



MEDIA KIT



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.

8 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

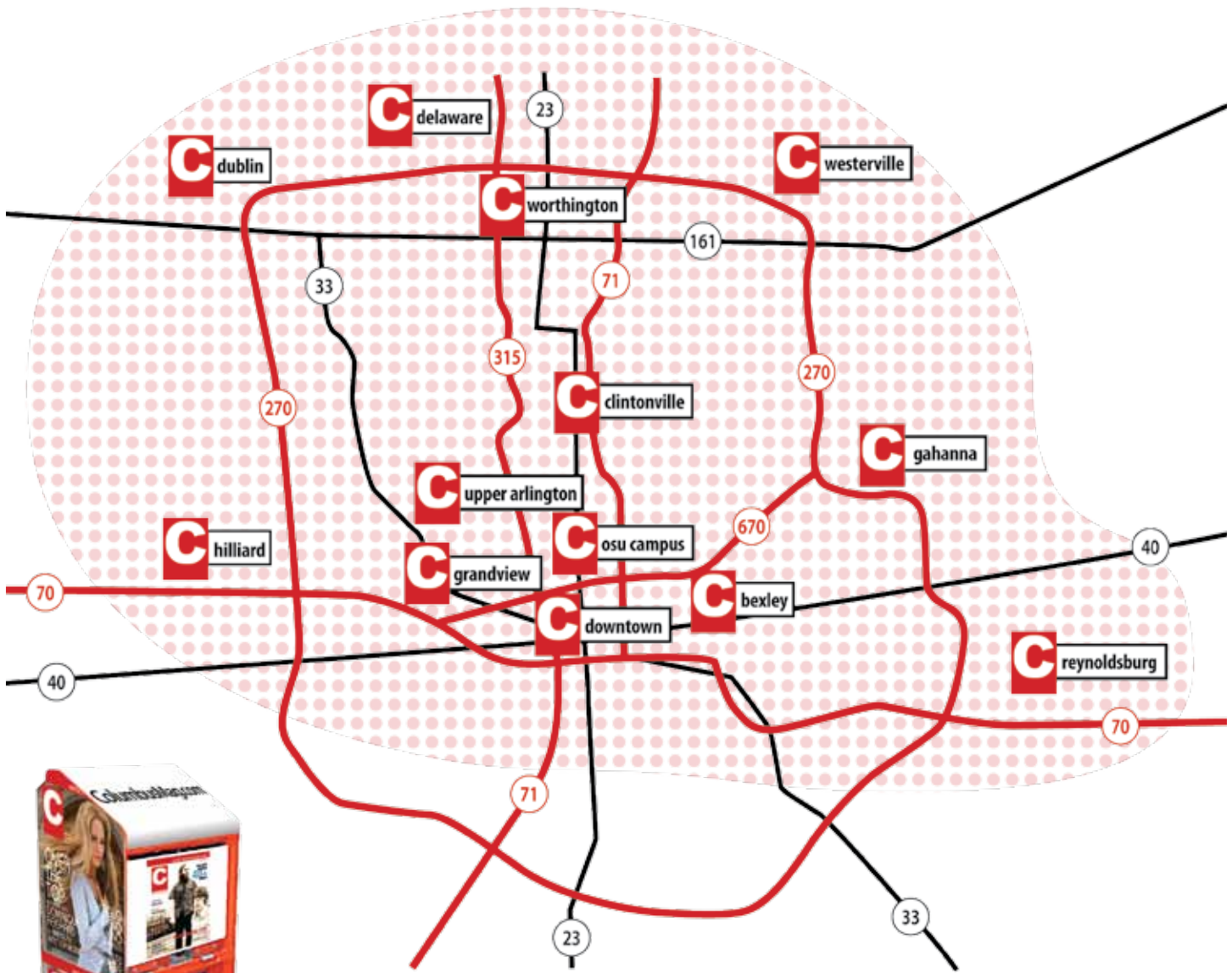
Each section of the printed magazine is continued on the website. Additionally, an archive of past stories from all sections is available to create the most complete lifestyle directory for Columbus, Ohio.

