

# THE SOCIETY

DIARIES

TEXAS



Media Kit  
2016

[www.thesocietydiaries.com](http://www.thesocietydiaries.com)



# 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 bimonthly 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.



# The Editorial

*“We are deeply committed to covering  
the very best Texas has to offer.”*

*- Lance Avery Morgan, Editor in Chief*

## 2016 Editorial Calendar

### **JAN/FEB**

Winter Style, Iconic Texas Culture

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

### **MARCH/APRIL**

Spring Glamour

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

### **MAY/JUNE**

Summer Chic, International Travel

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

### **JULY/AUG**

Warm Weather Luxe

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

### **SEPT/OCT**

Fall Fashion, Design Trends

Art Work Due: 8/10 • Release Date: 9/1

### **NOV/DEC**

Autumn Elegance, Entertaining

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

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THE  
SOCIETY  
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# The Reader

Female	<b>67%</b>
Male	<b>33%</b>
Age	<b>47% (25-40) 53% (41-60)</b>
Median HHI	<b>\$150,000-\$225,000 (69%) \$225,000+ (18%)</b>
College Graduate	<b>92%</b>
Post Graduate	<b>68%</b>
Readers Per Copy	<b>4.5</b>
Total Readership (Print and Digital)	<b>114,000</b>
Key Markets	<b>Austin, Dallas/Ft. Worth, Houston Laredo, San Antonio, South Texas</b>
Suscription	<b>\$14.99/Full Year</b>



Save Venice Ball, Italy, 2015

# Circulation

## Digital & Print

The Society Diaries is published 6x a year with a loyal, affluent combined readership of 114,000 per issue.

Print Circulation:	<b>14,000</b>
Print Readership:	<b>50,000</b>
Digital Readership:	<b>50,000</b>
Total Readership: (Print and Digital)	<b>114,000</b>
Avg. Readers Per Copy:	<b>4.5</b>



## Distribution

### 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

*The Society Diaries* is published 6x per year. Rates are per issue and net.

General Rates	6x	3x	1x
Two Page Spread:	<b>\$4000</b>	<b>\$4500</b>	<b>\$5000</b>
Full Page:	<b>\$2250</b>	<b>\$2500</b>	<b>\$3000</b>
Half Page (Vertical):	<b>\$1250</b>	<b>\$1500</b>	<b>\$1750</b>
Cover Rates	6x	3x	1x
Inside Front Cover Spread:	<b>\$3750</b>	<b>\$4250</b>	<b>\$4750</b>
Inside Back Cover:	<b>\$2500</b>	<b>\$3000</b>	<b>\$3500</b>
Back Cover:	<b>\$4000</b>	<b>\$4500</b>	<b>\$5000</b>
Digital Ads	6x	3x	1x
Horizontal Banner (980w x 122h)	<b>\$750</b>	<b>\$1000</b>	<b>\$1250</b>
Square (248w x 300h)	<b>\$450</b>	<b>\$600</b>	<b>\$850</b>

# Contact

Rossana Leeper

**Assoc. Publisher and Director of Adv. Sales**

Phone: 210- [REDACTED]

Email: [REDACTED]

Emily Vaughn

Phone: 512- [REDACTED]

Email: [REDACTED]

# Ad Specs

## Characteristics

Trim Size: 9 x 10.875  
Bleed Size: 9.5 x 11.375  
Paper (Cover): 8 pt COVER SM House #3  
Premium Gloss w/Matte UV coating  
Paper (Inside): 60 lb. text SM House #3 Premium Gloss  
Color: 4/4  
Binding: Perfect Bound

## Ad Requirements

Sizes: See diagrams to the right  
Bleeds: All ads must have a .25" bleed on all sides  
Format: Press ready PDF preferred  
Colors: CMYK  
Resolution: 300 DPI  
Fonts: Embedded or saved as outlines

Ad artwork must be flattened (no layers) in tiff, jpeg or PDF format. Crop marks are not required.

