



PAPER

2012

PAPER

LEADING
★ THE
LEADERS

PAPER'S MISSION...

is to "lead the leaders." We aim to introduce our readers to the groundbreaking people and ideas that will influence the trends of tomorrow. PAPER is an indispensable style guide, cultural reference and entertainment source for our highly influential audience.

PAPER PUBLISHING:

More than **27 years** in business makes PAPER one of the most credible, authentic and organic brands in the style-leader/indie pop-culture category.



AUDIENCE

YOUNG & AFFLUENT

Age 21-54: 90.7%

M/F: 54%/46%

Median Age: 28

Median HHI: \$131K

College Educated: 94%

SOCIALLY ACTIVE & 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 and what to buy

INFLUENCE

PAPER Magazine (est. 1984)

Total Monthly Readership: 650,000

Readers Per Issue: 4.25

Guaranteed Distribution: 155,000

Paid Circulation: 125,000

Non-Paid Circulation: 30,000

Ratebase: 105,000

Top Markets: NYC (37%), LA (32%),

SF (13%), CHI (8%), MIA (6%), Others (4%)

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

BUZZETERIA

30,000,000 Monthly Page Views

5,000,000 Monthly Unique Visitors

5 Million+ Hyper-Engaged, Stylish, educated & highly influential consumers

Dual Male/Female

HHI \$100,000

2012

"Pre-VOGUE." -**Isaac Mizrahi**

"The Hippest Magazine on earth!" -**LA 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 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**



PARTNER
★ WITH
PAPER

PAPER PUBLISHING



PAPER MAGAZINE

- 27 years of independent publishing
- Custom content
- Affluent: Median HHI=\$131K
- National distribution in top 10 markets
- Wide influence on cultural & trends
- Credible, authentic, highly recognized and award winning



PAPERMAG.COM

- 17 years strong
- Highly trafficked millions of readers each month
- More than banners
- PAPER TV original videos
- Up-to-the minute blog posts
- Exclusive feature stories

BUZZETERIA

- Online advertising network
- 30 million impressions
- Hand picked influencer websites such as: giantstep.com and inhabitat.com

EXTRAEXTRA

- Event marketing
- Business-to-business solutions
- Influencer network & seeding
- Artist & designer collaborations
- Custom content & social networking
- Ad creation & branding
- Trend forecasting
- Focus groups & brand studies
- Public relations, press events, & pop-up experiences

2012



EDITORIAL ★ CALENDAR

2012

PAPER



	SPACE RESERVATION	MATERIAL CLOSE	ON STANDS NYC
SPRING Spring Fashion Issue	JAN 16	JAN 23	FEB 20
APRIL Beautiful People Issue	FEB 20	FEB 27	MAR 26
MAY Social Networking Issue	MAR 26	APR 2	APRIL 30
SUMMER Music/Action Culture Issue	MAY 14	MAY 21	JUN 18
SEPTEMBER Fall Fashion Issue	JULY 23	JULY 30	AUG 27
OCTOBER Nightlife Issue	AUG 27	SEPT 4	OCT 1
NOVEMBER Art Issue	OCT 1	OCT 8	NOV 5
WINTER Holiday Gift Guide Issue	OCT 29	NOV 5	DEC 10

For information regarding advertising production specs please contact Monica LoCascio at:
212.226.4405 X 334 or MONICAL@papermag.com

MARQUEE
EVENTS

PAPER



2012

CLUB PAPER NYC

Timing: February

Club PAPER is the perfect blend of our expertise – fashion, nightlife, music, events – turned into a nightclub. Club PAPER will eventually travel from New York, Milan, London and Paris for a truly one-of-a-kind nightlife experience. But we are kicking everything off in our hometown, NYC! This cultural epicenter will be fully taken over by PAPER and by night, we will turn this into the must-see nightlife hotspot.

LOS ANGELES PROJECT

Timing: March

Every year, Paper Magazine travels to Los Angeles to produce PAPER Project Los Angeles. For this annual West Coast cultural celebration, PAPER brings together amazing stylists, photographers, fashion designers, nightlife personalities, artists and musicians, to work and play together, showcasing the perfect culture merge of East and West. During this week-long cultural event series, PAPER creates custom content, which is then integrated into our Spring Fashion issue.



