

# THE SOCIETY DIARIES



Media Kit  
2018

[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, 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 dynamic platforms of both print and digital media, *The Society Diaries* captures, portrays and reveals our modern, sophisticated and dynamic region.

Through high profile events and our strategic distribution partners, a captive audience of influential socialites, celebrities, business owners, and trendsetters read our magazine. *The Society Diaries*, a bimonthly publication with daily digital content, 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

## 2018 Editorial Calendar

### JAN/FEB

#### Winter's Cool Style

Art Work Due: 12/10 · Release Date 11

### MAR/APR

#### Spring's Fresh Glamour

Art Work Due: 2/10 · Release Date 3/1

### MAY/JUN

#### Summer's New Chic

Art Work Due: 4/10 · Release Date 5/1

### JUL/AUG

#### Warm Weather's Luxe

Art Work Due: 6/10 · Release Date 7/1

### SEPT/OCT

#### Fall's Fashion Unleashed

Art Work Due: 8/10 · Release Date 9/1

### NOV/DEC

#### Autumn's Stylish Elegance

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



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THE  
SOCIETY  
DIARIES

# 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>115,000</b>
Key Markets	<b>Austin, Dallas/Fort Worth, Houston, San Antonio &amp; South Texas</b>
Subscription	<b>\$14.99/Full Year</b>



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# Circulation

## Digital & Print

*The Society Diaries* is published 6x a year with a loyal, affluent combined readership of 115,000 per issue.

Print Circulation:	<b>15,000</b>
Print Readership:	<b>50,000</b>
Digital Readership:	<b>50,000</b>
Total Readership:	<b>115,000</b>
(Print and Digital)	
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>

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## Contact

Rossana Leeper

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

Phone: 210. [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

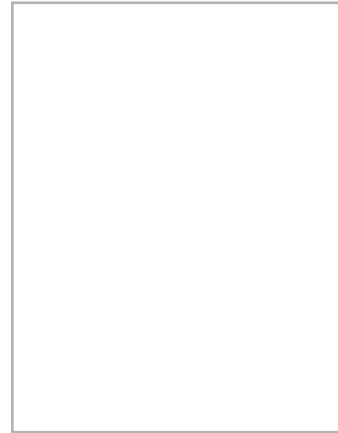
Send complete artwork via email to:



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

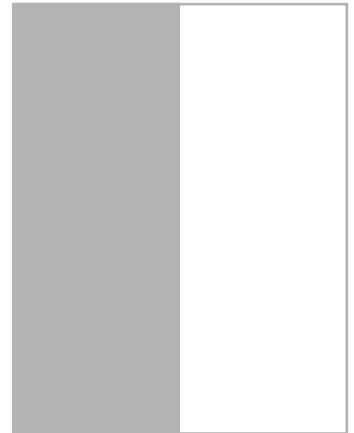
### Drop Box

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



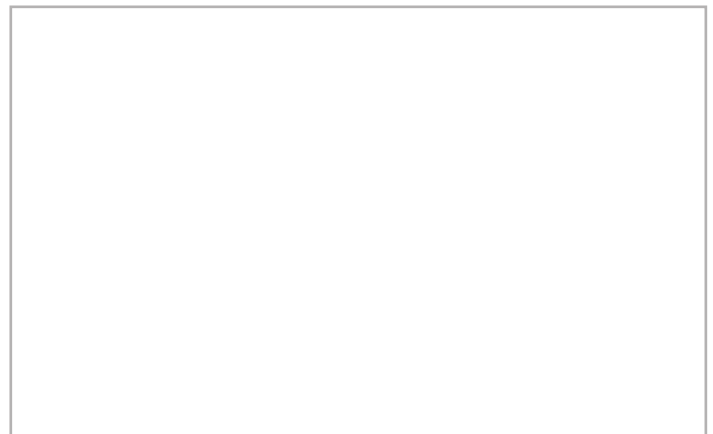
### Full Page and Back Covers

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  
Late European  
W Hotel/Residences  
Central Market  
BMW de Austin/Bentley  
Copeland's Jewelry  
The Blanton Museum  
Whit Hanks Antiques  
By George  
Wally Workman Gallery  
Hotel Ella  
Urbanspace Interiors  
Kendra Scott  
Four Seasons Residences  
Second Street District  
Whole Foods  
Roger Beasely Porsche

