

LasVegas.Net

One City - One Site - One Magazine



MEDIA KIT

2595 FREMONT STREET LAS VEGAS, NEVADA 89104 | 702.792.5100 | WWW.LASVEGAS.NET

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Letter From the Publisher

On behalf of all of us at LasVegas.Net Magazine, I am incredibly excited to share with you our modern, comprehensive media kit and to announce the new look of our new publication, launched July 2009.

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 happenings, 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 impassioned 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 12 years ago. 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



PUBLISHER

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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

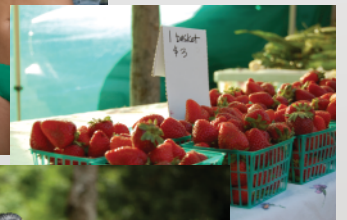
Entrepreneurship in Las Vegas has been rising as rapidly as the population, and it is no secret that new businesses rely heavily on brand advertising to establish themselves in new markets. The savvy business team understands this and uses every medium at their disposal to corner their respective market.

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.



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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 advertisers, 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

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

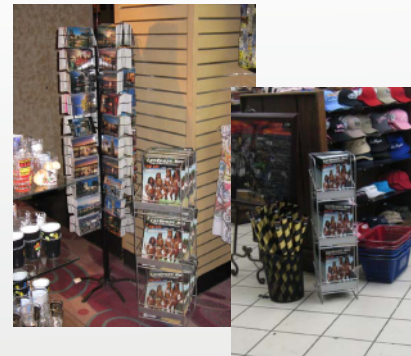
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Circulation con't

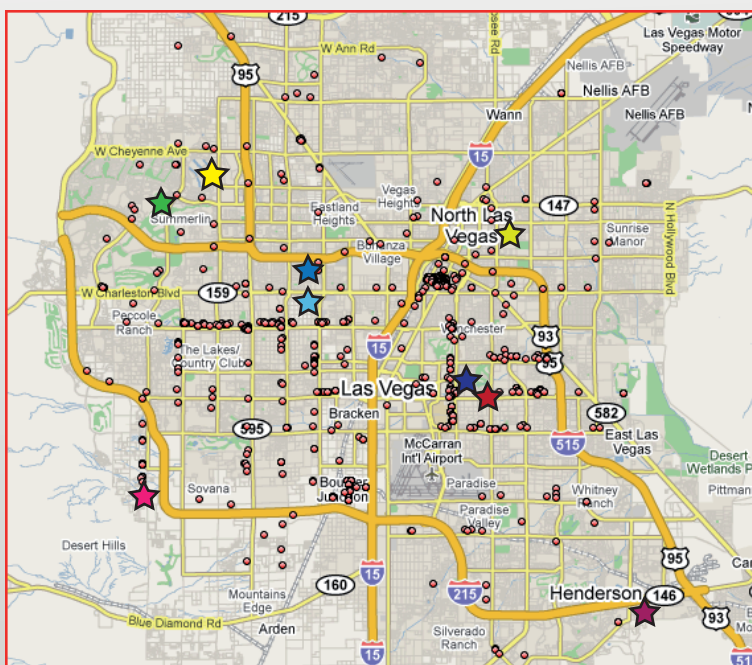
Las Vegas Boulevard Strip Distribution Detail for About 20,000 Copies

- 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....



Medical Offices

★ Sunrise	300 Offices	★ Valley	200 Offices
★ Desert Springs	100 Offices	★ UMC	100 Offices
★ Lake Mead	100 Offices	★ Mtn View	100 Offices
★ St. Rose Di-Lima	100 Offices	★ Summerlin	100 Offices
★ Spring Valley	100 Offices		

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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 Facilities.
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.

