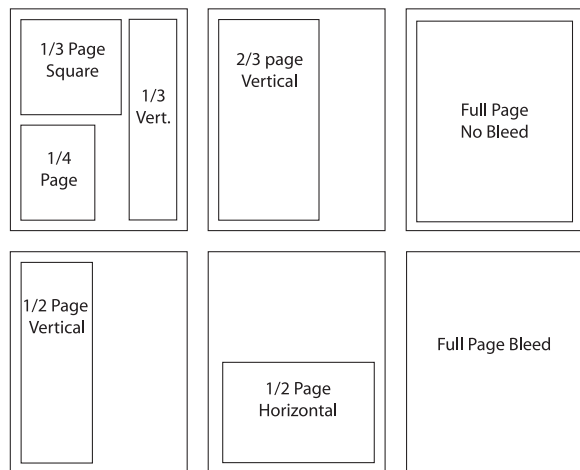


COMPATIBLE MEDIA

- 100 MB ZIP disks
- CD ROMs

WHAT TO SUPPLY ON DISK

- The ad file
- Working files (Native file, all fonts and images)
- Laser printout at 100%
- A printout of the disk contents
- Proof for color
- Contact information for designer and client agency



AD SIZES

- Full Page 8.675" x 10.75" (bleed) 8.375" x 10.5" (trim)
- Full Page, No Bleed 7.375" x 9.5"
- Two-Page Spread 7" x 10.75" (bleed) 6.75" x 10.5" (trim)
- Two-Page Spread, No Bleed 15.75" x 9.5"
- 2/3 Page 4.75" x 9.5"
- 1/2 Page Vertical 3.75" x 9.5"
- 1/2 Page Horizontal 7.125" x 4.75"
- 1/3 Page Vertical 2.25" x 9.5"
- 1/3 Page Square 4.75" x 4.5"
- 1/4 Page 3.5" x 4.5"

BLEED/SAFETY/LIVE AREA

Document size should be size of final ad. Bleed should extend 1/8 inch beyond trim. For bleed ad, give a safety of 3/8 inch for all live matter. For a two-page spread, keep live matter a minimum of 1/4 inch from gutter.

SUBMIT INSERTION ORDERS/SIGNED CONTRACTS TO:

Advertising Department
 DLG Media Holdings, LLC
 141 League Street, Philadelphia, PA 19147
 Fax: 215.468.6530

SUBMIT ADS TO:

JT Kane, Production Director
 DLG Media Holdings, LLC
 141 League Street, Philadelphia, PA 19147
 Fax: 215.468.6530
 E-mail: jt@dlgmedia.com

GENERAL GUIDELINES:

DLG MEDIA HOLDINGS is Mac-based with a 100% digital workflow in which every page is produced in-house. We do not rely on pre-press facilities. The magazine uses Computer to Plate, Heat-set web offset printing with perfect binding. Any and all materials provided are presumed to be correct and in accordance with SWOP and stated requirements. (For more information on SWOP standards, go to www.swop.org.) It is the advertiser and/or ad provider's responsibility to apply professional standards and courtesies to the ad production process. Remember, the best ad requires the least amount of handling on our end to ensure the ad is produced as you approved it. Advertisers are wholly responsible for the quality of their materials, including color and halftone accuracy, and **publisher will not be held responsible for printing complications that arise due to nonconforming materials.** Any disk intervention by DLG MEDIA HOLDINGS will result in a charge of \$75 per hour to the advertiser or agency.

DIGITAL PROOF FOR COLOR:

A proof must accompany all ads. Proof must be set to SWOP specifications on matte publication-base stock. Add 5%, 25%, 50%, 75%, 95% and 100% C, M, Y and K control patches for quality control. A color proof of the digital files will be made if requested at a cost to the advertiser or ad agency. Publisher reserves the right to print a press-quality digital proof for any full page ad when proof does not accompany ad. This service is subject to a charge. Since client will not be able to sign off on the proof, publisher is not responsible for color of proof.

FORMATS ACCEPTED:

We are not PC compatible. We prefer Hi-Res PDF/X1 files, however TIFF-IT/P1, Quark, Illustrator and PhotoShop files will also be accepted.

