

WORK HARD, PLAY OFTEN

# SWOOP

MAGAZINE

## SWOOP MEDIA KIT 2009-2010



### OUR MISSION:

**Work Hard, Play Often**

**Lifestyle for the active professional**



SWOOP is more than a magazine; it’s a way of life! We believe in enjoying life now and living in the moment with California Coastal style. Using the SWOOP brand we are able to unite the mainstream active professional with the laid back beach culture and open up the lifestyle to a global market. Local trendsetters mixed with the latest in nightlife, music, fashion, and action sports creates a crossover market and gets your product or service to mainstream trendsetters. SWOOP is **pop** culture, smart, sexy, sophisticated, fun, and green. Grab it, get it, give it, and SWOOP on!

**One might ask...**

**WHAT MAKES SWOOP POP?**

**Print Online Parties**

**1 Print- SWOOP PRINT**

SWOOP Magazine is a fun high quality print resource with the most up to date information in Southern California lifestyle with its roots in the South Bay of Los Angeles.

**2 Online- SWOOPMAGAZINE.com ONLINE SOCIAL NETWORK**

SWOOP interactive online network is continuously growing. Our website receives over 1.25 million impressions per month. Web traffic is driven by our print magazine, social events, and word of mouth. Similar to Facebook, our members and advertisers fill our profiles and can communicate directly with each other through our global interface.

**3 Parties- SWOOP EVENTS**

SWOOP is the biggest and most well know promoter of weekly and monthly events in the Los Angeles South Bay area. Weekly events host 200-500 guests. Monthly events host 800-1500 guests. Sponsors needs are customized for each specific event working directly with our SWOOP Promotional Team.

**We have an edge with our highly niche market!**

**CIRCULATION AND DISTRIBUTION:**

Rate Base	5,000
Viewership	50,000
Online	100,000
Total Audience	150,000

We distribute in: San Diego, Orange County, Los Angeles, Manhattan Beach, Hermosa Beach, Redondo Beaches and Malibu.



Copies of SWOOP are distributed to upscale salons and spas, luxury resorts, high-end boutiques and medical and professional offices throughout California. Spectrum Sports Club, 24 Hour Fitness, Fred Segal, Coffee Bean and Tea Leaf, Starbucks, Trader Joes, and additional copies are provided at stylish events affiliated or sponsored by SWOOP.

**SWOOP READERSHIP DEMOGRAPHICS:**

- Median Age 30
- Male 49%
- Female 51%
- Avg. HHI \$60,000-\$127,000
- Graduated College...90%
- Employed.....85%
- Homeowner....75%
- Marital Status....50%
- 80% Wear Designer Label
- 94% Order Drinks by name
- 80% Frequent Night Clubs
- 82% Dine out 10 times a month
- 95% Travel nationally in the last year
- 75% Travel internationally in the last year
- 91% Purchase an item as a result of a Swoop Ad

**2009 PRINT RATES:**

SIZE	1X	2X	3X	4X
Full page			\$2100	\$2000
2/3 page			\$1500	\$1400
1/2 page			\$900	\$800
1/4 page			\$650	\$550
<b>COVERS</b>				
Back cover			\$3500	\$3200
Inside Back			\$2300	\$2200
Inside front			\$2300	\$2200

All print advertisements include a banner ad on our web site and sponsorship at our events!!

**ISSUE RELEASE**

- Jan/Feb 2009
- May/Jun 2009
- Aug/Sept 2009
- Nov/Dec 2009

**MATERIAL DUE DATE/SPACE CLOSING**

- Dec 10th 2008
- April 10th 2009
- July 10th 2009
- Oct 10th 2009

**MECHANICAL SPECIFICATIONS:**

SIZE	WIDTH	HEIGHT
Spread Bleed	17"	11.125"
Spread Trim	16.75"	10.875"
Full-Page Bleed	8.625"	11.125"
Full-Page Trim	8.375"	10.875"
Full-Page Non-Bleed	7.875"	10.375"
2/3 Page	4.5"	9.625"
1/2-Page Horizontal	7"	4.5"
1/2-Page Vertical	3.625"	9.625"
1/4-Page	3.625"	4.875"
1/3-Page	2.125"	9.625"
Special Section (1/8-Page)	3.3125"	2.125"

**Bleeds: 1/8" at all sides**

**Live Area: 1/2" at all sides**

**PRINT SPECIFICATIONS:**

In order to provide our advertisers and readers with the best possible service, SWOOP magazine asks that you closely follow our production specifications when submitting your prepared advertisement. SWOOP Magazine is not responsible for advertisements errors caused by improperly prepared files. The general terms and conditions included in

Swoop magazine's Ad Agreement apply to all advertisements.

Media: CD or e-mail (Mac-formatted)

File Formats: Adobe PDF (Preferred), Adobe Photoshop, Adobe Illustrator,

File Names: Include the advertiser's name within the file label.

Images and Fonts: All ads must be accompanied by source image links and fonts (Mac-compatible).

All ads must be in CMYK mode at 300 dpi with a color proof included.

Submittal Dates: All digital files and color proofs are due by the ad-material deadline.

See Closing Dates for specific issue deadlines.

Advertising Material: All materials must be submitted accompanied by a proof to:

**SWOOP Production:**

Attn: Susie, [Susie@swoopmagazine.com](mailto:Susie@swoopmagazine.com), 310-578-5746

**For Sales Contact:**

**Scott Bailey**

**310-938-7366**

**Make Sure You Are Always SWOOPING!**