# MEDIA KIT

# Las legas, Net

# One City - One Site - One Magazine





### Letter From the Publisher

On behalf of all of us at LasVegas.Net Magazine, I am incredibly excited to share with you our modern, compre-hensive media kit and to announce the new look of our new publication. We extend you, our valued readers and advertisers, an invitation to our family.

Joining our publication will support your city with current news, insights, activities and resources. Your ideas and suggestions will help us mold and shape every issue into something our community can be proud of. Whether you desire a quick chat with one of our city's tens of millions of visitors, or a thoughtful discussion with one of its 2+ million residents, you can be sure to reach both and many in-between with the help of LasVegas.Net Magazine.

Our main goals are communication and results. Our publication will become the industry leader on cultural happen-ings, local conversation, night life, day life, community events, conventions, shows, sports, hot spots, shopping, trends, and much more.

LasVegas.Net Magazine readers are affluent and influential local professionals, families and visitors with impas-sioned personalities. They are active consumers of strong income and decision making which allows them the luxury of the best provision and care for their families. It is these families and consumers that LasVegas.Net has committed to serving since we first opened our doors in 1994. Our reputation as a longtime local organization fosters immediate trust with our readers, and is what sets us apart from the competition.

For more than a decade, we have dedicated ourselves to working diligently with each of our partners and clients to provide a distinct competitive advantage and allow them to capitalize on the best that Las Vegas has to offer. And along with every new issue comes a reaffirmation of our goal to raise the bar in order to create a more effective, expansive and efficient solution to your advertising needs. We look forward to welcoming you into the LasVegas.Net family!

Best Wishes, Marty Mizrahi

Publisher LasVegas.Net Magazine www.LasVegas.Net





# **Target Marketing**

### **DOCTORS' & ATTORNEYS' FACILITIES**

These are highly effective 'browsing' locations. It is estimated that each copy is looked through by at least ten people each day – a staggering 200 people per month, per copy. Many clients will even take the publication home with them, providing the opportunity to target an extended network of individuals with similar interests.

### **HIGH INCOME NEIGHBORHOODS**

LasVegas.Net Magazine understands that the local business market benefits greatly from active valley consumers with deep pockets. For this reason, affluent neighborhoods are targeted on a rotational basis. This ensures that annual contract advertisers get exposure in 'rich' areas at least twice per year.

### **NEW APARTMENT RENTERS**

Complimentary copies are sent to middle/upper-income apartment complexes for their new renter 'move-in' packages. Smart advertisers target this new market before the consumer forms buying habits and business relationships with potential competitors. This is also a lucrative market for builders with a desire to target young professionals considering a more permanent residence.

### **NEW BUSINESSES**

Entrepreneurship in Las Vegas has been rising as rapidly as the population, and it is no secret that new businesses rely heavily on brand advertising to establish themselves in new markets. The savvy business team understands this and uses every medium at their disposal to corner their respective market.

### **LOCALS**

Being a local publication, our largest and strongest targeted market group is 'locals', or residents of the Las Vegas metropolitan area. Residents want, need, and expect printed value aimed at residents. Local advertising is easily tracked in-store with promotion codes, 'locals-only' savings, and coupons. Well over half the Magazine's audience is Las Vegas resident readers. Advertisers can gain community support while driving real, trackable traffic to their stores and products.

### **TOURISTS**

Undoubtedly, Las Vegas is one of the world's most stunning and anticipated destination spots. In the first HALF of 2009, over 18 million visitors have stayed a combined total of over 21 million nights in Las Vegas. Tourists are extremely interested in our magazine, hunting for great local deals, articles and attitudes.









# Circulation

# 500,000 Readership

LOCATIONS	DISTRIBUTION
Waiting Rooms From Attorney to Zoos, we have approximately 5,000 distribution points in waiting rooms throughout Las Vegas metropolitan Area. This includes:	13,000
Doctors, Dentists, Surgeons, Veterinarians & Hospitals Copies placed in highly visible browsing locations. Up to five copies are sent to each approved location on a rotational basis.	
Apartment Lease-Holders and Clubhouses We deliver copies to apartment complexes for their move-in packages, reception & clubhouses.	3,000
Automotive Gas Stations, Convenience Stores, Mechanics Shops.	1,000
Non-Traditional Distribution Copies handed out by sales staff to prospective adverstisers, to local advertising agencies & at promotional events.	4,000
Libraries Over 35 Locations.	1,000
Restaurants, Night Clubs, Gentlemen's Clubs, Bars & Lounges	4,000
Times Shares, Car Rentals, & Limo Companies	2,000
Hotel & Motel Concierge, Golf Course Club Houses	1,000
Fitness Centers & Health Stores	1,000
Las Vegas Blvd. from Downtown to the Strip	20,000
For a List of Current Locations, Visit www.LasVegas.Net/distribution	

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50,000

### **READERSHIP**

The LasVegas.Net Magazine has an estimated readership of 500,000+. The following demographic data is based on phone polling and has a margin of error of + 8%. 60% of readership owns their own home. 27% rent their home or apartment. 62% are married.

