



DLG | media holdings

OUR MISSION:

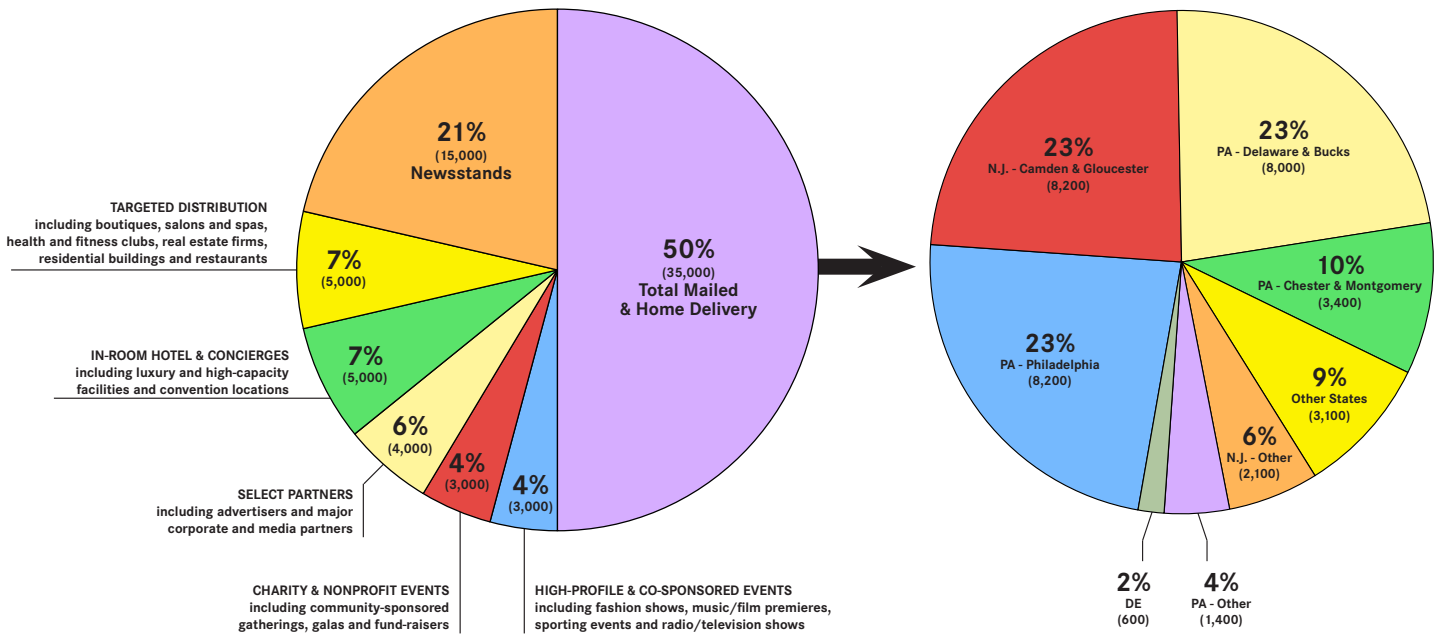
To provide a lifestyle resource that entertains, educates and informs. Our positive editorial content and bold visuals celebrate the people, places and events that define the unique character of Philadelphia and Washington, D.C.

WE DON'T JUST SELL ADS. WE OFFER BRANDING SOLUTIONS.



