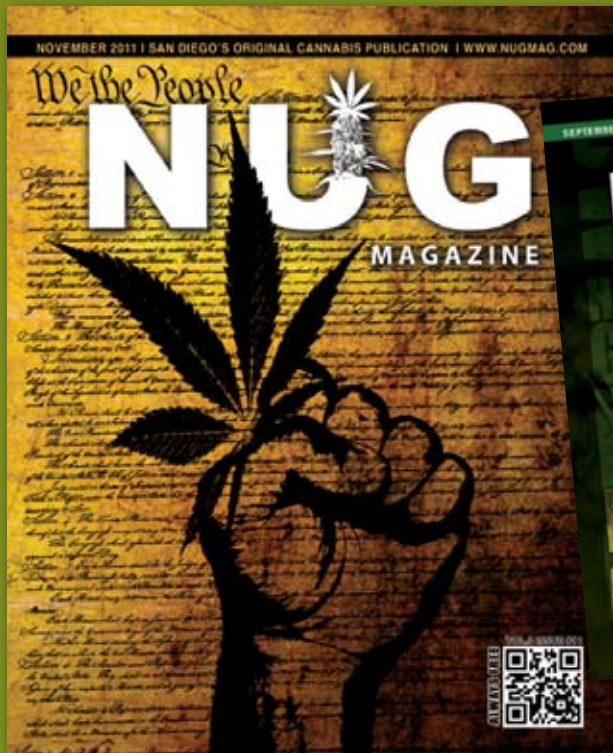


SAN DIEGO'S ORIGINAL CANNABIS PUBLICATION

# NUG

MAGAZINE



## 2012 MEDIA KIT

We are a publication by the people for the people!  
We represent the cannabis community by sharing the lifestyle that surrounds our culture!

[www.nugmag.com](http://www.nugmag.com) | [info@nugmag.com](mailto:info@nugmag.com) | (619) 616-4961

## PRINT ADVERTISING SPECS:

1/4	3.687" W by 4.625" H
1/2 (vert)	3.687" W by 9.25" H
1/2 (horz)	7.375" W by 4.625" H
Full*	8.125" W by 10" H (Live Area 7.375x9.25)
Spread*	16.25" W by 10" H (Live Area 15.475x9.25)

**\*Provide a .25" bleed to all sides to Full page ADs  
(All text & important elements must be within the Live Area)**

### **Important!**

Do not send RGB Files, only submit CMYK @ 300DPI  
TEXT MUST BE 100% BLACK AND EMBEDDED FONTS

### **ACCEPTABLE FILE FORMATS:**

ADOBE PDF  
PHOTOSHOP; .jpg, .tif, or .eps  
ILLUSTRATOR; .eps or pdf

### **Premium Placement:**

Add 15% to the ad rate for your size.

### **Insert Pricing:**

Available on a per quote basis.

### **Credit Terms:**

Full payment is due with advertising materials. We Accept ALL major credit cards. Additional insertions will be billed upon publication.

Any advertising material produced by NUG Magazine LLC pursuant to this Agreement will remain the sole property of NUG Magazine, Advertiser will accrue no rights there to and will not use such advertising in any way without the express written consent of NUG Magazine. Positioning in NUG Magazine is not guaranteed and is subject to availability. Limited Premium Positioning is available for 15% premium. Back cover is subject to a 20% premium placement charge.

## 2012 Deadlines:

<u>Issue</u>	<u>Art/ Contract</u>	<u>Street</u>
Jan	Dec 20, '11	Jan 4
Feb	Jan 20	Feb 1
Mar	Feb 20	Mar 7
Apr	Mar 20	Apr 4
May	Apr 20	May 2
Jun	May 20	Jun 6
Jul	Jun 20	Jul 4
Aug	Jul 20	Aug 1
Sep	Aug 20	Sep 5
Oct	Sep 20	Oct 3
Nov	Oct 20	Nov 7
Dec	Nov 20	Dec 5