All figures are best approximations



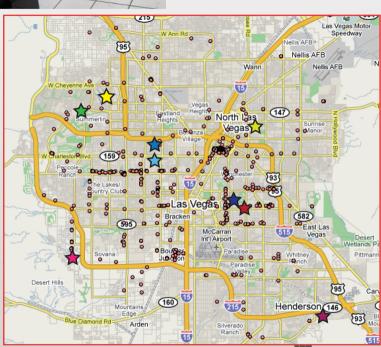
# Circulation con't

# Las Vegas Boulevard Strip Distribution Detail for About 20,000 Copies

Stratosphere (Mall)
Peppermill
Fashion Show Mall
Sapphire's
Circus Circus
(Next to Steak House)
3 Souvenir Shops
(3735 Las Vegas Blvd by Harmon
3755 Las Vegas Blvd by MGM
3729 Las Vegas Blvd by Travelodge)
Las Vegas Outlet Center (Belz)
Planet Hollywood
(Miracle Mile)
Rio Hotel

We also circulate our issues throughout the surrounding cities and towns whose traveling audience includes Las Vegas.

Barstow
Baker
Mesquite
Pahrump and more....



200 Offices

100 Offices

100 Offices 100 Offices



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Las Vegas. Net

# Content

Departments	Features
General	Eye-On-The-Town, Local Interest Article/Profile, Community Service, Seasonal Theme.
The Arts	Theatrical Review, Fine Arts Review, Craft Notes.
Automotive	Seasonal Maintenance, Accessories.
Business to Business	Office Efficiency & Technology, Expert Advice, State Of The Market.
Dining	Restaurant Profile, Chef Profile/Monthly Recipe.
Health & Fitness	Health Topics, Getting Fit.
Home Improvements	Home Efficiency (\$\$\$Savers), Outdoor Improvements, Profile, Projects And Repairs.
Interiors	Decorating Tips, Profile, Bargains Of The Month.
Kids & Education	Kids Fashion, Entertainment, General Education Article.
Medical	Highlighting Location of Hospitals, and Facilitis.
Nightlife & Entertainment	Live Music, The Night Scene, Special Events, Concert Listing, Movie Reviews.
Pet Talk	Pet Subjects.
Real Estate	State Of The Market, New Growth, Consumer Information, Profile.
Seniors	Where to go and what to do, from benefits to informative articles.
Shopping	Fashion, Special Events And Promotions.
Social Scene	Singles Scene, Social Events.
Sports & Leisure	Seasonal Featured Sport/Activity, The Long Weekend, Spectator Sports, Local Outings.
Bargain Basement	Editorial Page profiling all 'Display Classified' (1/6 page) advertisers.
General Reference & Services	Map, Quick Reference Guide, Directory Of Events, Business to Business.



# Terms & Info

### **POPULATION**

Las Vegas/Clark County – 2.25 million Visitors per year – 31,690,100 (YTD) Number of people that move

to Las Vegas per month – 3,500 - 7,000

# **NEVADA FUTURE POPULATION**

Population 2020 – 3.5 million Population 2030 – N/A

# **HOUSEHOLD INFORMATION**

Number of households – 864,164 Median household income – \$54,384

# **CULTURE AND RECREATION**

Parks –	112
Golf course –	53
Recreation centers –	25

## **EDUCATION**

Elementary schools –	336
High schools –	61
UNLV satellite campus –	3
CSN satellite campus –	5
People 25 years of age or older with a	
high school degree or higher –	79.5%
People 25 years of age or older with	
a bachelor's degree or higher –	17.3%

### **CONVENTIONS**

Number of conventions in 2018 – 28,500 Number of attendants in 2018 – 5,001,100 (YTD)

## **HOTELS**

Number of hotel rooms –	148,896
Number of hotel rooms by 2020 (est)	162,000









# Rates

# Advertising Rates - Bi-Monthly

Ad Size	2 Months (1X Insertion)	6 Months (3X Insertions)	2 Months (6X Insertions)
Double Page Spread	\$ 4,195.00	\$ 3,995.00	\$ 3,795.00
Full Page	\$ 3,395.00	\$ 3,295.00	\$ 3,195.00
1/2 Page	\$ 1,795.00	\$ 1,645.00	\$ 1,595.00
1/4 Page	\$ 1,025.00	\$ 975.00	\$ 945.00
1/6 Page	\$ 655.00	\$ 625.00	\$ 610.00
Business Card Size	\$ 595.00	\$ 575.00	\$ 550.00

Nightlife & Dining Listing - 6 issues at \$195.00 per issue, 12 issues at \$175.00 per issue.