The Garden Room  
Jonathan Adler  
Russell Collection Fine Art  
Ferrari of Austin  
Mecca Spa  
Luxe Apothetique  
Arthouse  
Audrey Kelly  
Jack Ryan Jewelry  
Arhaus  
Milago  
Jose Luis Salon  
The Menagerie  
Valentines Too  
Land Rover / Jaguar  
Julian Gold

# Dallas

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Dallas Museum Tower  
Neiman Marcus  
Hotel ZaZa  
Highland Park Village  
Stanley Korshak  
W Dallas Victory  
Roche bobois  
Magnolia Hotel  
Matthew Trent  
Ritz Carlton Residences  
Tootsies  
Mansion on Turtle Creek  
Bachendorf's  
Ligne Roset  
Forty Five Ten  
Aston Martin of Dallas

Galleria Dallas  
Smink  
Samuel Lynne galleries  
Dallas Design District  
Avant Garden  
The Bohlin Co.  
Snider Plaza  
Nest  
Cowboy Cool  
J. McLaughlin  
Northpark Center  
Bishop Arts District  
The Azure  
Madison  
Q Custom Clothier Billy  
Reid

# Houston

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Uptown Park  
Zadok's  
Madison Lily Rugs  
IW Marks  
Houston Motor Club  
Houston Polo Club  
Royal Oaks Shopping Center  
Sloan Hall  
Bentley Houston  
Ligne Roset  
Momentum Porsche  
Rice Village  
The Galleria  
A'Bientot  
J. Mc Laughlin  
Arhaus Furniture

Deutsch &  
Deutsch Jewelry  
Festari Clothiers  
Granduca Hotel  
Hermès  
Hotel ZaZa  
Kai Spa  
Kuhl-Linscomb  
Neiman Marcus  
Roche Bobois  
Sakowitz Furs  
Saks Fifth Avenue  
Sorella Hotel St.  
Regis Hotel  
Tootsies  
Fabergé

# San Antonio

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Neiman Marcus  
Saks Fifth Avenue Jetlinx  
Flighttime Business Jets Art  
Pace  
Tiffany & Co.  
Tory Burch  
Omega  
Hotel Valencia  
Julian Gold  
Central Market  
Whole Foods at the Quarry  
and Vineyard South Texas  
Money Mngt.  
Porsche of San Antonio  
San Antonio Museum of Art

Witte Museum  
McNay Museum  
Sloan Hall  
Frost Bank  
Cadillac  
Hotel Emma  
The Shops at The Pearl  
St. Anthony Hotel  
Phyllis Browning Company  
Kuper Sothebys Realty Elaine  
Turner  
Bird Bakery  
Ferrari  
Meadow Boutique

# South Texas

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Powell Watson Motors  
Polly Adams  
La Reserva Bar & grill  
Laredo Country Club  
Deutsch & Deutsch  
Fine Jewelry Falcon  
International Bank

Laredo Art Center  
Laredo CVB  
WBCA  
IBC Bank  
Joe Brand  
Laredo Medical Center  
La Posada Hotel



THE SOCIETY DIARIES  
Insertion order 2018

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

Insertion (Check all that apply)

Size	Issue	
<input type="checkbox"/> Full Page	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr
<input type="checkbox"/> 2-Page Spread	<input type="checkbox"/> May/ June	<input type="checkbox"/> Jul/ Aug
<input type="checkbox"/> 1/2 Page Spread	<input type="checkbox"/> Sept/Oct	<input type="checkbox"/> Nov/Dic
<input type="checkbox"/> Back Cover		

Pay by Check                      \*Make Checks payable to MMG Communications  
 Pay by Credit Card

Name as appears on Card: \_\_\_\_\_  
Credit Card number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Security Code: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
TOTAL: \$ \_\_\_\_\_  
Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Ad Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please fax completed insertion order to The Society Diaries – 210- [REDACTED] Attn: MMG Communications, Inc Sales.

***Make check payable to MMG Communications, Inc.***

Rossana Leeper phone: (210) [REDACTED] email: [REDACTED]  
Address: [REDACTED], San Antonio, Texas 78216 Phone (210) [REDACTED] Fax (210) [REDACTED]

# 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.