

PAPER

★ LEADING THE LEADERS ★

"Pre-VOGUE." - Issac Mizrahi

"The Hippest Magazine on earth!" - Los Angeles Times

"Rarely have trends arrived without first being snagged in PAPER's downtown dragnet." - Vanity Fair

"The magazine has served as a pop-culture incubator, documenting the fashion, music, and art born from surfing, skateboarding, hip-hop, and gay life." - The New Yorker

"The magazine has become a movement... at the leading edge of fashion, music, cool and hip." - Kevin Roberts, CEO Saatchi & Saatchi Worldwide

OVERVIEW: PAPER's mission is to "lead the leader's," explore pop culture just beyond the scope of the mainstream and thereby illustrate for our readers the groundbreaking ideas that will influence the trends of tomorrow. PAPER is an indispensable style guide, cultural reference, and source of entertainment for a highly influential audience.

BUSINESS PORTFOLIO: 24 years in business makes PAPER one of the most credible, authentic and organic brands in the style-leader/indie-pop-culture category!

PAPER Magazine (est. 1984)

Total Monthly Readership: 600,000
Guaranteed Distribution: 125,000
Paid Circulation: 115,000
Ratebase: 90,000
Top Markets: NYC (38%) • LA (28%)
SF (12%) • Chi (8%) • Mia (5%)

EXTRA! EXTRA! (est. 2002)

Consulting, Strategy and Marketing Services Division
Offering: Creative marketing, event production, retail expertise, custom publishing
Clients: Target, W Hotels, Coca-Cola, Bartles & James

PAPERMAG.COM (est. 1994)

1.3 million unique visitors per month
70% original content updated daily
40% duplication with readership
Webby Award Winner - Best Fashion Site

PAPER TV (est. 2007)

Behind the scenes interviews, viral videos, shared content, sponsored editorial.

REASONS TO PARTNER WITH PAPER:

- Gain Authenticity & Credibility in Style-Leader Category
- Organic Growth in Circulation = No Waste!
- Access to Creative Ideas & Powerful Network

YOUNG & AFFLUENT

Age 21-54: 90.7%
M/F: 54%/46%
Median Age: 28
Median HHI: \$131K
94% College Educated

SOCIALLY ACTIVE & HIGHLY INFLUENTIAL

96% dine-out 3-4X per week
72% attend concerts 1X per week
70% attend museums 1X per week
86% directly influence others in where to go, what to buy
76% say their decisions are directly influenced by PAPER