



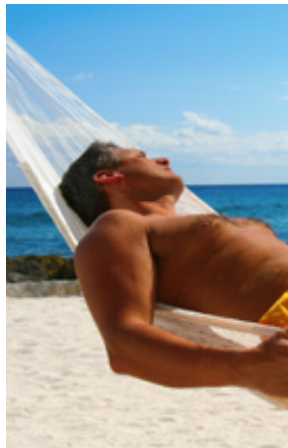
2007 MEDIA KIT

# SHINE

DENVER'S FIRST LUXURY LIFESTYLE MAGAZINE

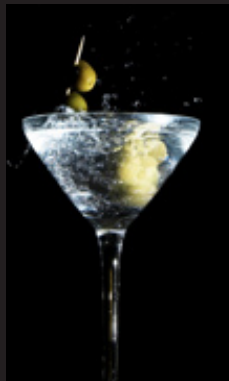
Design | Fashion | Beauty | Arts & Entertainment | Dining | Society | Travel

EDITOR-IN-CHIEF: DAHLIA WEINSTEIN



SHINE - WITH DAHLIA WEINSTEIN AS EDITOR-IN-CHIEF

Catering to the well-heeled, savvy & stylish, SHINE covers the unique luxury lifestyle of the Denver metropolitan area. SHINE is the must-read guide to the best that the Mile High City has to offer in the worlds of fashion, beauty & spa, design, society, dining, arts & entertainment and travel. From celebrity profiles, behind-the-scenes coverage of Denver's hottest events and nightspots, previews of highly anticipated restaurants and design projects, to amazing fashion spreads, we're always shedding light on what's luxurious in Denver.



SHINECOLORADO.COM

# 01

## EDITORIAL OVERVIEW

### Fashion

Big pages of artistic fashion trends from the most esteemed national designer names on the runways and those right here in our own backyard.

### Beauty & Spa

Leveraging our extensive experience from Bloom magazine, we continue to be the local authority on all things beauty!

### Design

The top local & national architects & interior designers show us what they are really capable of & provide us with ideas & inspiration for our own home designs.

### The Social Scene & Philanthropy

From charity balls, new store openings, awards dinners or a special night on the town, SHINE covers all the significant events and social scenes that Denver and other key cities have to offer.

### Travel

The crème de la crème destination spas and hotels in Colorado and around the world that tailor to the discerning traveler with a sense of style and adventure.

### Arts & Entertainment

In-depth interviews of celebs that uncover who they really are. Plus, enlightening coverage of the arts in Denver, including film, painting, ballet, opera and shows.

### Dining

Regional restaurant reviews that cover the entire dining experience for even the most intelligent food and wine aficionado.



*SHINE is published five times per year in a glossy, oversized format (9 1/4" x 11") and utilizes a tried and true strategic distribution method to reach the city's most influential, educated and trend-setting consumers.*

## Why should you add SHINE to your marketing plan?

- + Because no other media tells your story like a glossy magazine. SHINE gives you space to deliver & fully develop your story in an engaging & entertaining way through words, pictures, & illustrations.
- + Magazines are the most trusted media source, with a high perceived value. The right magazine message is welcome. It cuts through the clutter & reaches people in a time & place when they are receptive. The message is not viewed as an intrusion, as opposed to TV or radio commercials.
- + SHINE is an oversized glossy & not quickly discarded & is typically referred back to multiple times. Plus, SHINE is unlike any other publication in Denver and our production quality is second to none.
- + SHINE offers a strong reinforcement of your company's advertising & promotional campaigns & can tie those campaigns into a larger personality for the brand.



# 02

CIRCULATION + STRATEGIC DISTRIBUTION

Rate base: 30,000

TOTAL READERS PER ISSUE

111,000 (3.7 per copy)

**SHINE** targets affluent individuals with incomes averaging \$200,000, homes valued in excess of \$1,000,000, & minimum expenditures of \$100,000 on their personal credit card. Areas we access include (but are not limited to):

**SATURATION DISTRIBUTION TO SELECT NEIGHBORHOODS:**

- + Bonnie Brae and Belcaro
- + Cherry Creek
- + Cherry Hills
- + Park Hill
- + Polo Club
- + Washington Park
- + Denver Country Club
- + Greenwood Village
- + Hilltop and Crestmoor
- + Lowry
- + Stapleton
- + Castle Pines

**NEWSTAND**

Each issue of **SHINE** is available at upscale newsstands throughout greater Denver, including major retailers, bookstores (Barnes & Noble, Borders, Tattered Cover), and grocery stores. Newsstand price: \$5.95/copy.

**DIRECTLY MAILED TO SPECIALTY DESIGN LISTS**

- + ASID: American Society of Interior Designers
- + IIDA: International Interior Design Association
- + AIA: American Institute of Architects
- + NARI: National Association of the Remodeling Industry

**COPIES AT LUXURY CONDOMINIUMS AND HIGH-RISES**

**LUXURY HOTELS**

**SHINE** is available both in-room and at the concierge desks of the most luxurious hotels in Denver.

**DENVER'S TOP EXECUTIVES/CEO'S**

**CONTROLLED COMMERCIAL ROUTES**

Over 15,000 distributed to the top spas, salons, boutiques, golf and country clubs, high-end retailers, professional offices, design centers and other premium spots where our target readers can be found.

+ Additional copies are mailed to advertisers and subscribers, distributed to charity and social functions and used at **SHINE**-sponsored events. No other Denver publication gives you better direct access to the most high-profile events, including charity galas, fashion shows and sporting events.

