHIN 24
HOURS OF DROP**

distribution & circulation

Our professional distribution team delivers the magazine every month with speed and accuracy with our proprietary point of delivery (POD) reporting system. The truth is that most copies are taken within 24 hours of being dropped off, thus effectively putting your message in the hands of your audience in a timely and efficient manner. *C Magazine* is delivered to homes via the USPS and distributed to over 400 locations in the capital city.

ANNUAL BASE RATE :	330,000
COPIES PER MONTH:	30,000
MAILED COPIES:	2500



<< 118* DISTRIBUTION SYSTEMS

Starting in 2011, *C Magazine* will be distributed in 100 outdoor distribution systems in addition to the 18 downtown systems currently in place.



<< 120,000 READERS PER MONTH

According to the Media Audit™, *C Magazine's* high-end quality and themed agenda ensures a long shelf-life on the coffee table. Issues do not lose their value, but remain to be points of reference months later.



<< 400 DELIVERY POINTS PER MONTH

Our online Point of Delivery system ensures that every copy is out quickly.

source:
The Media Audit

* To be placed
throughout 2009

readership demographics

Our audited demographics give you the snapshot of our readers. In fact, we reach the category of “Young with Money” better than any other publication in Ohio. *C Magazine* is audited by the Media Audit, the same company that audits *Columbus Monthly*[™], *Business First*[™] and most other prominent media in Columbus, Ohio.

9 YEARS OF
REACHING
YOUR COVETED
DEMOGRAPHIC
THE PROVEN &
PROGRESSIVE
MAGAZINE
FOR Columbus

Homework

How to live



As Good as Gold

North Bank Condos

Story | Michael Scott
Photography | Eric Wagner

Chances are, if you've been anywhere near the downtown area within the last year, you've already familiar with the Condominiums at North Bank Park. After all, it's not everyday that a 21-story tower of glass and steel rises up to become the newest (and not to mention, almost landmark in Columbus' highly sought after Area District). The project, which is the work of Nationwide Realty Investors, consists of 109 total units split among two attached buildings: the aforementioned Tower and the Loft, which are housed in the renovated A&P Warehouse building.

Key distinction of the Condos at North Bank Park begins and ends with the view. You might expect that based on their height and location (the corner of Neil Avenue and Spring Street) that the views would be pretty great. Well, "pretty great" is one lack of an understatement because the views you'll find there are nothing short of spectacular. In fact, it's not too far to leave it to the imagination... go see it

in person and expect panoramic views of downtown Columbus, the Scioto riverfront and the future site of the Columbus Clippers ballpark. Every unit in the Tower comes with an ocean balcony, each of which ranges from 100 to 300 square feet of outdoor living space. To complement the balconies, units come with floor-to-ceiling windows and glass balcony railings for a truly unobstructed view of the surrounding areas.

Interiors at the Tower include elevator service, secured telephone entry system, access controlled parking garage, trash chutes access on each residential level, reinforced concrete floors, wall covered insulation, three-burner gas cooktop access, and BroadBand high-speed internet access. Potential buyers can also expect generous living area ceiling heights, individual washer/dryer hook ups, ceramic floor tile in laundry space, carpet flooring in all living and bedrooms, and some of the most enormous closets the city has to offer. Kitchens come standard with large islands that contain both a sink



\$267,000 average market value of our readers' homes

72% currently own their home

25% plan to buy a new home in the next two years

21% of *C Magazine* readers are looking to buy a new home

32% plan to remodel their home within the next year

54% plan to buy new furniture and/or bedding within the year

53% plan to buy a new appliance within the next 12 months

HOMework: Step out of the office and into some of Columbus' greatest homes. Homework provides an intimate look into the hottest properties and how they became.

vehicle buying habits

"According to The Media Audit," 66% of *C Magazine* readers will likely spend over \$30,000 for their next vehicle purchase this year, with potential buying power of \$48 million.

"According to The Media Audit," *C Magazine* reaches a larger concentration of motorcycle owners than any other print publication in the city.