## We accept two delivery methods:

### E-mail

Send complete artwork via email to:



Maximum file size via email: 10MB. If file size is larger than 10MB send via DropBox as noted below.

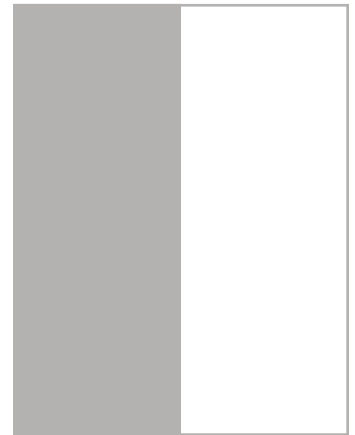
### Drop Box

Follow the simple instructions at [www.dropbox.com](http://www.dropbox.com) and send Drop Box link to



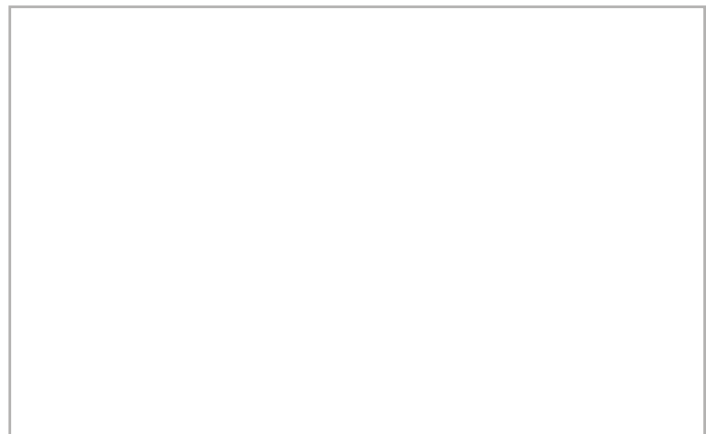
### Full Page and Back Covers

Ad Size: 9 x 10.875\*  
Bleed Size: 9.5 x 11.375



### Half Page Vertical

Ad Size: 4.5 x 10.875\*  
Bleed Size: 5 x 11.375



### Spread and Inside Front Spreads

Ad Size: 18 x 10.875\*  
Bleed Size: 18.5 x 11.375

\*Recommended Margin: .25"

# Austin

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

# Houston

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

# Dallas

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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

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Neiman Marcus	South Texas Money
Saks Fith Avenue	Management
Jetlinx	Porsche of San Antonio
Flighttime 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
Julian Gold	Texas
Central Market	Greenfield's Market
Whole Foods at The Vineyard	

# Laredo

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



# 2016 Magazine Insertion Order

THE SOCIETY DIARIES

Client: \_\_\_\_\_  
Agency: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Fax: \_\_\_\_\_

Insertion (check all that apply):

### Size

Spread  Full page  1/2 page vertical

Issue  Back cover

Jan/Feb·Events  Mar/April·Spring  May/June·Summer

July/August·Travel  Sep/Oct·Fall  Nov/Dec·Holidays

Design Fee \$ \_\_\_\_\_  
Price, per insertion \$ \_\_\_\_\_  
Total: \$ \_\_\_\_\_

(Make checks payable to MMG Communications)

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

Ad Rep. Signature \_\_\_\_\_ Date \_\_\_\_\_

Please fax completed insertion order to *The Society Diaries*. 210. [REDACTED] Attn: MMG Communications, Inc. Sales.  
The signature above confirms receipt and understanding of advertising contract.

Rossana Leeper  
Phone: 210. [REDACTED]  
mail: [REDACTED]

Emily Vaughn  
Phone: 512. [REDACTED]  
mail: [REDACTED]

[REDACTED]  
San Antonio, Texas, 78216  
Phone 210. [REDACTED]  
Fax: 210. [REDACTED]

Credit Card Number \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Security Code \_\_\_\_\_  
Billing Address \_\_\_\_\_

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# 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](http://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.