### **Payments DUE!**

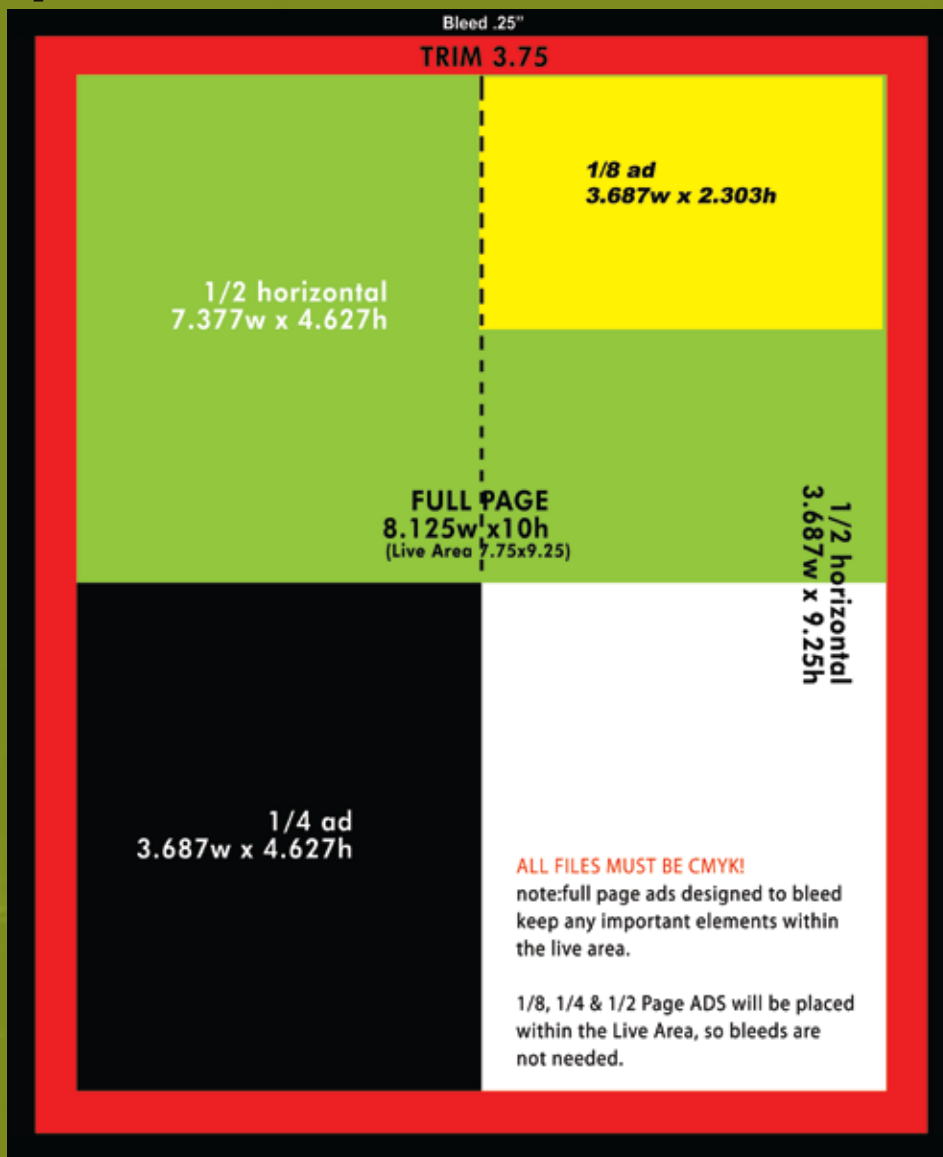
**All payments are due by the 20th  
of preceding month or  
AD will not run!**

**Magazines will hit the streets  
on the first wednesday of the month!**

## Print Rates:

<u>Product</u>	<u>1 issue</u>	<u>3 issue</u>	<u>6 issue</u>	<u>12 issue</u>
1/8	\$200	\$175	\$150	\$125
1/4	\$350	\$325	\$300	\$275
1/2	\$550	\$550	\$500	\$475
Full Page	\$900	\$900	\$800	\$775
Spread	\$1500	\$1,500	\$1,450	\$1,400

