

## Pine Magazine Media Kit

Filling a niche often ignored by mainstream media, Pine offers fresh, innovative content to media-savvy, intelligent adults 21 to 54. Independently owned, Pine gives its readers what they want: smart, well-written copy free of any big business bias. Culturally active, media-savvy, well-read, educated, socially conscious and early Internet adapters, our readers go to clubs and bars, see shows, buy music, shop for clothes, follow art trends, read books and pay attention to the news.

Pine offers its advertisers a chance to talk to an audience interested in many more topics. Our articles are presented for regional, national and international readers, allowing our advertisers to hit a maximized audience. Constantly updated, Pine gives its visitors current content while maintaining articles of long-form journalism illustrated with vivid photographs, original art and strong design. The magazine is separated into four distinct sections: News/Politics, Arts and Music, Distractions and Opine (opinion).

Currently, Pine is presented only online, allowing the audience to read, hear and watch news, arts, literature and commentary. Pine offers a variety of advertising packages to meet your marketing needs. Ads can be placed throughout the site, in specific sections or only on the homepage. We also have additional advertising opportunities, including our bi-weekly HTML email, which we will begin 23 March 2009 to a mailing list of about 2,500 valid, opted-in email addresses.

We have an in-house designer who can create your ad for a low rate. The client owns the ad, meaning they can use it for other publications, on their own site and on any social networking site. **Contact Holly Lang at [holly@pinemagazine.com](mailto:holly@pinemagazine.com) or 404.512.8808 for more information.**

### Monthly ad prices (valid through 01 May)

#### 190 x 30 Micro button

ROS: \$15

One section only: \$8

Two sections only: \$12

Homepage only: \$12

#### 190 x 90 Button

ROS: \$25

One section only: \$15

Two sections only: \$18

Homepage only: \$18

#### 190 x 240 Vertical banner

ROS: \$45

One section only: \$28

Two sections only: \$35

Homepage only: \$35

#### 190 x 60 Button

ROS: \$20

One section only: \$12

Two sections only: \$15

Homepage only: \$15

#### 190 x 190 Square button

ROS: \$35

One section only: \$20

Two sections only: \$25

Homepage only: \$25

#### 190 x 300 Extra vertical

ROS: \$75

One section only: \$50

Two sections only: \$60

Homepage only: \$60

**Available banner ad sizes:**

190 x 30

190 x 60

190 x 90

190 x 190

190 x 240

190 x 300