

"We are Everywhere so you can be Everywhere!"

Advertise
with the
BEST
Don't settle
for less

absolutely! Magazines are unique among community magazines! Contemporary, eye-popping design brings extensive local editorial to life. The outcome is readership loyalty and advertising results.

absolutely!
MEMORIAL
COMMUNITY MAGAZINE

www.absolutelymemorial.com

absolutely!
KATY
COMMUNITY MAGAZINE

www.absolutelykaty.com

Published by **absolutely! focus media**

4655 TECHNIPLX DR. | SUITE 400 | STAFFORD, TX 77477 | P 281.690.4242 | F 281.690.4255

+6

VALUABLE
REASONS TO
ADVERTISE WITH

absolutely!
MEMORIAL
COMMUNITY MAGAZINE

absolutely!
K A T Y
COMMUNITY MAGAZINE

1

Magazines Sell: Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI.

2

Impact: Strong consumer experiences with magazines boost magazine advertising impact.

Longevity: Consumers refer to magazines multiple times – even saving them, giving advertisers the opportunity for added exposures.

3

4

Magazines Engage: Ninety percent of magazine readers pay full and complete attention when reading magazines. Magazine readers demonstrate the lowest level of multitasking when compared with multitasking rates for other media.

5

Connections: Magazine ad content makes consumers laugh, cry, think, desire, ponder, smile, and more. In short, magazine ads make people react and connect with advertisers' brands.

6

Contemporary, eye-popping design brings extensive local editorial to life. The outcome is **readership loyalty** and advertising results.

- ▶ Not only do we offer insightful, intelligent, and sometimes humorous articles about our community, we also cover a broad range of topics in every issue from business to the arts. We ensure advertisers a high level of readership and the opportunity to customize an ad for their target audience.

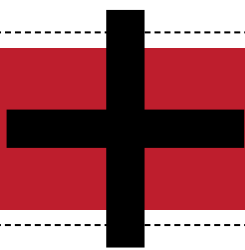
VALUE-ADDED BENEFITS OF ADVERTISING WITH



We **LOVE** our advertisers and want to go the extra mile to give them the most ROI for their advertising dollar.

The following benefits are FREE to annual advertisers under contract, with any of our magazines.

- ▶ **Ad design.**
- ▶ **Social networking through Facebook and e-mail blasts.**
- ▶ **Link to your business website on our website.**



VIDEO TECHNOLOGY

▶ **We are Your connection to the World Wide Web**

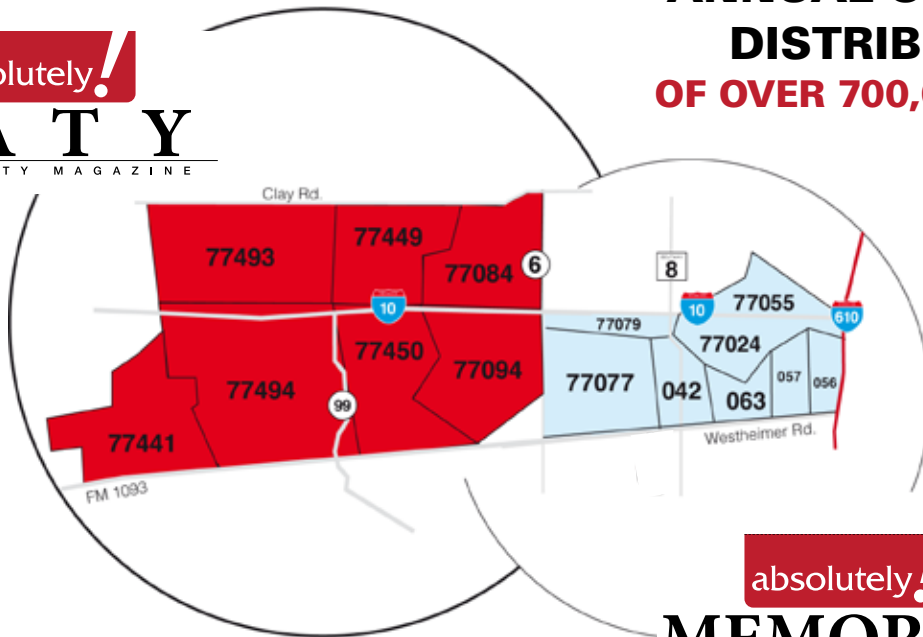
A bar code can be added to the bottom of your ad that is scanned with any smart phone that redirects you to a commercial, a website, a you-tube video, coupon, etc.



Scan QR code to
launch website.

THE PREMIER PUBLICATION REACHING AFFLUENT SINGLE-FAMILY HOUSEHOLDS
DIRECT-MAILED TO HOMES IN THE FOLLOWING ZIP CODES:

Pop: 200,000+
Avg. household
income: \$99K



**ANNUAL COMBINED
DISTRIBUTION OF
OF OVER 700,000 COPIES**



Pop: 200,000+
Avg. household
income: \$100K

Circulation and Distribution

Our goal is to help you market your business and minimize your costs. We use every resource possible to help you gain exposure to current and future residents. Our publications have a monthly circulation of 60,000, with an annual circulation of over 700,000 copies!

Our combined distribution strategy gives our advertisers the widest scope of readers.

1

DIRECT MAIL

Saturation mail deliver to high-value homes.