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Terms & Info

POPULATION

Las Vegas/Clark County –	2.5 million
Visitors per year –	30 + million
Number of people that move to Las Vegas per month –	7,000-10,000

NEVADA FUTURE POPULATION

Population 2010 –	2.7 million
Population 2020 –	3.5 million

HOUSEHOLD INFORMATION

Number of households –	275,220
Median household income –	\$53,704

CULTURE AND RECREATION

Parks –	68
Golf course –	58
Recreation centers –	18

EDUCATION

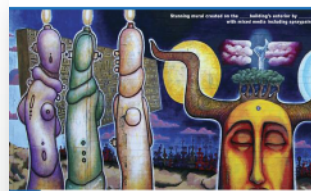
Elementary schools –	297
High schools –	49
UNLV satellite campus –	2
CSN satellite campus –	14
People 25 years of age or older with a high school degree or higher –	79.5%
People 25 years of age or older with a bachelor's degree or higher –	17.3%

CONVENTIONS

Number of conventions in 2008 –	22,500
Number of attendees in 2008 –	6,000,000

HOTELS

Number of hotel rooms –	140,729
Number of hotel/casino development projects to be completed in 2010 –	24
Number of hotel rooms by 2010 –	155,696



First Friday Looking for a Second Chance

By Anne Condon

The First Friday, a bi-monthly art event in downtown Las Vegas, is looking for a second chance. The event, which started in 2005, has been struggling since the recession hit. The organizers are looking for ways to revitalize the event and attract more visitors.

The event is a bi-monthly art event in downtown Las Vegas. It features local artists and their work. The event is held on the first Friday of every month. The organizers are looking for ways to revitalize the event and attract more visitors.



CREATIVE HAIR: A COLORFUL FORCE OF NATURE BY JANAEE RAPHAEL

For Phyllis, hair is an art form. She has a unique style that combines natural hair with vibrant colors. She is a professional hair stylist and has been in the industry for over 10 years.



Fall Fashion Flair

Rocker Chic Men's Boutique – Elton's Las Vegas

The boutique is a new addition to the Elton's Las Vegas shopping center. It features a wide selection of men's clothing, including jackets, shirts, and pants. The store is located in the Elton's Las Vegas shopping center.



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Rates

Advertising Rates - Bi-Monthly

Ad Size	2 Months (1X Insertion)	6 Months (3X Insertions)	12 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)	24 Months (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.

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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 sides	
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

PC Compatible: QuarkXPress 4.1 or earlier

Other Digital Formats Supported: 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: QuarkXPress v4.1 or earlier.

PLEASE: MUST include all fonts, links and Color hard copy of ad. For Digital files please supply a (4-Color copy or Color Key)

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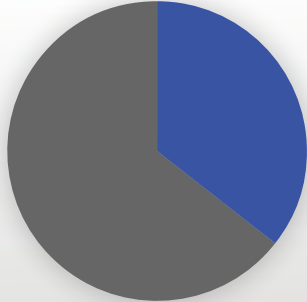


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Local Audience



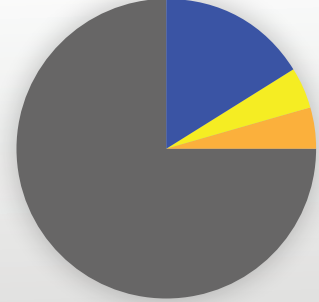
From Southern Nevada 37%

Visitor Profile



Page Views	2,800,000+
Unique Visitors	1,100,000+
Male	49%
Female	51%
International Traffic	14.1%

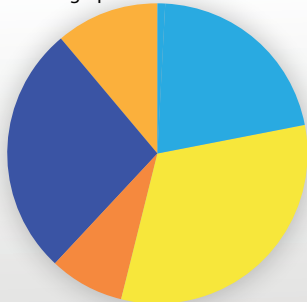
Top States



California	13.9%
Texas	3.7%
New York	3.5%

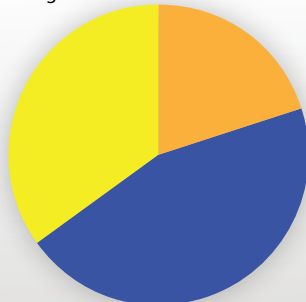
Web

Distribution Demographics



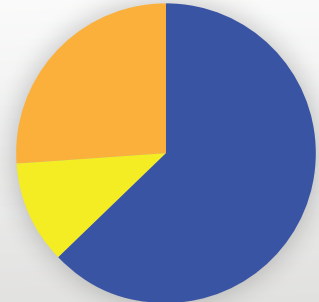
Henderson	21%
Las Vegas	32%
North Las Vegas	8%
Other Clark County	28%
Out of State	11%

Individual Age



25 - 34	45%
35-54	20%
Above 54	35%

Annual Income



40k - 75k	63%
Under 40k	26%
Over 75k	11%

Print

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

