



THE
SOCIETY
DIARIES

2014 MEDIA KIT

www.thesocietydiaries.com



WE ARE THE SOCIETY DIARIES

The Society Diaries magazine is the premiere, glossy regional publication chronicling the upscale lifestyle of Austin, Dallas, Houston, Laredo, San Antonio and South Texas. We feature sophisticated, fashion-forward lifestyle content that provides an insider's view into the exclusive world of high society and reveals the very best the region has to offer. Covering style, philanthropy, society, design, culture and people, *The Society Diaries* magazine understands the dynamic pulse of Texas and beyond. Utilizing the platforms of print and digital media, *The Society Diaries* captures, portrays and reveals the modern, sophisticated and dynamic region of Austin, Dallas, Houston, Laredo, San Antonio and South Texas.

Through high-profile events and our strategic distribution partners, a captive audience of influential socialites, celebrities, business owners, and trendsetters reads our magazine. *The Society Diaries*, a bi-monthly publication, is the ideal marketing and advertising alliance for top quality brands that wish to connect with a premium consumer audience and their strategic, regional media buy.

AT A GLANCE

PRINT The Society Diaries

ONLINE www.thesocietydiaries.com

PUBLISHER Eduardo Bravo

ASSOCIATE PUBLISHER Rossana Leeper

EDITOR-IN-CHIEF/
CREATIVE DIRECTOR Lance Avery Morgan

PUBLISHED Bi-Monthly, 6X Per Year

KEY MARKETS Austin, Dallas, Houston, Laredo,
San Antonio & South Texas

READERSHIP 50,000

CIRCULATION 12,000

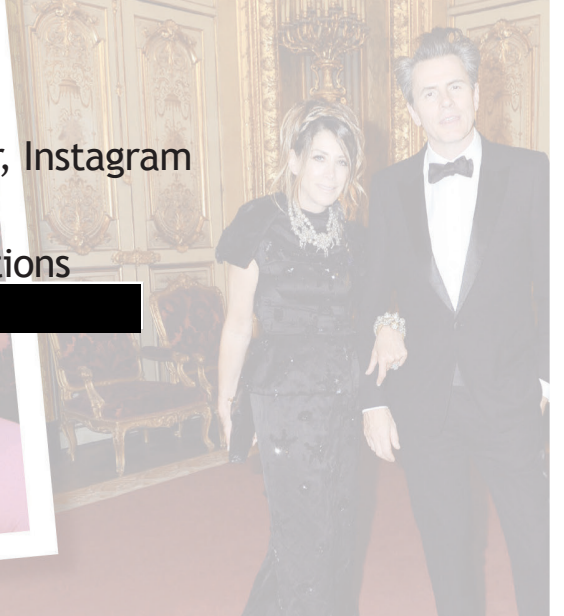
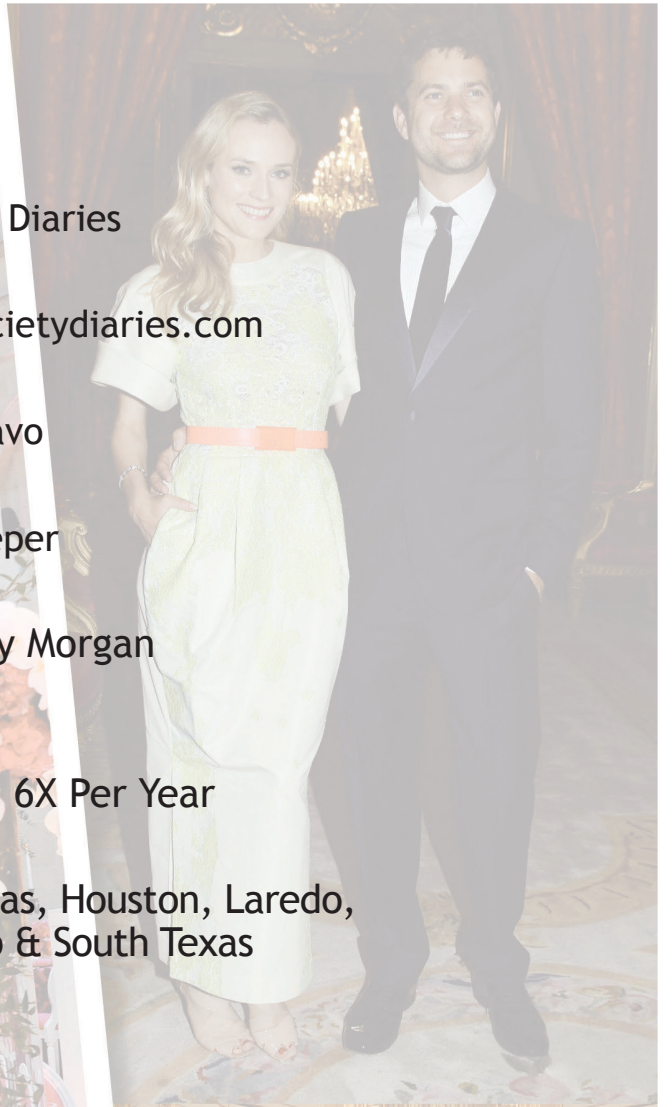
SOCIAL MEDIA Facebook, Twitter, Instagram

