



BOYDS  
PHILADELPHIA

Reserve space  
by calling

JENNIFER DOSS  
215-564-9000  
cell: 917-733-5816

# BOYDS

## A MAGNET FOR THE WELL-DRESSED

BOYDS, the luxury clothing retailer in Philadelphia, is now preparing the Fall 2008 issue of BOYDS magazine. With contributions from leading figures in the world of fashion and design, the new issue will again meet the highest standards for luxury lifestyle magazines. Here's why it represents an exceptional opportunity for marketers of luxury brands.

### Reach the best customers Reach proven customers

The Boyds customer is worldly, well-to-do, curious, socially connected and aspires to the best of everything. Core customers range in age from 26 to 55. The Boyds customer is likely varied from the world of finance, business and professional occupation, a tireless supporter of charities, and a "professional" shopper. The customer may live on Rittenhouse Square, the Main Line, a charming estate in Bucks County or in the case of various athletic icons who shop at Boyds, a secret enclave that's just a short Bentley-ride away. The magazine has more than 145,000 readers.

### Benefit from supportive content

The core content is fashion, with a focus on the designers sold at Boyds—making the editorial perfectly relevant to your brand. Treatments range from inventive photo shoots to educational pieces, the supremacy of Milanese design and Neopolitan tailoring, the many ways to express personal style through dress... In a word, BOYDS is dedicated to sartorial excellence.

The magazine's fashion core is complemented by features on other expressions of personal style, from luxury automobiles and yachts to interior design to jewelry, timepieces, writing instruments, wine and spirits—all of which provides a supportive environment for showcasing your brand through advertising.

Leading figures from the world of fashion and design contribute to the pages of BOYDS. Local content, including personalities and in-store events, adds to the value and immediacy of the magazine for its engaged readers. With its emphasis on shopping, style and always looking great, BOYDS is ultimately about driving readers to purchase more of your product.

### Ensure a perfect appearance

In keeping with the subject matter, BOYDS magazine is visually stunning. Heavy-weight premium paper—80 lb. gloss coat—is used for the interior pages, providing a luxurious hand and superb opacity. The magazine is curated with careful attention to the placement of advertisements and their reproduction, ensuring the best possible reflection of your brand.

# BOYDS

## 2008 RATES

Rates are per insertion. All rates are for four colors. No charge for bleed.

<b>Page Rates</b>	1X	2X
Full Page	\$3,600	\$3,240
2-Page Spread	\$6,840	\$6,200

### **Preferred Positions**

Back Cover	\$6,000
Inside Front Cover, Page 1	\$7,370
Inside Back Cover	\$4,000
Pages 2-and-3 Spread	\$7,000
Opposite Table of Contents	\$3,750

<b>Closing Dates 2008</b>	1X	2X
<b>Fall 2008 Issue</b> (mails September 3)		

Ad closing:	July 28
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Materials due:	August 6
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<b>Spring 2009 Issue</b> (mails March 10)		
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Ad closing:	January 12
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Materials due:	January 19
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**Cancellation:** Cancellations accepted with written notice if received 30 days prior to issue closing. Cancellations received less than 30 days prior to publication will be billed at the full rate.

**Late charge:** Advertisers will be charged \$50 for advertising materials received after the Materials Due date.

**Production charges:** For advertisements requiring reverses, strip-ins, typesetting or artwork, a \$200 charge will be billed to the advertiser at noncommissionable rates.

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## ADVERTISING SPECIFICATIONS

### Ad sizes (w x h):

SPACE	BLEED ART	BLEED TRIM	NON-BLEED
<b>Full Page</b>	9.25"x11.125"	9"x10.875"	8.375"x10.375"
<b>2-Page Spread</b>	18.5"x11.125"	18.25"x10.875"	17.75"x10.375"

**Magazine trim size:** 9" x 10.875"

**Safety:** 0.5" from trim and 0.75" from inside gutter. No text outside live area.

**Printing and binding process:** Web offset at 150 lines per inch; perfect bound with scored cover

**Paper stock:** 140# gloss coated cover; 80# gloss coated text.

**Material requirements:** BOYDS accepts digital files only. All digital files must be accompanied by one set of high-quality color proofs. Acceptable contract proofs include Kodak Approvals, Fuji Pictro or Veris, Epson Stylus Pro and Matchprint Digital Proof. For a list of additional SWOP-certified proofs, visit [www.swop.org](http://www.swop.org).

### Digital requirements:

- Create ads at 100% of final print size.
- Acceptable media are CD-R and DVD in either IBM or Mac format.
- Preferred file format is a "press ready" PDF. When distilling Postscript files, be sure all fonts are embedded and set your Distiller job options to the "press" setting. PDF files saved directly from InDesign also should use the "press" job option.
- If sending a flattened or locked file, such as a PDF, be aware that any changes are subject to additional production costs.
- BOYDS accepts files created using Adobe InDesign, Illustrator and Photoshop, as well as QuarkXPress. When

submitting a QuarkXPress document, please also include a "press-ready" PDF.

- All printer and screen fonts must be included.
- Acceptable graphic file formats are PDF, Photoshop Tiff, or EPS. Flatten all layered Photoshop files and outline fonts on Illustrator files. Do not compress with LZW encoding.
- All graphics must be saved as CMYK. Otherwise, RGB color will be converted to CMYK for printing, and the advertiser will be charged \$50 for file conversion.
- Image resolution must be a minimum of 300 dpi. Line art must be set to a minimum of 1200 dpi.
- For proper trapping in the computer-to-plate process, all image backgrounds must be set to "NONE."
- Unless special ordering an additional color, all spot and Pantone-specified colors should be converted to CMYK color.

### GENERAL INFORMATION

**Copy restrictions:** Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials.

**Content responsibility:** Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors. Advertiser hereby indemnifies publisher against any claims relating to unauthorized use of content or art.

**Position guarantees:** Position is guaranteed for covers, first two spreads, and opposite table of contents only.

**Shipping:** Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:  
Advertising Department, Wainscot Media  
110 Summit Avenue, Montvale, NJ 07645, 201.505.5899  
e-mail: [thomas.ragusa@wainscotmedia.com](mailto:thomas.ragusa@wainscotmedia.com)

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**BOYDS** MAGAZINE  
INSERTION ORDER

**Issue Dates:**  Fall/Winter 2008  
 Spring/Summer 2009

**Size:**  Full Page  Spread

**Frequency:**  1X  2X **Rate:**

**The Inquirer**  
INSERTION ORDER

**Size:**  Page A2 (2x7 column inches)

**Frequency/Rate:**  \$1250

**Order Date:**

**Customer:**

Address:

Contact:

Phone:

Fax:

E-mail:

Website address:

**Bill to** (if different):

Address:

Contact:

Phone:

Fax:

E-mail:

**Position requested:**

Client Signature

Date

AE Signature

Date

**Please fax the signed contract to 1-215-564-2876.**

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