PHILADELPHIA STYLE MAGAZINE – Circulation and Distribution

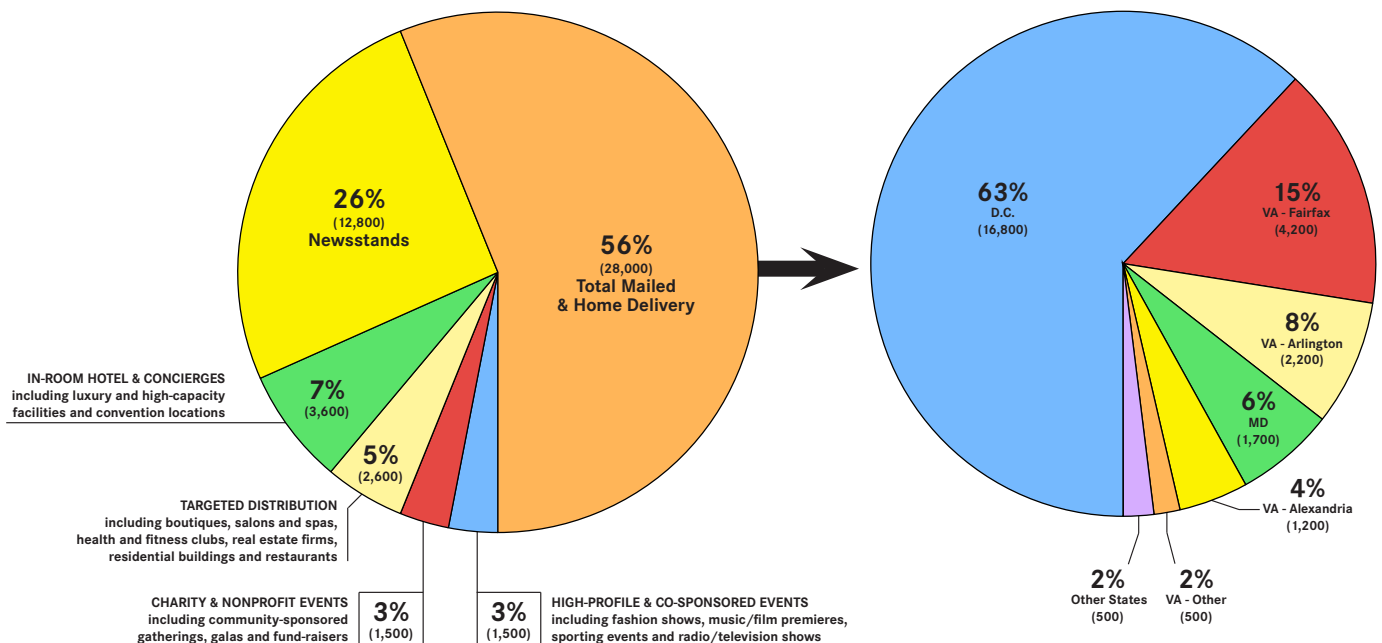
70,000 PRINTED • 35,000 MAILED • 210,000 READERS



EACH STYLE READER SHARES THE MAGAZINE WITH 3 OR MORE FRIENDS. STYLE IS A SHOPPING RESOURCE: EACH READER REFERS TO IT AT LEAST 5 TIMES.¹

DC STYLE MAGAZINE – Circulation and Distribution

50,000 PRINTED • 28,000 MAILED • 150,000 READERS



STYLE REMAINS ON NEWSSTANDS AND COFFEE TABLES FOR AN ADDITIONAL 30 DAYS OVER MONTHLY PUBLICATIONS. ADVERTISE NOW FOR TWICE THE VIEWERSHIP AND DIRECT READER RESPONSE AND TWICE THE RETURN ON YOUR INVESTMENT.

ONLINE ADVERTISING



In 2006, Philadelphia became the first major city in the country to boast citywide wireless broadband Internet access.

65% of the D.C. area is online. D.C.'s Internet users are among the most experienced, most educated and wealthiest in the country.

WEB EXCLUSIVE CONTENT

- Expanded party photos and event announcements
- Exclusive blogs, including A.C. Confidential
- STYLE Club Online, featuring discounts and promotions for members
- Dining, Beauty, Home, Nightlife, Retail and Real Estate guides

WHY PAY FOR ADS THAT DON'T WORK?

Every day, millions of people search online for specific goods or services.² You can customize your ad AND its online placement with STYLE. Best of all, STYLE readers come to our Web sites to FIND AND BUY the products we recommend.

KEEP YOUR PRODUCT VISIBLE AND GET REAL RESULTS FROM YOUR ADS.



STYLE CLUB = MAXIMUM EXPOSURE

Reach potential customers in 24 hours! Contact DLG Media TODAY to find out how.

STYLE CLUB IS YOUR DIRECT ACCESS TO OUR READERS.