Editorial Support: Must be "third party" and ad size must be at least 1/2 of page. Multiple insertions are welcome but copy must change from issue to issue.

# **Premium Pages**

Location	2 Months (1X Insertion)	6 Months (3X Insertions)	12 Months (6X Insertions)	<b>24 Months</b> (12X Insertions)
Back Cover	\$ 9,195.00	\$ n/a	Please Inquire	Please Inquire
Inside Covers	\$ 5,295.00	\$ 4,895.00	\$ 4,295.00	Please Inquire
Center Page	\$ 2,895.00	\$ 2,645.00	Please Inquire	Please Inquire
Center Spread	\$ 5,695.00	\$ 5,295.00	Please Inquire	Please Inquire
Premium Sections	\$ 2,495.00	\$ 1,995.00	Please Inquire	Please Inquire

All rates are quoted at gross cost for 4-color process ads. Rates include color separation charges. Color separations remain the property of LasVegas.Net Magazine, Add \$450.00 for ad set-up if LasVegas.Net Magazine is contracted to design your ad. Art charge includes 2 scans (1 photo or art image and 1 logo scan), additional scans are \$100.00 each.



# **Ad Specs**

All measurements in U.S. inches, magazine is printed CMYK, no spot colors.

Publication Trim Size	8.25	by	10.75
Bleeds (only available for full-page)	0.25	all s	ides
Live-Area	7.25	by	9.75

# Ad width by height

Full Page No Bleed	7.75	by	10.25
1/2 Page Horizontal	7.25	by	4.75
1/2 Page Vertical	3.50	by	9.75
1/4 Page Vertical	3.50	by	4.75
1/6 Page Vertical	2.25	by	4.75
1/6 Page Horizontal	4.75	by	2.25
Business Card Size	2.00	by	3.50

# Ads Supplied in Digital Format All Digital Files must be accompanied by a color proof.

# PC Compatible:

Illustrator EPS (convert fonts to outlines), CorelDraw,

Photoshop and Tagged Image Files (TIF) and (PDF) are preferred with a resolution of 300 DPI or above at 1:1. MEDIA SUPPORTED: Macintosh and PC, CD. Via E-MAIL: If your file is under 10MBs, you can send your uncompressed or self-extracting digital files.

Preferred TIF Files by e-mail.

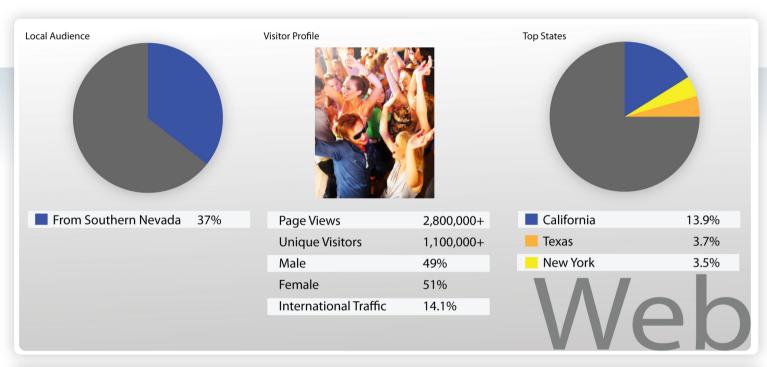
MACINTOSH: Adobe Photoshop, Illustrator or InDesign. Please include all fonts used.

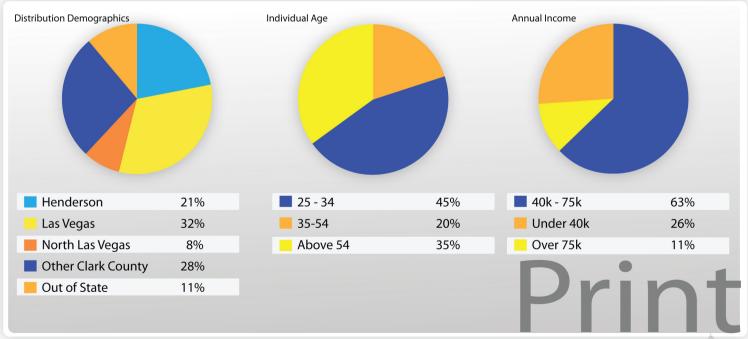




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Sample Period From July 08 to July 09 \*Source: Qualcat Aug 09