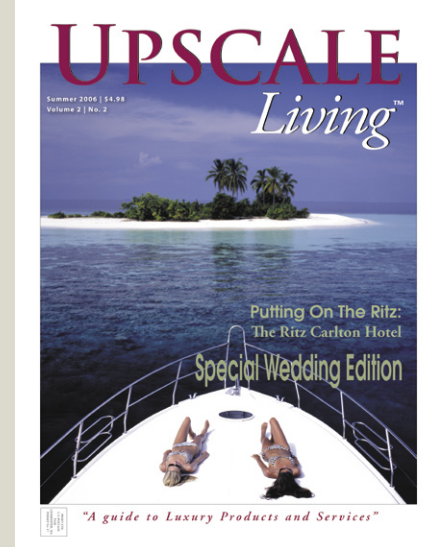


Experience



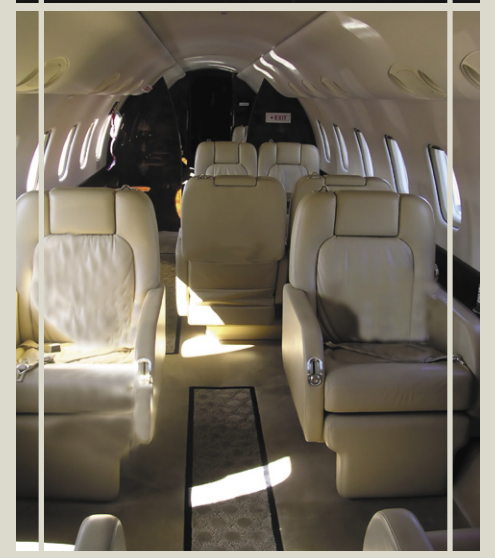
Experience
The
Difference!

ADMS Publishing Group, LLC
Upscale Living Magazine
7 Cedar Hill Drive
Acushnet, MA 02743

Tel. (508) 763-0055 or (774) 271-0365
Fax. (508) 763-0055

www.UpscaleLivingmag.com

2006-2007 Media Kit
UPSCALE
*Living*TM
m a g a z i n e



Difference!

READERSHIP | CIRCULATION | DISTRIBUTION



Upscale Living Magazine is published four times a year by ADMS Publishing Group, LLC.

Upscale Living Magazine is distributed to the world's most fashionable and affluent markets within selected regions in Massachusetts, Rhode Island and Florida.

Our distribution consists of 20,000+ copies distributed via direct mail to private homes with single incomes over \$200,000, and home values starting at \$800,000. Upscale Living Magazine is also distributed at high profile events and targeted locations frequented by our discerning audience, lending us a readership of over 100,000.

Readership

Age Group
 Under 35.....10%
 35 to 55.....40%
 56 to 64.....35%
 65 and Older.....15%

Gender
 Women.....67%
 Men.....33%

Household Single Income
 \$200,000.....45%
 \$350,000+.....55%

Marital Status
 Married.....75%
 Single.....10%
 Widowed/Divorced.....15%

Education
 Some College.....23%
 College Graduate.....35%
 Post-Graduate Work/Degree.....33%
 Four Year College or Higher.....75%

Occupation
 Company Owners.....35%
 Professional / Executive.....25%
 Other.....23%
 Retired.....17%

Residence
 Own Principal Residences.....89%
 Own two or more residences.....42%

Circulation

Upscale Living Magazine is distributed directly to private homes, high profile events (i.e. NE Emmy Awards) and targeted locations frequented by our discerning audience (i.e. Country Clubs, Spas, Surgeon's offices, airports, Hotels (i.e. The Ritz Carlton Hotel; The Diplomat Country Club, etc.).