HI-RES PDF SPECIFICATIONS:

PDF files must be created using Acrobat Distiller with a universal PPD and correct job option settings. For additional information about Hi-Res PDFs, go to www.ddap.com. High-resolution images and fonts must be embedded when the Postscript file is saved. Use Type-1/Postscript fonts. Images must be SWOP (CMYK), TIFF or EPS formatted at 300 dpi or higher, 280% Density Max. Do not nest files within another EPS file. Any and all Pantone/Spot colors must be converted to CMYK before Postscript is saved. All required image trapping must be included in the file.

TIFF/IT SPECIFICATIONS:

Include Final Page (FP), Continuous Tone (CT) and Linework (LW) files for each ad. Black text should be merged with the Linework file. The CT file should be SWOP (CMYK) at RES 12 (300 dpi) or higher, 280% Density Max. The LW file should be at RES 100 (2400 dpi). No fifth or spot colors accepted. All required image trapping must be included in the file.

NATIVE FILES:

Quark (v. 3.3 - v. 5.01 accepted)
 InDesign CS
 PhotoShop (v. 5.2 - v. 7, saved as a TIFF or EPS file)
 Adobe Illustrator (with type converted to paths and saved as an EPS file)

FONTS:

Only Postscript/Type-1 fonts are accepted (true type can cause technical problems). Please include both the screen and printer fonts. We cannot accept PC fonts.

COLORS:

All colors appearing in the ad must be built from process colors (CMYK). Ads with spot colors, or two- and three-color ads, should be built from CMYK. If the ad is not built from CMYK, publisher reserves the right to convert to CMYK and print a press-quality proof at advertiser's expense.

TERMS AND CONDITIONS:

This rate card is subject to the terms and conditions contained in the insertion order/contract. Additional information is available online at www.dlgmedia.com.

PHILADELPHIA
STYLE
 FOR YOU...YOUR HOME...YOUR LIFE



2006/2007 RATE CARD

DLG | media holdings

PHILADELPHIA STYLE MAGAZINE

141 LEAGUE STREET
 PHILADELPHIA, PA 19147
 P: 215.468.6670 F: 215.468.6530
 WWW.PHILLYSTYLEMAG.COM

MISSION STATEMENT

To provide a lifestyle resource that entertains, informs and enhances the quality of life in our community and the lives of our readers by promoting the best that Philadelphia has to offer. Our positive editorial content and bold visuals celebrate the people, places and events that define the unique character of Philadelphia and make it a great place to live, work and play.

READERSHIP	PHILADELPHIA	D.C.
Circulation	70,000	50,000
Total Mailed	35,000	28,000
Total Newsstand	15,000	12,800
In-room Hotel	5,000	3,600
Total Controlled	15,000	5,600
Pass Along Rate	Average of 3	Average of 3
Total Readers	210,000	150,000

GENDER		
Male	35%	38%
Female	65%	62%

AGE		
18 to 24	21%	27%
25 to 34	42%	43%
35 to 44	21%	18%
45 to 54	10%	7%
55+	6%	5%

HIGHEST EDUCATION LEVEL		
Post-College Degrees	25%	20%
College Graduates	58%	68%
Some College	17%	12%

EMPLOYMENT		
Professional	27%	45%
Self-Employed	21%	16%
Managerial/Executive	45%	24%
Homemaker/Retired & Other	7%	15%

HOUSEHOLD INCOME		
Over \$150,000	16%	16%
\$100,000 to \$150,000	18%	13%
\$75,000 to \$100,000	18%	37%
\$50,000 to \$75,000	19%	18%
\$50,000 and Under	29%	16%

78% OF READERS PURCHASE A PRODUCT OR SERVICE SEEN IN **STYLE**.
41% of those readers respond directly to advertisements, and
57% are influenced by our editorial articles and advertiser directories.*

*Source: Online reader survey, 2005

ADVERTISING RATES

4-COLOR	ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN
Full Page	\$4,988	\$4,789	\$4,598	\$4,413	\$4,236	\$4,066	\$3,791
2/3	\$4,190	\$4,022	\$3,854	\$3,661	\$3,519	\$3,351	\$3,184
1/2	\$3,391	\$3,256	\$3,120	\$2,985	\$2,849	\$2,713	\$2,577
1/3	\$2,594	\$2,490	\$2,386	\$2,283	\$2,178	\$2,075	\$1,971
1/4	\$1,795	\$1,724	\$1,652	\$1,580	\$1,509	\$1,436	\$1,364