Mercedes CLS Shark II

By Matthew A. Snyder

For over 20 years, my father and I have owned the Mercedes-Benz S-Class. It's a classic, a luxury car, a status symbol. My first was a 1966 Cadillac, with a black and white paint job. It was a classic, a luxury car, a status symbol. My second was a 1970 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My third was a 1975 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fourth was a 1980 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifth was a 1985 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixth was a 1990 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventh was a 1995 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighth was a 2000 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninth was a 2005 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My tenth was a 2010 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eleventh was a 2015 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twelfth was a 2020 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirteenth was a 2025 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fourteenth was a 2030 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifteenth was a 2035 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixteenth was a 2040 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventeenth was a 2045 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighteenth was a 2050 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My nineteenth was a 2055 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twentieth was a 2060 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twenty-first was a 2065 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twenty-second was a 2070 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twenty-third was a 2075 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twenty-fourth was a 2080 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twenty-fifth was a 2085 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twenty-sixth was a 2090 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twenty-seventh was a 2095 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twenty-eighth was a 2100 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My twenty-ninth was a 2105 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirtieth was a 2110 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirty-first was a 2115 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirty-second was a 2120 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirty-third was a 2125 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirty-fourth was a 2130 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirty-fifth was a 2135 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirty-sixth was a 2140 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirty-seventh was a 2145 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirty-eighth was a 2150 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My thirty-ninth was a 2155 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fortieth was a 2160 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My forty-first was a 2165 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My forty-second was a 2170 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My forty-third was a 2175 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My forty-fourth was a 2180 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My forty-fifth was a 2185 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My forty-sixth was a 2190 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My forty-seventh was a 2195 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My forty-eighth was a 2200 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My forty-ninth was a 2205 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fiftieth was a 2210 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifty-first was a 2215 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifty-second was a 2220 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifty-third was a 2225 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifty-fourth was a 2230 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifty-fifth was a 2235 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifty-sixth was a 2240 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifty-seventh was a 2245 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifty-eighth was a 2250 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My fifty-ninth was a 2255 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixtieth was a 2260 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixty-first was a 2265 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixty-second was a 2270 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixty-third was a 2275 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixty-fourth was a 2280 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixty-fifth was a 2285 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixty-sixth was a 2290 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixty-seventh was a 2295 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixty-eighth was a 2300 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My sixty-ninth was a 2305 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventieth was a 2310 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventy-first was a 2315 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventy-second was a 2320 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventy-third was a 2325 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventy-fourth was a 2330 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventy-fifth was a 2335 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventy-sixth was a 2340 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventy-seventh was a 2345 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventy-eighth was a 2350 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My seventy-ninth was a 2355 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eightieth was a 2360 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighty-first was a 2365 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighty-second was a 2370 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighty-third was a 2375 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighty-fourth was a 2380 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighty-fifth was a 2385 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighty-sixth was a 2390 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighty-seventh was a 2395 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighty-eighth was a 2400 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My eighty-ninth was a 2405 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninetieth was a 2410 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninety-first was a 2415 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninety-second was a 2420 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninety-third was a 2425 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninety-fourth was a 2430 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninety-fifth was a 2435 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninety-sixth was a 2440 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninety-seventh was a 2445 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninety-eighth was a 2450 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My ninety-ninth was a 2455 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol. My hundredth was a 2460 Lincoln Continental, with a black and white paint job. It was a classic, a luxury car, a status symbol.

Ride 23

How We Ride

Photography by Eric Wagner

46% own two vehicles

25% have shopped at an auto parts store within the past four weeks

31% own a SUV

\$184 MILLION will be spent by our readers on auto purchases this year

69% currently own a domestic vehicle

31% currently own a foreign vehicle

18% are high mileage drivers, driving over 350 miles per week

RIDE 23: This monthly feature showcases the finest and most sought after vehicles in Columbus. Undeniably one of the sharpest features in the magazine. Cars are featured with owners.

source:
The Media Audit

readership demographics

"According to The Media Audit", 56% of *C Magazine* readers are between the ages of 25-49; the average age of a *C Magazine* reader is 43 years. *C Magazine's* average household income is \$61,000 with 32% earning \$35,000 to \$74,000 a year and 31% earning over \$75,000 a year!

56% OF OUR
READERS ARE
BETWEEN 25-49
MAKING \$65,000
31% MAKE OVER
\$75,000. OUR
READERS HAVE
& SPEND \$

The Fare
How to dine



Enlightened

Luce
3499 Market St., Powell, OH 43065 740-881-6600

Bobby Duddy once implied that there are things worth investing in that are worth more than money. He asserted that he would walk fourteen miles over a hot coal to get a certain pair of shoes. He was talking about a pair of shoes, not a pair of sneakers, and that was all to get to a woman. She must have been really worth it. In the same vein, Luce really is an amazing, truly great. And the aesthetic applies to an anything truly great. And the aesthetic applies to an anything truly great. And the aesthetic applies to an anything truly great.