15th Annual

BEAUTIFUL PEOPLE PARTY

Timing: April

Featuring hosts and performers from the April Beautiful People issue, the soiree honors past winners along with this year's crop of inductees. Coinciding with the Beautiful People editorial well in the issue, this event, held in both New York City and Los Angeles, is attended by influencers from all over the cultural map. From up-and-coming fashion designers to bands, artists and internet entrepreneurs, this exclusive party is a unique way to integrate clients into the fold of the fabric of the Beautiful People issue.



MARQUEE EVENTS



FASHION LUNCHEON

Timing: May

Inside PAPER's Summer Issue, we will ask some of the most renowned stylists and style personalities to KILL US WITH STYLE. Show us something no brand, magazine or company would EVER let you do. This 8-12 page style feature will be brought to life with our Killer Fashion Luncheon. These stylists will each host a table and dress their "date" for the celebration timed around the CFDA awards when all the major industry leaders are in town.

PAPER SUPERMARKET

Timing: May

CALLING ALL FOODIES... PAPER's Editor in Chief, Kim Hastreiter, is bringing you every new, cool artisanal food products under one roof. This 3-day Alt. food/SUPERMARKET (popping up in MAY) will feature Kim's favorite, freshest, most innovative indie creations and creators a kitchen has ever seen from young talents across the USA.

TWITTER DINNERS

Timing: May

May marks PAPER's annual Social Networking Issue where we cover the most talkative people on the web. To bring this issue to life, PAPER will be throwing a TWITTER DINNER SERIES. This 4-part dinner event will bring together the most influential, captivating and diverse people on Twitter under one roof.

To kick off this series, our May cover star will host the first dinner in NYC! The next 3 dinners will take place in Los Angeles, San Francisco and Chicago.

6th Annual

SOUNDS LIKE PAPER

Timing: Summer

Every Summer, PAPER Magazine celebrates our Summer Music issue through our high-profile Sounds Like PAPER Event. Comprised of a concert hosted in New York City, this event brings our lauded Summer Issue to life. Featuring performances from diverse indie acts that generate more than their share of live buzz, this concert is a free and garners high-profile press and influencers.



MARQUEE EVENTS



2012

8th Annual NIGHTLIFE AWARDS

Timing: October

Coinciding with our October Nightlife issue, PAPER's annual Nightlife Awards ceremony in New York City is always one of our most anticipated and unique events. Featuring national DJs, promoters, bar and club owners, hoteliers and the iconic personalities that keep nightlife moving, this celebration is an homage to all things after hours. In addition to the awards ceremony, which also features "People's Choice" awards, you can always expect performances from taste-maker musical acts and DJs.

LAS VEGAS NIGHTLIFE CELEBRATION

Timing: October

PAPER believes Nightlife is a vibrant and essential part of life! With this in mind and to celebrate our annual October Nightlife issue, we want to shine a strobe light on the west coast Nightlife Mecca, LAS VEGAS.

We will throw an outrageous celebration bringing Nightlife to the forefront. At a glamorous hotel (like only LV can do) and high-profile talent, this celebration will bring together DJs, Promoters, Host and Nightlife personas both legendary and up-and-coming to an epic extravaganza!

ART BASEL

Timing: December

Miami Art Basel is the epicenter of art pioneers in all media formats. PAPER sets up shop down at Art Basel each year for an exclusive event. From pop-up shops to high-profile performances to gallery shows and beyond, this event always garners extensive media attention. Past years have also incorporated custom content creation helping to extend the event beyond the weeklong series.

POP-UP SHOP

Timing: December

This holiday season, PAPER will execute a New York City holiday pop-up shop. Featuring our favorite designers, artists and chefs on sight selling their wares, this will be a PAPER curated event.

This week long shopping event will be covered in-book and online, drawing attention, driving sales and getting your brand in the hands of the coolest, most influential people in New York.