CONTACT MMG Communications

SA, TX 78216

O: 210. [REDACTED]

F: 210. [REDACTED]



DISTRIBUTION



Estimated Readership: 50,000

Circulation: 12,000

Online Readers: 50,000 estimated

Rare Opportunity For Strategic Regional Advertising

Strategic in our circulation, we maintain exclusivity by limiting and prequalifying our mail subscribers. In addition, our magazine can be found in curated distribution locations in Austin, Dallas, Houston, Laredo, San Antonio & South Texas, insuring that virtually all magazines are in the right hands.

Direct Mail Distribution

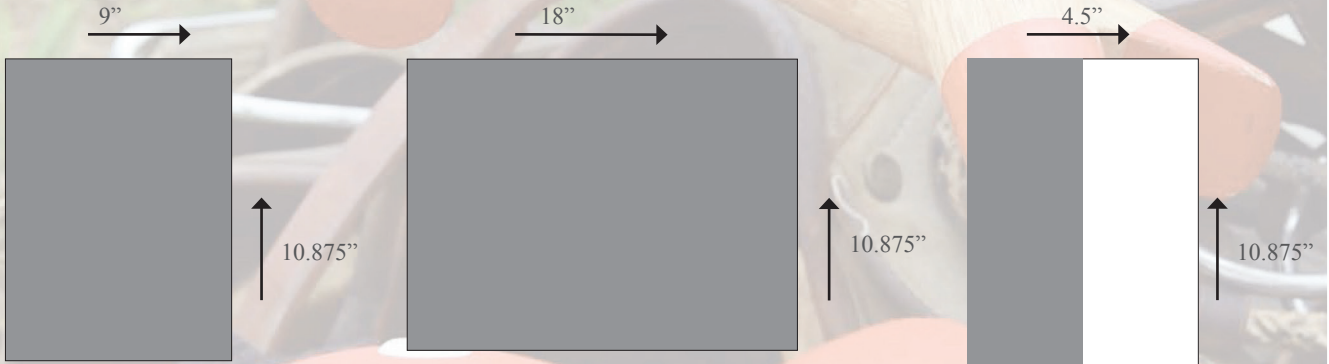
The Society Diaries is direct-mailed to the most affluent readers based on a compilation of curated lists of the best country clubs, city dining clubs and private schools. We also distribute to the significant ranch owners within the South Texas region.



RATES

Premium Placement is an Additional 25% for Inside Front Cover and Inside Back Cover Spreads.

full page -	6x \$2000	3x \$2500	1x \$3000
back cover -	6x \$4000	3x \$4500	1x \$5000
two page spread -	6x \$3500	3x \$4000	1x \$4500
half page, vertical -	6x \$1000	3x \$1250	1x \$1500



Full Page & Back Cover Ad
Live Area: 9 x 10.875
Bleed Size: 9.5 x 11.375

Two Page Spread Ad
Live Area: 18 x 10.875
Bleed Size: 18.5 x 11.375

Half Page Ad
Live Area: 4.5 x 10.875
Bleed Size: 5 x 11.375

CONTACT

San Antonio
Rossana Leeper
phone: 210. [REDACTED]

Austin
Rick Rondeau
phone: 512. [REDACTED]

EDITORIAL CALENDAR

JAN/FEB

Winter Style, Iconic Stylesetters, Special Wedding Section

Art Work Due: 12/10 Release Date: 1/1

MARCH/APRIL

Spring Glamour, Int'l Travel, Fashion, Parties, Culture

Art Work Due: 2/10 Release Date: 3/1

MAY/JUNE

Summer Chic, Int'l Travel, Fashion, Culture, Parties

Art Work Due: 4/10 Release Date: 5/1

JULY/AUG

Sunny Style, Warm Weather Luxe, Special Wedding Section

Art Work Due: 6/10 Release Date: 7/1

SEPT/OCT

Fall Fashion, Design Trends, Best of the Region, Parties, Culture

Art Work Due: 8/10 Release Date: 10/1

NOV/DEC

Autumn Elegance, Entertaining, Parties, Culture

Art Work Due: 10/10 Release Date: 11/1

AD SPECIFICATIONS



Characteristics

Active Area: 9 x 10.875
Bleed Size: 9.5 x 11.375
Paper: 8 pt COVER SM House #3 Premium Gloss - cover
60 lb. text SM House #3 Premium Gloss - inside
Color: 4/4, Matte UV coating on cover
Binding: Perfect Bound

Ad Requirements

All Ads must have a .25" bleed on all sides.