Story | John Davis
Photography | Eric Wagner

measure are truly worth the drive. I, personally, would crawl on my hands and knees (which would be almost impossible) to get to a certain pair of shoes. He was talking about a pair of shoes, not a pair of sneakers, and that was all to get to a woman. She must have been really worth it. In the same vein, Luce really is an amazing, truly great. And the aesthetic applies to an anything truly great. And the aesthetic applies to an anything truly great.

Now, after these mentions of girlfriends and haberdashery, a drive to Powell probably doesn't seem like that big of a deal. That's good, because at the end of that drive will be one of those meals that would have been worth any of the preceding. At Luce, chef Alex Rodriguez is presenting fascinating and familiar dishes that by any means are truly worth the drive. I, personally, would crawl on my hands and knees (which would be almost impossible) to get to a certain pair of shoes. He was talking about a pair of shoes, not a pair of sneakers, and that was all to get to a woman. She must have been really worth it. In the same vein, Luce really is an amazing, truly great. And the aesthetic applies to an anything truly great. And the aesthetic applies to an anything truly great.

THE FARE: Who's Who resource in Columbus' dining arena. This section showcases the best Columbus has to offer, no matter the cuisine. From the valet to the aperitif, readers get an intimate look into each featured location.



COVER STORY: Every month we feature a national celebrity from Ohio. 7 years of exclusive covers and many more to come.

- 47%** are regular patrons of the arts community, attending the opera, symphony, theatre productions and more
- 44%** frequent bars and nightclubs regularly
- 41%** go to the movies at least once every four weeks
- 32%** of *C Magazine* readers **dine out 4 times or more** at a sit-down restaurant every two weeks

There are 52,000 people in Columbus who fall in the category of "Young with Money;" 18-34 years of age and earning over \$100,000 in annual income. *C Magazine* reaches this audience better than ANY OTHER publication in Central Ohio.

- 63%** are between the ages of 18-44
- 56%** are between the ages of 25-49
- \$61,000** average household income
- 38%** of *C Magazine* readers are 25-49 and earn over \$50,000 in annual income
- 32%** earn \$35,000 to \$74,000
- 31%** earn over \$75,000 a year
- 55%** of *C Magazine* readers are currently married
- 32%** have children at home
- 17%** have a household income of over \$100,000
- 31%** work in professional and/or managerial occupations
- 22%** are business owners or corporate officers
- 22%** work in the sales profession

2011 editorial calendar

C Magazine is published monthly in themed volumes 11 times per year. The issues reflect the events, personalities and popular items that celebrate each theme in Columbus, Ohio.



Health Issue
Expanded
Health Section



Auto Issue
Expanded Ride
23 Section



Food Issue
Expanded 90
for \$9 and
Dining Section



Relax Issue
Expanded
Travel & Leisure
Section



Home Issue
Expanded
Travel & Leisure
Section



Hot Issue
Expanded
Travel & Leisure
Section



Back to Campus
Expanded
College
Section



Arts & Fashion
Expanded Arts
and Beyond
270 Section



Sports Issue
Expanded
Travel & Leisure
Section



Holiday Issue
Expanded
Travel & Leisure
Section



New Year Issue
Year in Review

*PLEASE NOTE THAT CONTENT AND SCHEDULING MAY CHANGE WITHOUT NOTICE.

C Magazine is published 11 times per year in themed volumes.

2011 advertising rates

Rates displayed are per each individual insertion. Ads must be paid before inserted and run in the magazine unless credit terms are reached at time of contract.

full color cover premiums

placement	1x	3x	6x	9x	12x
inside front cover	\$3875	\$3650	\$3300	\$2925	\$2400
inside back cover	\$3350	\$3125	\$2875	\$2550	\$2295
back cover	\$4750	\$4175	\$3625	\$3100	\$2775

full color full page

placement	1x	3x	6x	9x	12x
full	\$2300	\$2095	\$1895	\$1750	\$1525

full color double truck

placement	1x	3x	6x	9x	12x
double	\$4375	\$4075	\$3850	\$3625	\$3175

full color half page

placement	1x	3x	6x	9x	12x
half	\$1250	\$1125	\$995	\$900	\$835

full color quarter page

placement	1x	3x	6x	9x	12x
quarter	\$690	\$640	\$625	\$605	\$585

- ➔ Insertion cards or blow-in advertising rates available upon request
- ➔ We reserve the right to accept advertisements at our discretion.

Call your account representative at 614-571-6322 to discuss ad rates and available promotions.

advertising testimonials

C Magazine has built strong relationships with local business owners by helping them to reach their audience in an effective manner.



I was extremely pleased with the quality, flexibility, and execution from *C Magazine* on our 2008 Bud Select campaign.