STYLE Club is a VIP membership club for STYLE readers and online users. It keeps them informed, through e-mail and direct mail announcements, about events and grants them discounts on merchandise from member establishments.

STYLE CLUB GIVES YOU DIRECT CONTACT TO POTENTIAL CUSTOMERS.

WHAT DO YOU GET FOR BECOMING A MEMBER ESTABLISHMENT?

- A free listing, a link to your Web site and inclusion in our online STYLE Club events calendar
- Access to our mailing database and e-mail lists for promotional or direct mail opportunities
- Exclusive sponsorship opportunities with access to elite clientele

WHAT DO YOU HAVE TO DO TO BE IN?

You simply have to be a three-time advertiser and offer a promotion or discount exclusive to STYLE Club members.



FEATURED SECTIONS

BEAUTY:

The latest products, trends and treatments, health and fitness advice and expert tips on hair, makeup and more

HEALTH & BEAUTY BEAUTY SPOTLIGHT!

Natural Beauty

Adult Backspa Spa Salons combine earth-friendly design with top treatments.

1. **Backspa Spa Salons** combine earth-friendly design with top treatments. The salons are designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

HEALTH & BEAUTY GLAZ!

The Mane Event

Preparing for a big night? Ask Armani's latest hair care products.

1. **Armani's latest hair care products** are designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

HEALTH & BEAUTY SKIN'S PICK!

Flower Power

1. **Flower Power** is a new line of skincare products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

PRODUCTS:

The ultimate guide to the most enviable gadgets, including must-have products for you, your home and your life

Luscious Lilac

Tap into the power of purple.

1. **Luscious Lilac** is a new line of beauty products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

Easy Rider

Become the leader of the pack with these motorcycle accessories.

1. **Easy Rider** is a new line of motorcycle accessories designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

Helios

1. **Helios** is a new line of lighting products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

FASHION:

Looks for men and women—from the runway to the region's hottest boutiques. Plus jewelry, accessories, gifts and more.

Style

1. **Style** is a new line of fashion products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

Stack Attack

1. **Stack Attack** is a new line of fashion products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

Still, the must-have

1. **Still, the must-have** is a new line of fashion products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

FOOD & DRINK:

Complete dining and bar listings, chef profiles, kitchen tools and trends from the city's can't-miss restaurants

FOOD & DRINK FEATURE

The Spin-offs

1. **The Spin-offs** is a new line of food products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

FOOD & DRINK PLACES WE DRINK

The Latest Dish

1. **The Latest Dish** is a new line of food products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

FOOD & DRINK TRENDS

A Cut Above

1. **A Cut Above** is a new line of food products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

HOME & REAL ESTATE:

The premier resource for architecture, kitchen and bath design, furniture and wall coverings, home accents and real estate

DESIGN FOR LIVING • CHIFTY BEST

River of Dreams

1. **River of Dreams** is a new line of home products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

Putting on the Ritz

1. **Putting on the Ritz** is a new line of home products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

A.C. CONFIDENTIAL:

The insider's guide to Atlantic City—everything from the essentials for a night at the casino to the luxurious side of a week on the sand

Why Wait For The Weekend...

Get Turned On Tonight.

Atlantic City always turned on.

2 am. Gambling into the web hours

1. **2 am. Gambling into the web hours** is a new line of home products designed to be relaxing and comfortable, with a focus on natural beauty. The treatments are designed to be relaxing and comfortable, with a focus on natural beauty.

WWW.PHILLYSTYLEMAG.COM | WWW.DCSTYLEMAG.COM | WWW.ACCONFIDENTIAL.COM

Contact DLG Media **TODAY** to place your ad in one of these featured sections. Advertise in **STYLE** and become a part of the lifestyle!

DLG MEDIA HOLDINGS, LLC

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 DC STYLE | 808 17TH ST. N.W., SUITE 600, WASHINGTON, D.C. 20006 | PH: 202.974.5092 | TOLL FREE: 866.410.6670 | FAX: 202.974.5060 | WWW.DCSTYLEMAG.COM

(1) Source: DLG Media Online Readers' Survey, 2005; (2) Source: PEW Internet & American Life Project Report, 2005