**CHARITIES**

**SHINE** is honored to be a supporter of and partner to Denver charities, including our own, The Shine Foundation.





{ Savvy } { Stylish } { Affluent }  
 { Inspired } { Discerning } { Influential }

# 03

## DEMOGRAPHICS

### GENDER:

Female: 52% | Male: 48%

### AUDIENCE:

Under 25 15%

25-34 18%

35-44 23%

45-54 21%

55-59 12%

60-64 5%

65-74 4%

75+ 2%

### AVERAGE AGE: 37

**MEDIAN HHI:** \$226,000

**MEDIAN NET WORTH:** \$2.21M

**MEDIAN HOME VALUE:** \$865K

**COLLEGE DEGREE +:** 83%

### PURCHASE PLANS:

Jewelry: 90%

Apparel / Fashion: 95%

New Car: 69%

Home Furnishings: 98%

New Home: 49%

Visit Restaurants: 99%

Visit Hotels & Resorts: 91%

Attend A&E Events: 97%

Vacation: 88%

**MARRIED:** 71%

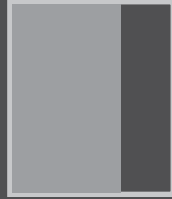
**SINGLE:** 29%

# 04

## SPECIFICATIONS



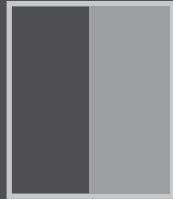
Full Page



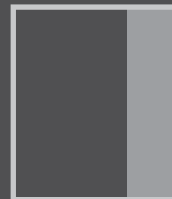
Junior Page



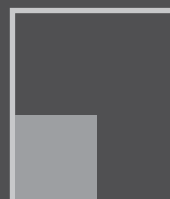
1/2 Page (H)



1/2 Page (V)



1/3 Page



1/4 Page

### MECHANICAL SPECIFICATIONS

	WIDTH	HEIGHT
Page Trim Size	9 1/4"	10 7/8"
Page Live Area	Keep 1/2" within Trim	

(Supply 1/8" bleeds all around where applicable)

Full Page	9.25"	10.875"
Junior Page	6.167"	10.875"
1/2 Page Horizontal	9.25"	5.4375"
1/2 Page Vertical	4.625"	10.875"
1/3 Page	3.083"	10.875"
1/4 Page	4.625"	5.4375"

Proofs: Adobe PDF

Dots Per Inch (DPI): 300 DPI (CMYK Color)

### ALL ADVERTISING MUST BE SUPPLIED AS ELECTRONIC FILES.

FULL PAGE ADS: We prefer a PDF (300 DPI in CMYK mode) supplied with a printed hard copy for reference. We can not assume liability for omissions, misprints, or font defaults.

ALL SPREAD ADVERTISING MUST BE SUPPLIED AS TWO SEPARATE SINGLE PAGE DOCUMENTS.

### MEDIA IS NON-RETURNABLE

SHINE prefers that you to supply your advertisement on CD. However, you may also send ad materials via email or FTP. In this instance, we do request that a printed proof be mailed to SHINE as quickly as possible. Should it be necessary for you to have your ad materials returned to you, please furnish us with your mailing account number.

### WE ALSO PROVIDE AD DESIGN SERVICES.

The same talented design department that produces SHINE magazine can produce your ad. Full page ads can be laid out for \$650 and all other sizes are charged relative to this fee. Charges for color scans, color proofs, duplications and enlargements, and special shipping requests are invoiced separately. Please contact us for specific quotes.

### SEND ALL AD MATERIALS TO:

SHINE  
ATTN: Ad Production  
3421 W. 23<sup>rd</sup> Ave  
DENVER, CO 80211

# 05

EDITORIAL SAMPLE

Get a taste of the luxurious and exciting topics SHINE covers...



#### **Best of the Best List:**

SHINE's collection of Denver's most buzz-worthy places, people, and products and services.

#### **Oscar Glamour!:**

Direct from L.A., SHINE brings you the key elements of the glamorous life and an inside look at the world of celebrity.

#### **Fashion:**

Hundreds of pages of the latest fashion for women and men.

#### **Design:**

Featuring significant and cutting edge architectural and interior designs in Denver and beyond, as well as the latest trends in architecture, furniture and products for the home.

#### **For Men:**

Photo features of fashionable and prominent local men, as well as pages of fashion and accessories for the discerning male.

#### **Gourmet:**

A thorough look at the latest culinary trends, plus articles on gourmet shops, wine and spirits.

#### **Travel Special:**

Our exclusive roundup of dream destinations around the world. Nothing bland here!

#### **Beauty and Spa:**

From the latest trends in cosmetic enhancement to the top spas in Denver and abroad, we have the beauty scene covered from A to Z.

#### **Restaurants:**

An extensive roundup of Colorado's hottest restaurants and best dishes, plus profiles of top chefs and movers and shakers in the hospitality biz.

#### **Music & Nightlife:**

Our savvy and all inclusive survey of the people, places and bars that make Denver shine at night!

#### **Shopping Plus:**

Our exclusive guide to the good life, including our annual SHINE Gift Guide and page after page of luxury clothing, jewelry, watches and shopping resources.

#### **Real Estate:**

An inside look at the real estate market, the major players, and the most exclusive neighborhoods in Denver and the rest of Colorado.