

VegNews

magazine

2012
**Media
Kit**



Affordable & value-driven



Publication Specs:

- Heavy Matte Cover
- 108+ pages
- Perfect Bound
- Trim Size = 8.625 x 10.875

Full Color

Full Page	(save 10%)		(save 20%)
	1x	3x	6x
Run of Book	2,999	2,699	2,399
Page 4-10	3,499	3,149	2,799
Inside Back Cover	3,899	3,509	3,119
Inside Front Cover	4,099	3,689	3,279
Page 3	4,099	3,689	3,279
Back Cover	4,299	3,869	3,439

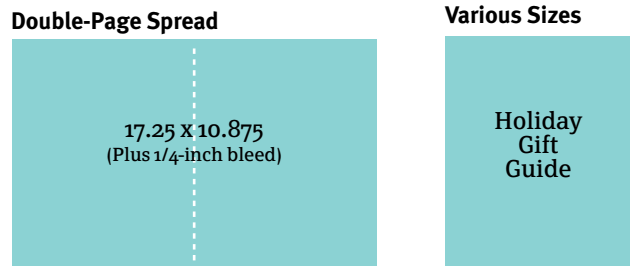
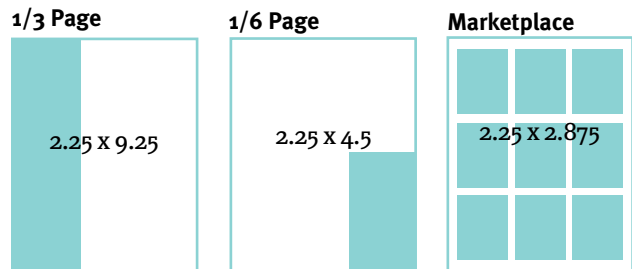
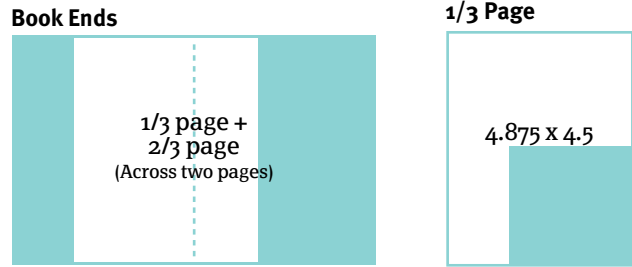
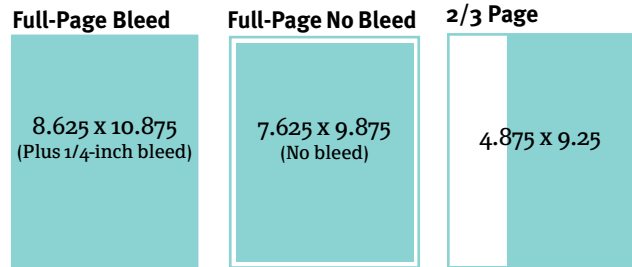
Double-Page Spread

Run of Book	4,999	4,499	3,999
Inside Front Cover	5,999	5,399	4,799
Inserts	5,999	5,399	4,799

Fractionals

Book Ends 1/3 Page + 2/3 Page (across two pages)	3,099	2,789	2,479
2/3 Page 4.875 x 9.25	1,999	1,799	1,599
1/3 Page 2.25 x 9.25 or 4.875 x 4.5	1,099	989	879
1/6 Page 2.25 x 4.5	599	539	479
Marketplace 2.25 x 2.875	349	314	279

Dimensions:



Notes:

- All dimensions are width by height
- Rates reflect the per-issue cost
- 10% up-charge for specific placement requests (non-premium)
- No charge for bleeds on full-page ads or double-page spreads

2012 Closing & issuance dates

January+February

Space Reservation Deadline: 10/7

Artwork Deadline: 10/14

Issuance Date: 12/20

March+April

Space Reservation Deadline: 12/9

Artwork Deadline: 12/16

Issuance Date: 2/28

May+June

Space Reservation Deadline: 2/3

Artwork Deadline: 2/10

Issuance Date: 4/24

July+August

Space Reservation Deadline: 4/6

Artwork Deadline: 4/13

Issuance Date: 6/19

September+October

Space Reservation Deadline: 6/1

Artwork Deadline: 6/8

Issuance Date: 8/28

November+December

Space Reservation Deadline: 8/3

Artwork Deadline: 8/10

Issuance Date: 10/23

“VegNews’ advertising is as useful as its content. It’s packed with restaurant, product, and mail-order ads for companies that cater to the meat-free.”

—Associated Press



“Consumers trust magazine advertising more than any other media, including radio, television, and the internet.”

—MORI Research