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:	10,000



<< **118*** DISTRIBUTION SYSTEMS

Starting in 2009, *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.

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

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

It is Diddy once implied that there are things worth investing in. He asserted that he would walk fourteen miles over a barbed wire with a rifle for a pack of cigarettes. He then later said that he would walk fourteen miles over a barbed wire with a rifle for a pack of cigarettes. He then later said that he would walk fourteen miles over a barbed wire with a rifle for a pack of cigarettes.

Now, after these mentions of rifles and barbed wire, 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

measure are truly worth the drive. I, personally, would travel on my hands and knees (which would be skinned) over shards of rock to broken glass just to lick a fork that sat on the same table as some of Alex's dishes. I'm not suggesting that anyone do that, but Luce really is a great experience and we should get there, however we can.

The room itself is colored in earthy tones and sparsely decorated, giving it an old-world modern feel of food. The arched doorways and rustic wooden tables suggest Italian farmhouse and the aroma emanating from the kitchen beckon up this appetite. Diners get the feeling there has to be a language and culture on this coast just by sitting down to the food's name by the table. The eclectic collection of photographs on the walls and

the trendy and curvy glass light fixtures don't exactly fit into that box. However, they are quite attractive and an appropriate complement to the more traditional Italian concept of Luce's diverse menu. The wine list is a nice touch. The room becomes perfect as soon as Alex's food starts coming to the table. The drive downtown to find and new world is at work on every plate, and it works deliciously.

The starters go great with some of Luce's ambitious and unusual by-the-line selections, especially the sparkling ones. San Giuseppe's "Spigarello" Prosciutto absolutely sings with shrimp, especially when the shrimp are wrapped in prosciutto and served with spiced cocktail sauce. Luce's cocktail sauce has hints of sweet spices and the Virginia's dramatic notes of ripe red apple blend masterfully with it, the slight brine of the shrimp and the bold salty hints

Story | John Davis
Photography | Eric Wagner

Unlike most places, Luce offers a Champagne Rose by the glass. Even more unlike the others, the Rose isn't a "New" wine. Instead, it's one of those popular labels. Luce pairs a nice vintage Henriot for their Champagne Rose. It's a really good company that aggressively isn't food companion. The "Watermelon Caprese" is just the thing for that. The sweet, juicy melon and ripe heirloom tomatoes provide exactly what the wine was wanting, while the fresh mozzarella abates the juices and acids and cools the palate with fresh milky-sweet, which allows the meat and yeast in the background once again. What a ride!

As long as the hope is milky-sweet, consider a Spanish Pisco. It's really with smooth whipped egg whites. It is a small aperitif that seems like it was made to accompany

- 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



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

2009 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.



The Health Issue

Arnold Classic
UFC Exclusive
Auto show preview
Diet DOs
Fitness Gurus



The Auto Issue

Expanded Ride 23
Going Green
Miss Ohio USA
Columbus Clippers



The Food Issue

The New 90 for \$9
Dining Guide
Industry Insight



The Relax Issue

Travel, Fun
& Entertainment
Columbus Crew
Relaxing Locales
Easy Living



The Home Issue

Home Builder's
Guide
Expanded Home-
work Section
Summer Arts &
Entertainment
Calendar



The Beauty Issue

Columbus Spa
Secrets
The Hottest Beauty
Products



Back to Campus

Tailgate Essentials
Collegiate Champs
College Profiles



Arts & Fashion

2009 Fall Fashions
Fall Arts &
Entertainment
Calendar
Fall Dining



The Sports Issue

OSU Athletics
Preview
CBJ Preview
Our Insanely Cool
Sports Guide



The Holiday Issue

Holiday Events
Calendar
Holiday Gift Guide



Year in Review

Where to Go & Where to Be in 2010
New Year's Resolutions

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

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

2009 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

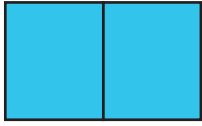
full color quarter page

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 614 228 7531 to discuss ad rates and available promotions.

ad specifications



2-Page Spread



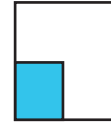
Full Page



**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 614.328.9624 ext 1004

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.