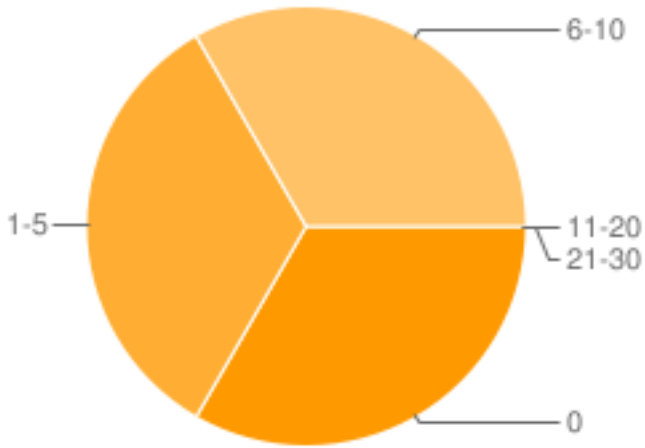
## Spec Sheet:



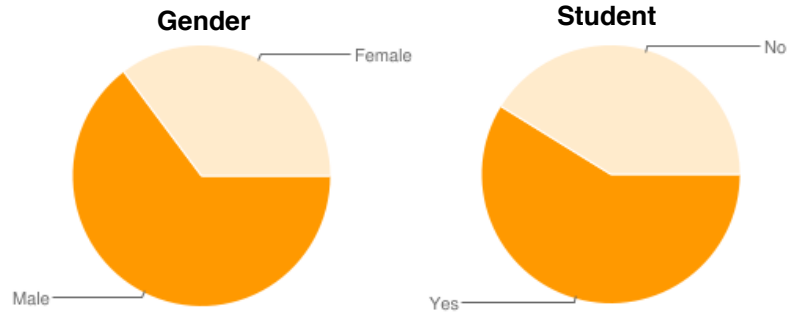
This file can be downloaded at [nugmag.com](http://nugmag.com)

# About Our Readers:

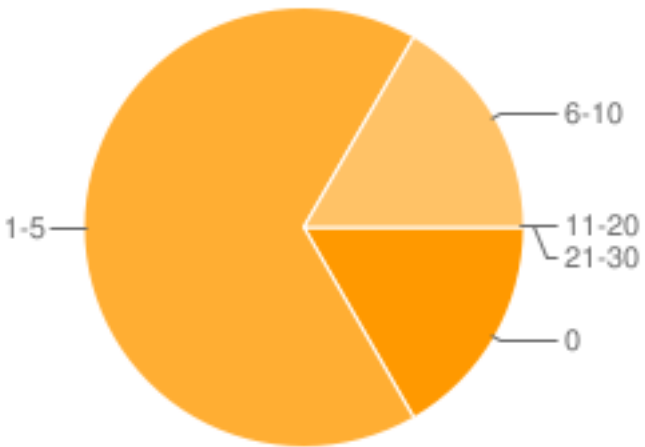
How many times have you responded to an advertisement or coupon in NUG in the last 30 days?