ADVERTISERS

PAPER

Absolut
AG Adriano Goldschmied
Aldo
American Express
Amstel Light
Apple
Armani Exchange
Armani Jeans
Baby-G
Belvedere
Bergdorf Goodman
Bumble & Bumble
Burberry
Calvin Klein
Camper
Cartier
Catherine Malandrino
Chanel
Cole Haan
Converse
D&G
Diesel
DVF
Express
Ford
Frye
G-Shock
GAP
Grey Goose
Guess?
H&M
Havaianas
HBO
Heineken
Intermix
J Brand
John Varvatos
Levi's
Lexus
Louis Vuitton
Lucky
MAC
Macy's
Marc Jacobs
Mastercard
Milagro
Miu Miu
Motorola
Nicolas Fueillante
Nicole Miller
Nine West
Nixon
Palladium
Perrier
Ports 1961
Prada
Ray-Ban
Showtime
Skyy
Sony
Svedka
Swatch
Target
Tom Ford
Tommy Hilfiger
Topshop
Umbro
Vans
Viktor & Rolf



2012



2012

PAPER

MAGAZINE SPECIFICATIONS:

PAPER'S full page trim size is 8 1/4" x 10 3/4" (209mm x 273mm) and it is perfect bound. If the ad material is received in any other format than what is listed here, PAPER cannot guarantee the reproduction of the ad.

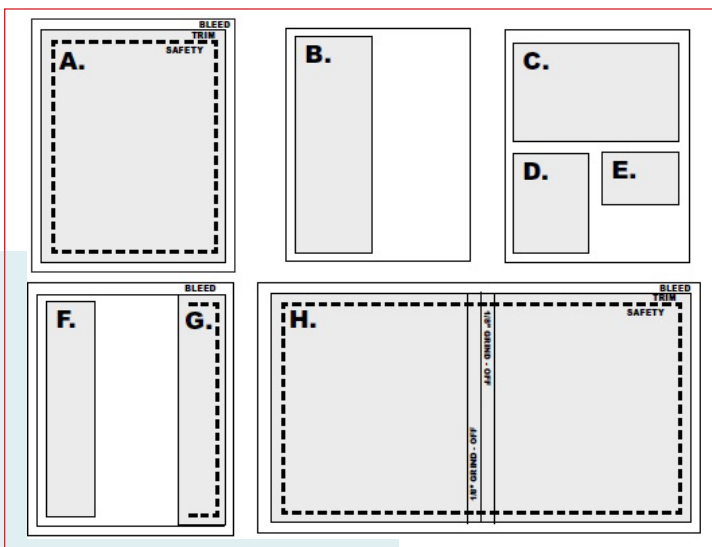
DIGITAL SPECIFICATIONS: ONLY PDF/X1A FILES WILL BE ACCEPTED

All ads **MUST** be accompanied by a **CERTIFIED COLOR PROOF** of the final ad

- Acceptable media include 100 MB Zip, 1 GB Jaz disk, CD-ROM.
- All high resolution images and fonts must be included when the PDF/X1A file is saved.
- The total ink density should not exceed SWOP 300%.
- Images must be SWOP (CMYK or Grayscale), TIFF or EPS and 300 dpi.
 - No RGB or JPEG images. Do not nest EPS file into other EPS files.
 - Do not embed ICC Profiles within images.
- Fonts must be Type 1 fonts - no TrueType fonts or font substitutions.
- All required image trapping must be included in the file(s).
- Right-reading, portrait mode, 100% size, no rotations.
- Include standard trim, bleed and center marks in all separations, crop marks or other marks not intended to print must be located 1/2" outside magazine trim.

PAPER will not be responsible for the trimming of all type or images outside of safety size.

All PDF's must be certified. To download PAPER's PDF instructions, go to WWW.PAPERMAG.COM. Click on "media kit" then "ad specs". Trim and bleed boxes must be made at the specified size (see below). The document must include 1/2" of white space all the way around the bleed box (for production reasons only). Double check that there are no embedded RGB files, embedded fonts, or spot colors in the PDF provided.