Distribution

MASSACHUSETTS

NORTH SHORE - Andover, Bedford, Lexington, Winchester, Reading, Wakefield, Westford, Chelmsford, Newburyport, Newbury, Ipswich, Wenham, Danvers, Marblehead, Swampscott, Nahant, Stoneham, Weston, Manchester, Gloucester ___ (10%)

GREATER BOSTON & METRO WEST - Concord, Sudbury, Framingham, Wayland, Wellesley, Needham, Needham Hgts, Newtonville, Newton Hlds, Newton, Belmont, Cambridge, Brookline, Boston, Dedham, Westwood, Medfield, Norfolk, Franklin, Milford, Southborough, Braintree, Quincy, Chestnut Hill, Watertown, Jamaica Plains, Marlborough, Natick, Weston, Waban, Worcester ___ (35%)

SOUTH SHORE - Hingham, Cohasset, Mansfield, Marshfield, Pembroke, Kingston, Plymouth, Scituate, Norwell, Hanover, Duxbury ___ (16%)

CAPE COD & THE ISLANDS - Sandwich, Falmouth, Centerville, Mashpee, Osterville, Yarmouth, Barnstable, Chatham, Martha's Vineyard & Nantucket ___ (14%)

RT 24 To SOUTH COAST - Westport, Dartmouth, Mattapoisett, Marion, Lakeville, Bristol County ___ (3%)

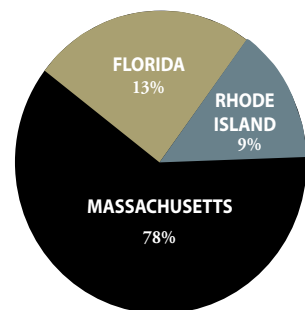
RHODE ISLAND

Barrington, Greenwich, Warren, Narragansett, Newport, Portsmouth, Providence, Jamestown ___ (9%)

FLORIDA

Boca Raton, Palm Beach, Miami, Ft. Lauderdale, Marco Island, Sanibel Island, Naples ___ (13%)

* Distribution in Florida is also inclusive of subscriptions.



Dec. | Jan. | Feb..... WINTER Issue
 March | Apr. | May..... SPRING Issue
 Jun. | Jul. | Aug..... SUMMER Issue
 Sept. | Oct. | Nov..... FALL Issue



FEATURES

With every Feature article, Upscale Living Magazine brings us the best products, services and trends in today's society, reflecting an unparalleled understanding of the passion and pursuits of its affluent and discriminating readership.

CLOSING CALENDAR DATES

Issue	Advertising Close	Complete Materials *	Publication Date
WINTER	October 27th	November 3st	December 1st
SPRING	January 26th	February 2st	March 1st
SUMMER	April 27th	May 1st	June 1st
FALL	July 27th	August 1st	September 3st

* PLEASE NOTE: Material for ads requiring in-house design or scanning must be received by deadline dates indicated above. Late ads will incur a 50% production surcharge.

For Editorial Content information,
 Please E-mail us at: editorial@upscalelivingmag.com

EDITORIAL CALENDAR

Upscale Living Magazine is the ultimate lifestyle publication addressing the needs of the most affluent audience. Our award-winning writers and photographers bring us a variety of topics and exquisite photography catering to the discerning readers — from luxury items, interior design, art, entertainment, beauty and fashion, fine dining and exotic travel destinations.

DEPARTMENTS

From our Desk
 Letter from the Publisher.

Art & Theater
 This is your ticket to theater, dance, exhibits, music, festivals and much more!

Behind The Wheel
 Latest automobile Reviews

Beauty & Fashion
 In this section, you'll have the opportunity to explore the season's most sophisticated styles in women and men's apparel, and the latest beauty tips, makeovers and products in today's market.

Finances
 Finance and investment tips.

From Our Kitchen
 Our talented Chef shares her secrets through mouth-watering recipes!

Health & Fitness
 Health & Fitness covers topics from beauty and well-being to health and fitness.

Home Decorating
 Latest trends in home fashion and accessories.

Wine & Spirits
 Products and trends in fine wine and spirits.

Restaurant Review
 Our Restaurant Review provides a glimpse at the most comprehensive listing of independent restaurants. Read what each has to offer!

Travel
 Travel offers a glimpse of luxurious and exotic getaways—from nearby locations to far-away destinations.