~ Nick Dodson, Anheuser-Busch

C Magazine was much more than an advertising avenue for Lamborghini Ohio. It was an event partner. While advertising gained us exposure for our high line pre-owned car inventory, *C Magazine* helped enhance our events by introducing us to other companies for mutually beneficial results. With the help of the *C Magazine* staff, our Lamborghini and Martinis event raised \$4,000 for the Arthritis Foundation.

~ Paul Anthony, Lamborghini Ohio



I have seen an increase in my business both in production as well as the level of my clientele.

~ David Kaye, Astor & Black



C Magazine has been a nice addition to our print mix in Columbus when looking to target young professionals.

~ Carolyn Delp, Cameron Mitchell Restaurants



We started advertising with *C Magazine* a few years ago. Advertising with this magazine allowed us to connect with the correct demographic for retail side of our business. You'll never find a negative comment in *C Magazine* about anyone or anything. We found this positive substrate to connect with and have nothing but good things to say about the people involved.

~ Ryez Riley, Wheel Medic, Inc.

C Magazine is the premier Columbus Magazine. The articles are always interesting and a wonderful combination of retail, restaurants, nightlife, and evocative people. If I am looking for a great place to go, I always check out *C Magazine* first. The Crew at *C Magazine* assist in placing and designing the ads. From the editors to the writers, everyone at *C Magazine* is helpful, responsive and enthusiastic.

~ Rebecca Gentile, BoMa



It is always a pleasure to work with *C Magazine*. We are always very pleased with the results of our ads.

~ Geoff Schmidt, Schmidt's Restaurant and Sausage Haus



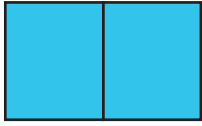
Not only has *C Magazine* generated us business, but their creative art work and slogans are priceless!

~ Dan Georges, Danny's Deli & Restaurant

As the owner of a Real Estate Development Company, hitting my target audience is essential. Short of data mining and direct mail, *C Magazine* allowed me to score a direct hit throughout Central Ohio. The response I received was beyond my expectations. In addition to the publicity generated by the ad, *C* was able to provide food and beverages from other clients and create a cross-marketing extravaganza in the parking garage of the project. I really enjoyed the entire *C Magazine* experience.

~ El Fakushi, Northwest Title

ad specifications



2-Page Spread



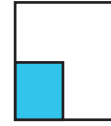
Full Page



**Half Page:
Horizontal**



**Half Page:
Vertical**



Qtr. Page

Trim Size:
16.75" X 10.875"

Live Area:
16.25" X 10.375"

Size with Bleed:
17.25" X 11.375"

Trim Size:
8.375" X 10.875"

Live Area:
7.875" X 10.375"

Size with Bleed:
8.875" X 11.375"

7.875" X 5"

3.75" X 10.375"

3.75" X 5"

*All Sizes shown width by height

UNACCEPTABLE APPLICATIONS

Microsoft Word or any word processing program. No Tiff It or CT/LW files will be accepted. No native PC-based applications (refer to graphics guidelines elsewhere in this document). No compressed images will be accepted.

NEED HELP?

Contact our graphics department at editor@ColumbusMag.com or call 614-571-6322

All electronic ads must be Macintosh compatible and accompanied by a contract proof (dot-based) such as Kodak Approval or CREO Spectrum. All color proofs must meet SWOP standards and we suggest a color bar for accuracy. Royal Tiger Publishing Limited is not responsible for ads sent without proofs or ads not meeting our electronic submission requirements. A design fee will be incurred for any work Royal Tiger Publishing Limited does on behalf of the customer. Royal Tiger Publishing Limited can provide a color-proof for \$30.00 to the client.

FONTS

Include a copy of ALL fonts used in you files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files. All fonts must be Postscript Type I. TrueType and Multi Master format will not be accepted.

E-MAIL

Please send all your ads smaller than **8 MB to:**
editor@columbusmag.com
File corruption may occur. Always use Stuffit, Zip, or any Macintosh self-extraction format in order to prevent this. Include in the subject line of your e-mail the following tagline: "Name of Advertisement/Publication/Issue Date"

Royal Tiger Publishing is not responsible for errors in ads submitted via e-mail, and is not responsible for misdirected emails.

GRAPHICS

PDF and TIFF files are accepted. Convert all RGB graphics to CMYK for printability. All images should be 300-dpi at minimum and should be received at final size. Files not submitted in CMYK format will carry a \$30.00 charge for conversion.

MEDIA

Ads must be submitted on CDs or via e-mail. No film accepted.