A. FULL PAGE:

SAFETY: 7 3/4" X 10 1/4"
TRIM: 8 1/4" X 10 3/4"
BLEED: 8 3/4" X 11 1/4"

B. HALF PAGE VERTICAL

3 3/4" WIDE x 10 1/4" HIGH

C. HALF PAGE HORIZONTAL

7 3/4" WIDE x 5" HIGH

D. QUARTER PAGE

3 3/4" WIDE x 5" HIGH

E. EIGHTH PAGE

3 3/4" WIDE x 2 1/2" HIGH

F. THIRD PAGE: NON-BLEED

2 1/2" x 10 1/4"

G. THIRD PAGE: BLEED

SAFETY: 2 1/2" x 10 1/4"
TRIM: 3" x 10 3/4"
BLEED: 3 1/2" x 11 1/4"

H. SPREAD*

SAFETY: 16" x 10 1/4"
TRIM: 16 1/2" x 10 3/4"
BLEED: 17" x 11 1/4"

*spread does not need to include grind off for gutter.

**PAPER Magazine is perfect bound with a 1/8" grind off

SHIPPING INFORMATION

Send all materials to:

Attn: Monica LoCascio
PAPER Ad Production Dept.
15 East 32nd St 11 FL
New York, NY 10016
phone 212.226.4405 x343
fax 212.226.0062

Email: monical@papermag.com

ADS WILL NOT BE ACCEPTED WITHOUT A CERTIFIED PROOF

PAPERMAG .COM

ABOUT THE SITE

For the past 17 years, PAPERMAG has been the online source for trendsetters interested in a lifestyle that revolves around music, fashion, nightlife and the arts. PAPERMAG's round-the-clock coverage includes daily blogs, original content, PAPER TV and articles from PAPER Magazine, the website's sister publication. PAPERMAG's daily tips for hip events in New York City have garnered a devoted following online. PAPERMAG is a unique online source catering to the tastes of the influencers of style and culture.

SITE BRANDING

Brand placement on PAPERMAG.com is an outstanding method to reach the elusive target audience of tastemakers, influencers and affluent spenders rarely found in one place. PAPER's longstanding cult readership has followed the magazine to PAPERMAG.com.

2012



ONLINE
OVERVIEW



REACH

Over 1.8 Million Page Views/Month
Over 500,000 Unique Visitors/Month

TARGET AUDIENCE

Young, upwardly mobile, affluent, stylish, tech savvy
54% Men/46% Women
Median Age: 28
Median HHI: \$153,000
94% Attended college
83% Professional/Managerial

READERS LOVE TO SHOP

Average monthly credit card expenditure: \$1,500
96.2% Shop Online
95.4% Shop Design Boutiques
30% spend over \$3,000 on clothing and purchased 8 or more pairs of shoes last year

PAPERMAG.COM LIFESTYLE

75.8% confirm that PAPERMAG.com has influenced purchase within the last three months.
96.2% Dine out regularly
84% Visit museums/art galleries frequently

PAPERMAG.COM

SPONSORED
BLOGS
★
AND
E-MAILS

VIP E-MAILS:

The VIP Newsletter previews upcoming openings and events in NYC. Sent weekly to over 35,000 subscribers, the newsletter also highlights exclusive papermag.com features; tips on concerts, art exhibits, parties, updated blog posts, and more.



SPONSORED BLOG POSTS:

PAPERMAG's blog pages are the highest traffic areas on the website. With up-to-the-minute content and original blogs like "About Last Night" recapping the latest events, "Eight Items or Less," PAPERMAG's curated corner of the best links and latest news and "Market Watch," penned by PAPERMAG's fashion obsessed market editors Zandile Blay and Luigi Tadini. Sponsoring a blog is an opportunity to associate and organically integrate a brand into PAPERMAG's content. Highlighting subject matter that appeals to your target audience, the site's viewers experience more than just an embedded logo in the title.

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★ AD RATES

PAPERMAG .COM



RUN OF SITE	DIMENSIONS	PLACEMENT	COST
LEADERBOARD	728X90	Top of page above Header	\$15
MEDIUM	300X250	Right side of page next to feature story	\$15
SKYSCRAPER	160X600	Left side of page under "Top 10 Stories"	\$15



FORMAT:

ALL COLORS MUST BE SUBMITTED IN RGB FORMAT.
ALL FILES MUST BE JPG OR GIF.

No obtrusive content is allowed on our website nor is any content that could jeopardize the overall effectiveness and image of PAPERMAG.com. The advertisement must be within the online ad specifications. The advertisement must not contain profanity, pornography, or any content that would otherwise compromise the integrity of PAPER Magazine and PAPERMAG.com. All advertisements are subject to review by PAPER Publishing prior to posting.