Full Page & Back Cover Ad

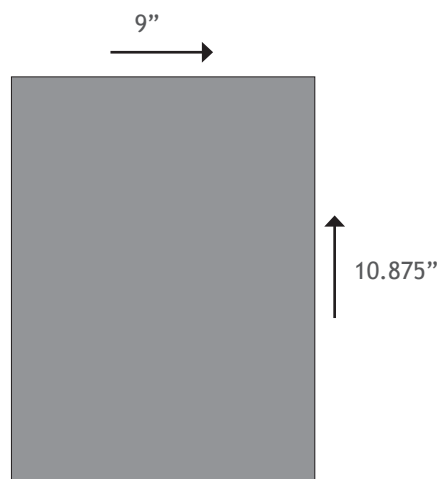
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Live Area: 4.5 x 10.875
Bleed Size: 5 x 11.375



Press Ready PDF

Ad artwork must be flattened (no layers) in tiff, jpeg or PDF format. Please note that if you are sending a PDF, it must be in CMYK format with bleeds pulled and fonts must be embedded or saved as outlines. Crop marks are ok but not required. Resolution must be 300 dpi. All art must be in CMYK format.

We accept two delivery methods:

1. E-mail

- Send complete artwork via email: [REDACTED]
- Please compress any files over 10 MB

Or send artwork using a different method like

2. dropbox.com

- Follow the simple instructions at www.dropbox.com

TARGET AUDIENCE

The Society Diaries magazine appeals to an upscale audience with an affinity for the very best that life has to offer. The publication enjoys placement in a number of leading hotels, resorts and spas as well as high visibility placements in luxury boutiques, wealth management offices, real estate offices, salons and other distribution points that receive high traffic from our targeted audience.

AGE OF READERS	47% (25-40) 53% (41-60)
FEMALE	67%
MALE	33%
HHI	\$150,000-\$225,000 (69%) \$225,000+ (18%)
COLLEGE GRADUATE	72%
POST GRADUATE	68%
AVERAGE READERS PER COPY	5.0
TOTAL READERSHIP	50,000
SUBSCRIPTION	\$19.99 / Full Year
KEY MARKETS	Austin Dallas Houston Laredo San Antonio South Texas

AUSTIN

Neiman Marcus/The Domain	Roger Beasley Porsche
BMW of Austin	The Garden Room
W Hotel/Residences	Jonathan Adler
Central Market	Russell Collection Fine Art
John Eagle Rolls Royce/Bentley	Ferrari of Austin
Copeland's Jewelry	Mecca Spa
The Blanton Museum	Luxe Apothetique
Whit Hanks Antiques	Arthouse
By George	Audrey Kelly
Wally Workman Gallery	Jack Ryan Jewelry
Hotel Ella	Arhaus
Urbanspace Interiors	Milago
Kendra Scott	Jose Luis Salon
Four Seasons Residences	The Menagerie
Second Street District	Valentines Too
Whole Foods	Land Rover/Jaguar
	Julian Gold

HOUSTON

Uptown Park	Deutsch & Deutsch Jewelry
Zadok's	Festari Clothiers
Madison Lily Rugs	Granduca Hotel
IW Marks	Hermès
Houston Motor Club	Hotel ZaZa
Houston Polo Club	Kai Spa
Royal Oaks Shopping Center	Kuhl-Linscomb
Sloan Hall	Neiman Marcus
Bentley Houston	Roche Bobois
Ligne Roset	Sakowitz Furs
Momentum Porsche	Saks Fifth Avenue
Rice Village	Sorella Hotel
The Galleria	St. Regis Hotel
A'Bientot	Tootsies
J. McLaughlin	Vanity Lounge
Arhaus Furniture	

DALLAS

Museum Tower	Galleria Dallas
Neiman Marcus	Smink
Hotel ZaZa	Samuel Lynne Galleries
Highland Park Village	Dallas Design District
Stanley Korshak	Avant Garden
W Dallas Victory	The Bohlin Co.
Roche Bobois	Snider Plaza
Magnolia Hotel	Nest
Matthew Trent	Kendra Scott
Ritz Carlton Residences	J. McLaughlin
Tootsies	Northpark Center
Mansion on Turtle Creek	Bishop Arts District
Bachendorf's	The Azure
Ligne Roset	Madison
Forty Five Ten	Q Custom Clothier
Aston Martin of Dallas	Billy Reid
Cowboy Cool	

