

2012/2013 Media Kit



My 365 is an online lifestyle design magazine founded in January 2011 and launched in May 2011. In each bi-monthly issue contributors share their home life, family and lifestyle tips.

My 365 Magazine is eclectic, a guide of sorts and unlike any other online magazine, it's pure focus is the concept;

‘Success by Sharing’.

Without all the talents of it's contributors, My 365 Magazine would not be such a success read by over 300,000 readers around the world.

2012 / 2013 editorial overview



2012

Issue 9: December / January

'Holiday's From Around The World'. My 365 Magazine is opening the doors around the world to see the cultural holiday differences.

Due December 5th Preview December 20th

2013

Issue 10: February / March

'Foodie'. My 365 Magazine is sharing Foodie blogs, recipes, and mouth watering images for readers to re-create.

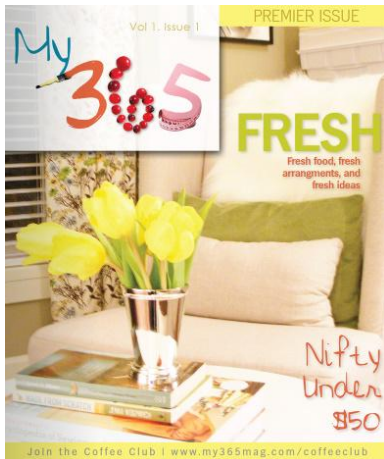
Due February 5th Preview February 20th

Issue 11: April / May

'Mom's in Business'. My 365 Magazine will share inspirational stories of moms who have started their own businesses.

Due April 5th Preview April 20th

circulation



Issue One had 250,000 readers and combined with, Issue Two My 365 currently has over 300,000 readers.

Print publications typically have under 225,000 readers a year.

Paula Dean 223,493

Martha Stewart 208,237

Everyday Food 94,474

[Source: ABC Publisher's Statements June 2011]

Demographic



Average time with each issue: 26.4 minutes

Median age: 36

Median HHI: \$67,890

86% Have a small business

18% Have an Online Boutique

78% Bloggers

36% Stay-at-home mothers

48% From the USA

22% From Australia

32% Other

[Source: Independent Study]

Advertising rates



Right:
Examples of our
advertisement.

My 365

A new magazine starting this spring featuring:

- Food & Recipes
- Holiday & Party
- Organization & Decorating
- De-Stress & Green Living
- Community
- Antiques & Crafts
- Garden
- Book Club

Needs Advertisers!

For as little as \$25 for Issue One you will receive a button in the relevant section of our magazine links directly back to your website or blog.

For more information:
www.my365mag.com
kiki@my365mag.com

If you advertised with us . . .

**You could be
reading your own
ad right now.**

250,000 potential customers
for only \$25
(or \$150 for a full page)

**Sign up now and get 2 ads
for the price of one***

*ad design not included.

www.my365mag.com

Our advertising rates are low for various reasons:

1. To prevent a magazine with over-saturated advertising content.
2. To provide the contributors with prime advertising space.
3. My 365 was created as a passion, and not to create excessive profitability.

Advertisers are subject to approval.

Advertising Dimensions



Publication Page Size: 8.5"x10"

Full Page: 8.5"x10"

Button: 2.5"x2.5"

All adverts must be a minimum of 300dpi

2012

Issue 9: December

Due: December 5th

2013

Issue 10: February

Due: February 5th

Issue 11: April

Due: April 5th

Terms and conditions



The Publisher will not be bound by any conditions printed or otherwise appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, publication, or distribution of the magazine.

- The Publisher reserves the right to reject, cancel, and/or request alterations in the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.
- All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules, and regulations, and with the understanding that the advertiser and its agency are authorized to publish the entire contents thereof, and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold the Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy, and plagiarism) arising out of any advertising published.
- Advertisements which, in the sole judgment of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement."
- The Publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to the Publisher.
- The liability of the Publisher for any error, delay, or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit, or any other damages resulting from the error.
- The Publisher cannot assume responsibility for errors or omissions in key changes.
- Advertisers may not cancel orders for advertising after the closing date.