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PAPERMAG .COM

PAPER
★ FOR
iPHONE

PAPERMAG iPHONE APP

Be in the know while you're on the go. Read up to the minute Blogs. Find out what's happening with Tips for Today. Get the dish on last night's mayhem with Party Snaps. Stay informed with the latest articles from Paper Magazine and exclusive tidbits from PAPERMAG.com all downloaded straight to your iPhone!



SPONSORSHIP BENEFITS CAN INCLUDE:

- Pervasive banner placement on iPhone app
- ROS banners on PAPERMAG.com
- 500,000+ Impressions
- Inclusion on Paper e-mail blasts
- 35,000+ opt-in subscribers

2012



BUZZ-
ETERIA



PAPER



BUZZETERIA IS...

an online advertising network comprised of hand-picked lifestyle-centric websites that span the worlds of fashion, music, art, entertainment, film and sustainable design.

TARGETING WITH SCALE:

- Buzzeteria is a collection of branded websites where 5 Million influencers with similar interests and psychographics congregate daily.

ONE MEDIA BUY:

- With the efficiency of a single buy, Buzzeteria gives advertisers access to premium inventory in front of highly engaged influencers in an environment they can trust.

NO WASTE:

- All Buzzeteria publishers rely on their own organic, branded content and generate traffic among highly-engaged and enthusiastic fans. Buzzeteria is a group of like-minded website publishers, gaining a following based on strong voice, passion and true interest in the topics they cover. The readers these websites garner become true advocates.

AUDIENCE:

- 30,000,000 Monthly Page Views
- 5,000,000 Monthly Unique Visitors
- 5,000,000+ hyper-engaged, stylish, educated & highly influential consumers
- Age: 18-34
- Dual Male/Female
- HHI: \$100,000
- College Educated
- Innovators, Style Leaders, Independent Thinkers
- Plugged-In, Tech Savvy, First Movers



2012

BUZZETERIA
MEMBERS



PAPER

HintMag.com

Hint is an online fashion magazine that has pioneered a new way of presenting fashion, attracted a highly loyal reader base, and built a circulation rivaling that of print glossies.

BryanBoy.com

One of the most sought-after fashion bloggers, BryanBoy pens a daily blog about the ins and outs of the fashion world.

WorldOfWonder.net

World of Wonder reports on the eccentric, the bizarre, the kooky, the outlandish, the subversive, the outcast and all things that exist on the fringe of society.

inhabitat.com

Inhabitat is an online magazine devoted to the future of design, tracking innovations in technology, practices and materials that are pushing design and architecture towards a smarter and more sustainable future.

GiantStep.com

Giant Step is a New York-based music and lifestyle marketing company that connects bands and brands to turn on and tune in to their shared audiences.

ArtObserved.com

Art Observed is a new and significant online resource for daily art news and other content related to the world of contemporary and fine art, major events and artist information.

NickyDigital.com

NickyDigital.com captures the excitement of urban culture through vibrant photography, video and blogs.

GoTryke.com

GoTryke is about the vehicular pleasure principle, which translates to design, technology, classic materials and stunning power in vintage and new automobiles.

Ecouterre.com

Ecouterre is a website devoted to the future of clothing and textile design.



2012



EXTRAEXTRA

is a company dedicated to meeting the growing marketing, event planning and production needs of our clients. As a subsidiary of PAPER Publishing Co., Inc. (which also owns PAPER Magazine and papermag.com), ExtraExtra is able to utilize the unrivaled resources, contacts, creativity and expertise that we have acquired over 27 years of independent publishing and marketing.



SERVICES:

- Event Marketing
- Business-to-Business Solutions
- Influencer Network & Seeding
- Artist Collaborations
- Custom Content
- Ad Creation and Branding
- Trend Forecasting
- Focus Groups and Brand Studies
- Public Relations

CLIENTS:

- Absolut Vodka
- Breville
- Cadbury Adams
- Cole Haan
- Coty
- Geek Squad
- Havaianas
- Intermix
- Lanvin
- LeSportsac
- Nine West
- NYCGO.com
- Pernod Ricard
- Purina
- Sony
- Target
- Toyota
- W Hotels

www.extraextracreative.com

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