SAN ANTONIO

Neiman Marcus	Vineyard
Saks Fifth Avenue	South Texas Money Management
Jetlinx	Porsche of San Antonio
Flightime Business Jets	San Antonio Museum of Art
Art Pace	Witte Museum
Tiffany & Co.	McNay Museum
Tory Burch	Sloan Hall
Omega	Frost Bank
Hotel Valencia	Ballet Conservatory of South Texas
Julian Gold	Greenfield's Market
Central Market	
Whole Foods at The	

LAREDO

Powell Watson Motors	Laredo Art Center
Polly Adams	Laredo CVB
La Reserva Bar & Grill	WBCA
Laredo Country Club	IBC Bank
Deutsch & Deutsch Fine Jewelry	Joe Brand
Falcon International Bank	Laredo Medical Center
	La Posada Hotel

ADVERTISING CONTRACT

The terms and conditions set forth in this advertising contract shall govern the relationship between *The Society Diaries* and the advertiser and agency. Unless expressly agreed to in writing by *The Society Diaries*, no other terms or conditions appearing in contracts, orders, insertion instructions or otherwise will be binding on *The Society Diaries*. Except as otherwise noted, these terms and conditions will apply to advertising appearing in both *The Society Diaries Magazine / M.M.G.* Communications and on its affiliated website, www.thesocietydiaries.com.

All advertisements are accepted and published by *The Society Diaries* entirely on the representation that the agency or advertiser is duly authorized to publish the entire contents and subject matter and shall be jointly and severally responsible for payment thereof. In consideration of the publication of advertisements, the advertiser and agency, jointly and severally, will indemnify and save harmless *The Society Diaries* and its officers and employees, from any loss, liability, or expense (including reasonable attorney's fees) incurred as a result of any claim, proceeding or suit for libel, violation of the right of privacy of publicity, plagiarism, copyright or trademark infringement and any other claim, proceeding or suit based on the contents or subject matter such advertisements.

The Society Diaries reserves the right to reject or cancel any advertising for any reason at any time, based on our magazine's creative standards. Prepayment may be required prior to acceptance of an advertisement for publication. Acceptance of an advertisement for publication in the magazine does not guarantee that it will be published in issues circulated in foreign countries and/or in any particular state. In consideration of *The Society Diaries* reviewing for acceptance, or acceptance, of any advertising for publication, the agency and/or advertiser agree not to make any promotional or merchandising reference to *The Society Diaries* in any way without the prior written consent of *The Society Diaries* in each instance.

The liability of *The Society Diaries* for any act, error, or omission for which it may be held legally responsible shall not exceed the cost of the space ordered or occupied by the error. *The Society Diaries / M.M.G.* Communications will not, in any event, be liable for any consequential or special damages, including, but not limited to, lost income or profits. *The Society Diaries* specifically assumes no responsibility for errors in key numbers. *The Society Diaries* or its affiliates shall not be subject to any liability whatsoever for any failure to print, publish or circulate any issue or issues, or parts thereof, or to make available the websites, or otherwise fulfill an order, occasioned because of accidents, fires, strikes, work stoppages, system outages or other circumstances beyond *The Society Diaries*' control. Unintentional or inadvertent failure of *The Society Diaries* to print, publish or circulate, make available or fulfill advertising shall not operate as a breach of this advertising contract.

All restrictions in the placement of advertising, including but not limited to, positioning, separations, facings, editorial adjacencies or other stipulations, are at the sole discretion of *The Society Diaries*. With respect to the magazine, fixed page position orders are negotiable. With respect to the magazine, insertions made within 12 months from the date of the first insertion under the earliest applicable contract by affiliates, subsidiaries or co-owned companies may be counted together with those of the affiliate, parent company or co-owner for the purpose of determining discounts.

Cancellation of any portion of an advertising contract on behalf of the advertiser automatically nullifies any rate and/or position protection for the remainder. If a space discount has been deducted in paying for prior insertions on a canceled contract, the advertiser and/or agency shall reimburse *The Society Diaries* for any difference between the rate paid and the rate earned. Credits that are unused within 12 months of incurrence shall be forfeited.

For the purpose of this advertising contract, "publication" shall mean any use, reproduction, display or transmission of any advertisement in any media now existing or hereafter developed. By placing advertising with *The Society Diaries / M.M.G.* Communications, advertiser and agency agree to be bound by the terms of this advertising contract. This advertising contract shall be governed by and construed in accordance with the substantive laws of the state of Texas. Any civil action or proceeding arising out of or related to this advertising contract shall be brought in the courts of record of the state of Texas. Advertiser and agency consent to the jurisdiction of such courts and waive any objection to the laying of venue of any such civil action or proceeding in such courts.