3

RACKS

Available for pick-up to those that do not receive the magazine in their home

2

LOBBY COPIES

For multiple-reads throughout business offices and other waiting areas.

4

FREE SUBSCRIPTION

Readers opt-in for mail box delivery every month.

Lobby copies are distributed to businesses with waiting areas such as doctors, dentists, salons, automotive services, and restaurants. The Chambers of Commerce, banks, realtors, and builders are continually supplied with copies for current and future residents.

JANUARY 2012

Rejuvenation/Wellness • Weddings
Private Schools & After School Activities

FEBRUARY 2012

Special Valentine's Gift Section

MARCH 2012

Home Is Where The Heart Is
(Real Estate • Home Builders/Developers
Insurance • Home Improvements • Backyard
Financial Institutions/Banks)

APRIL 2012

A to Z Summer Guide
Financial Focus

MAY 2012

Mother's Day Gift Guide
Senior Living

JUNE 2012

Father's Day Gift Guide • Weddings
Car Care for Summer Travels

2012

JULY 2012

Private Schools & After School Activities
Pampered Pets

AUGUST 2012

Back to School
Medical Focus

SEPTEMBER 2012

Women In Business
Home Is Where The Heart Is

OCTOBER 2012

Breast Cancer Awareness

NOVEMBER 2012

12 Days of Christmas • Gift Guide
Holiday Entertaining & Dining

DECEMBER 2012

Gift Guide • Private Schools & After School
Activities • Man of the Year • Churches

YEAR IN

PLAN YOUR MEDIA
SCHEDULE TODAY!

absolutely! Magazines
is the place to be seen.
Designed with the readers
in mind, each quality issue
stands out as an attractive,
sophisticated medium.

YEAR OUT

absolutely! CALENDAR

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2012 RATES AND SIZES

absolutely!

MEMORIAL

COMMUNITY MAGAZINE

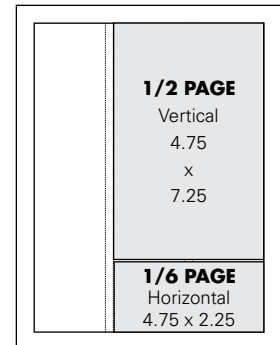
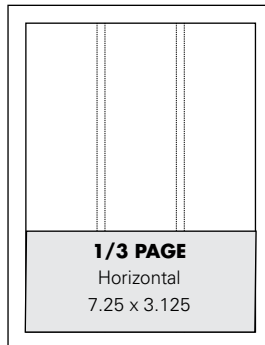
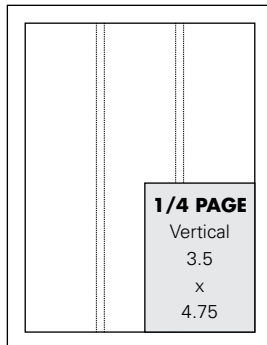
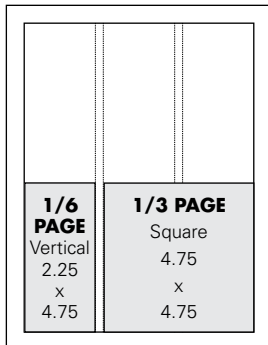
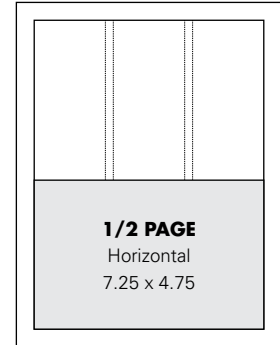
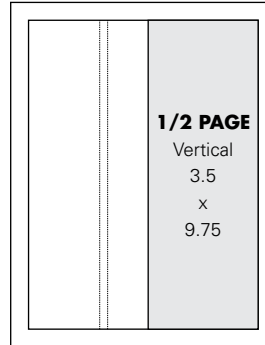
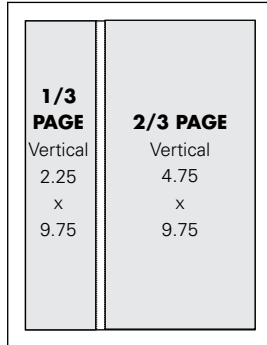
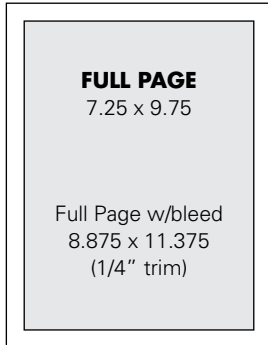
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KATY

COMMUNITY MAGAZINE

www.absolutelykaty.com



AD RATES PER PUBLICATION/ISSUE
ABSOLUTELY MEMORIAL OR KATY (30M PER PUBLICATION)

PAGE SIZES	1x	3x	6x	12x
Full page	2,400	2,270	2,150	1,940
2/3 page	1,595	1,500	1,440	1,290
1/2 page	1,315	1,250	1,185	1,070
1/3 page	875	830	790	710
1/4 page	655	600	590	530
1/6 page	485	450	420	395
Back cover	4,000	3,800	3,600	3,250
Inside front cover	4,000	3,800	3,600	3,250
Inside back cover	3,600	3,400	3,200	2,900
pages 1 to 5	3,500	3,100	2,800	2,500

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