

- TOTAL CIRCULATION: 17,000
- CIRCULATION: SOUTHERN REGION
- SUBSCRIPTION PRICE: \$10 ANNUALLY

AUDIENCE

UPGRADE is geared toward men and women who are enthusiastic about their appearance. They are intelligent; have an affinity for travel and exploration; have the fortitude and capital to take calculated risks; can recognize, appreciate, and enjoy a fine meal; are free from undue bias and prejudice; have an open mind; and seek to be leaders more so than followers. The UPGRADE reader has brilliant, impeccable, style and is a true citizen of the world; displaying comfort in a variety of environments.

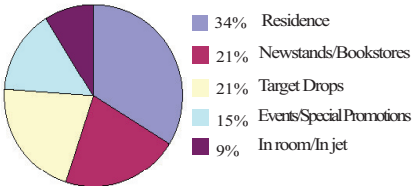
OUR READER IS:

Female: 53% **AGE:** **MEDIAN AGE:**
 Male: 47% 18-45 35

MEDIAN HH: \$43,455
MEDIAN IEI: \$30,235
COLLEGE EDUCATED: 51%
EMPLOYMENT:
 -EMPLOYED: 59%
 -PROFESSIONAL: 36%
HOME OWNERSHIP: 47%

UPGRADE CIRCULATION

Upgrade believes in providing access to a high quality lifestyle. As such, our focus is on quality with the understanding quantity will follow. UPGRADE relies on the strength of the quality of our editorial product to transform the occasional reader or passer-by to a subscriber. Product placement at restaurants, social and cultural events, corporate offices, colleges and universities, bookstores, salons and boutiques has generated significant "buzz" and contributed to a growing system of financial support.



Advertising Rates & Schedule

ISSUANCE AND CLOSING DATES

Issue	Mailing Date	Insertion Order Due	Material Due
February	10-Feb	1-Dec	15-Jan
April	15-Apr	1-Feb	15-Mar
June	13-Jun	1-Apr	15-May
August	15-Aug	1-Jun	15-Jul
October	13-Oct	1-Aug	15-Sep
December	15-Dec	1-Oct	15-Nov

DISPLAY ADVERTISING RATES

FULL COLOR	1X	2X	3X	4X	5X	6X
Cover Option (Inside Front, Inside Back, Back Cover)	\$3,000	\$2,750	\$2,500	\$2,250	\$2,000	\$1,750
Full Page	\$1,500	\$1,405	\$1,350	\$1,200	\$1,000	\$850
Half Page	\$700	\$675	\$622	\$572	\$500	\$425
Side Banner	\$500	\$450	\$389	\$300	\$248	\$200
Bottom Banner	\$350	\$300	\$289	\$240	\$200	\$175
Special Block	\$250	\$200	\$175	\$145	\$105	\$85
Front Cover	\$3500	N/A	N/A	N/A	N/A	N/A

* Prices are per issue (all rates are net)

Advertising Specifications

General Specifications

Magazine Trim Size	8.75" X 5.625"
Printed Page Size	8.5" X 5.5"
Columns Per Page	2
Column Width	2.41"
Column Depth	8"
Colors	Four Colors
Printing	Offset
Paper	80lb text white 80lb self cover
Binding	Saddlestich
Bleed	Allow 1/4"

WEBSITE & NEWSLETTER

As the premier online voice for fashion & lifestyle, upgmagazine.com builds on the dynamic content of UPGRADE, the leading magazine for fashion and lifestyle in the South. The site and newsletter provides its users insider access to original content from a brand they trust.

CORE CONTENT OFFERINGS

Entertainment & Art

The latest in entertainment and newsmaker interviews, industry headlines and photo galleries.

Style & Beauty

Style for a variety of lifestyles and budgets. Hair galleries with product recommendations. Fashion trends from the runways of New York, LA and Paris featuring designers rooted in the South.

Travel & Living

From exquisite food to exotic places we feature the latest in restaurants, vacations and festivals.

DEMOGRAPHICS

30,000 opt-in subscribers

Did you know upgmagazine.com visitors:

Primarily connect to the Internet using high-speed connections at home, work, the library, at school and on mobile devices.

Spend an average of 10 hours per week on the Internet

Shop online—primary Internet activity (71%)

Use the Internet to pay bills online (65%), get travel information (54%) and check weather (57%)

Would recommend upgmagazine.com to a friend (84%)

Rate the site excellent/very good (77%)

Rate the overall quality of the site content excellent/very good (75%)

Rate the frequency of updating content and timeliness of content excellent/very good (66%)

Advertising Rates & Schedule

ISSUANCE AND CLOSING DATES

Issue	Email Date	Insertion Order Due & Material Due
January	05-Jan	15-Dec
February	05-Feb	15-Jan
March	05-Mar	15-Feb
April	05-Apr	15-Mar
May	05-May	15-Apr
June	05-Jun	15-May
July	05-Jul	15-Jun
August	05-Aug	15-Jul
September	05-Sept	15-Aug
October	05-Oct	15-Sept
November	05-Nov	15-Oct
December	05-Dec	15-Nov

DISPLAY ADVERTISING RATES

FULL COLOR	1X	2X	3X	4X	5X	6X(+)
160 x 600 (Banner 1)	\$175	\$160	\$145	\$130	\$115	\$100
392 x 72 (Banner 2)	\$150	\$135	\$120	\$105	\$90	\$75
250 X 250	\$125	\$110	\$95	\$80	\$65	\$50

* Prices is per issue (all rates are net)

* There will be a \$100.00 fee per ad for ads that are built by UPGRADE magazine. UPGRADE is published bi-monthly, 6 times a year. Prepayment or a valid purchase order is required. Checks and or money orders should be made payable to LRY Media Group, LLC.