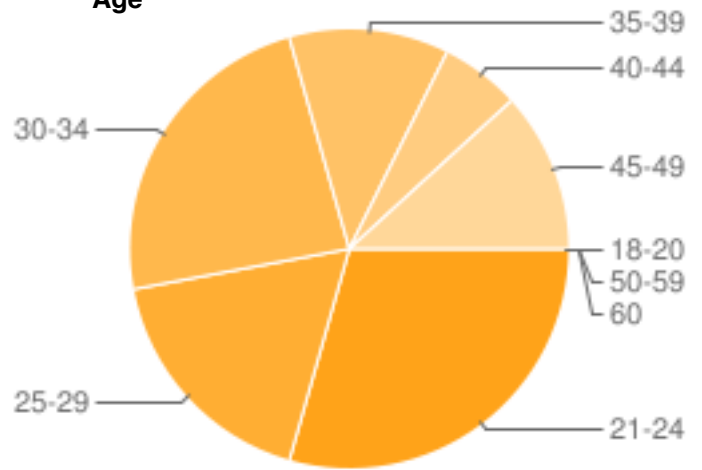
Survey results were taken from 2011



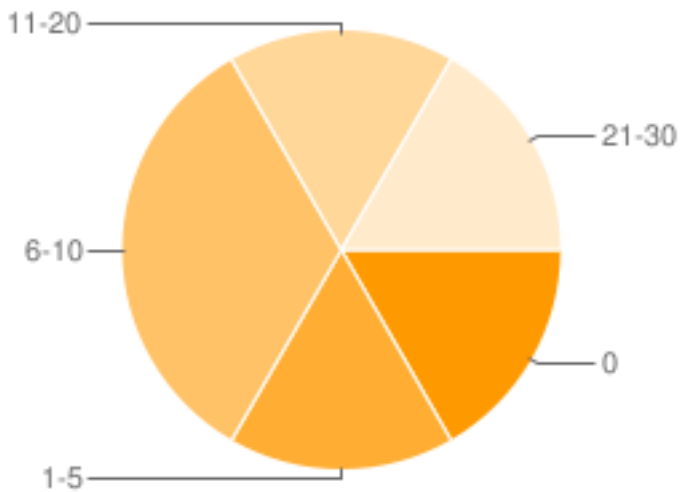
How many times have you been to a concert/event in the last 30 days?



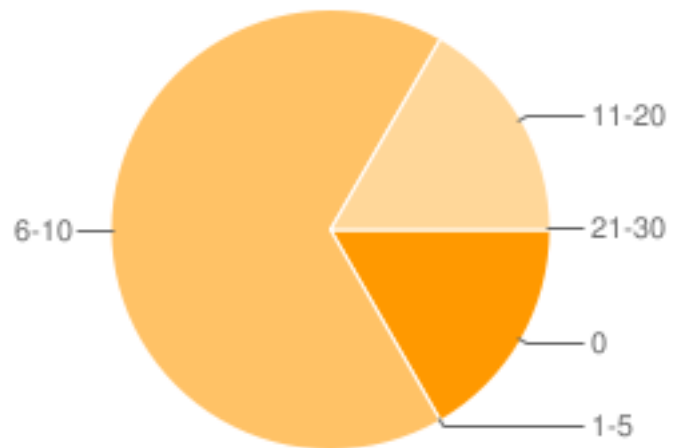
Age



How many times have you ordered food for take-out or delivery in the last 30 days?







How many times have you eaten at a sit-down restaurant in the last 30 days?



Top banner main page \$500 per month

**Web Stats Per Month:**

-  **17,166 Visits**
-  **14,939 Unique Visitors**
-  **27,313 Pageviews**
-  **1.59 Pages/Visit**
-  **00:01:19 Avg. Time on Site**
-  **77.57% Bounce Rate**
-  **82.93% % New Visits**



- **82.97% New Visitor**  
14,243 Visits
- **17.03% Returning Visitor**  
2,923 Visits

**Social Media:**

We will reach out to our social media connections to post info about your business and or events daily!  
**\$50 per post!**

**Email Blast/Newsletter:**

We have thousands of emails in our database that are only a click away to give full detailed information about your business or event! **\$100 per email!**

**Facebook/Twitter/G+**

We have over 10,000+ fans/followers through out all our social networks and growing every day!

**Visit us today at [www.nugmag.com](http://www.nugmag.com)!**

Web Stats are from 2011 and are growing everyday! Google Analytics can be provided upon request because we know how easy it is for companies to exaggerate their web presence. **WE STAND BY OURS!**

Side Banners: 383Wx96H  
\$200 per month (Displayed on every page)