BLACK & WHITE	ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN
Full Page	\$4,240	\$4,071	\$3,908	\$3,751	\$3,601	\$3,456	\$3,222
2/3	\$4,148	\$3,418	\$3,276	\$3,112	\$2,990	\$2,848	\$2,707
1/2	\$2,883	\$2,768	\$2,652	\$2,537	\$2,421	\$2,305	\$2,191
1/3	\$2,205	\$2,117	\$2,028	\$1,940	\$1,851	\$1,764	\$1,676
1/4	\$1,527	\$1,465	\$1,404	\$1,343	\$1,282	\$1,221	\$1,159

COVERS (4-COLOR ONLY)	ONE	TWO	THREE
Second	\$6,480	\$6,220	\$5,962
Third	\$5,951	\$5,712	\$5,475
Fourth	\$9,126	\$8,761	\$8,396

PRINT PUBLICATION INFORMATION

PREMIUM PAGES: (TOC, PUBLISHER'S PAGE, EDITOR'S PAGE, MASTHEAD, RIGHT-HAND READS, AND/OR ANY OTHER GUARANTEED PLACEMENT REQUESTS) There is a 15% surcharge on the designated contract and/or insertion order rate to guarantee premium pages and placement.

PRODUCTION CHARGES: Production charges are not included in advertising rates.

COMMISSION: There is a 15% commission to recognized agencies only.

CANCELLATION AND SHORT RATE: Orders for all inside advertising units are non-cancelable after 45 days prior to Closing Date. Orders for cover pages are non-cancelable once a contract and/or insertion order has been received. Cancellation of any portion of any contract and/or insertion order by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including previously published advertisements, and may result in a short rate. Advertisers will be short-rate invoiced if the terms and conditions following are not met and/or if contract or insertion order and payment terms are not adhered to.

PAYMENT TERMS: Payment for advertisements is due within 30 days from date of invoice. After 90 days from date of invoice, DLG MEDIA HOLDINGS reserves the right to begin the collection process. Advertiser and/or Agency agree to reimburse DLG MEDIA HOLDINGS for any and all costs incurred in the collection of any unpaid portion of the charge for the advertisement, including, but not limited to, attorneys fees and court costs. Should an account become delinquent for 90 days, DLG MEDIA HOLDINGS will refuse to publish future advertising until payment is received in full. Invoices that exceed 60 days may forfeit agency commission.

FREQUENCY DISCOUNT: Based upon the frequency of advertising run, advertisers are entitled to discounts off the standard single-run page rate. To qualify, advertisers must run in DLG MEDIA HOLDINGS a minimum of two times in a 12-month period. All advertisements are subject to the terms of the DLG MEDIA HOLDINGS insertion order/contract. **MULTIPLE MARKET PACKAGES ARE AVAILABLE AT DISCOUNT RATES.**

INSERTION REQUIREMENTS: Ads will automatically run in the issue(s) specified in the original contract unless written notice at least 45 days prior to the closing date is provided requesting that the ad run in a different issue. Failure to provide said notice may result in artwork being picked up from a previous insertion and/or the short rate being applied to the contract or insertion order. Contracted space must be used within a seven-issue (one year) time period unless otherwise specified, in writing, on the original contract and/or insertion order.

SPECIAL RATES: All gate folds, inserts and multi-page advertisements must be discussed in advance with DLG MEDIA HOLDINGS' Production Department to establish mechanical feasibility and rates.

EDITORIAL CONTENT

REAL ESTATE AND HOME & DESIGN GUIDES
MARCH/APRIL (SPRING)
SEPTEMBER/OCTOBER (FALL)

SHORE REPORT
MAY/JUNE (BEAUTY)

BEST OF STYLE
JULY/AUGUST (SUMMER)

DINING & NIGHTLIFE GUIDE
NOVEMBER (DINING)

THE GIFT & JEWELRY GUIDE
DECEMBER (HOLIDAY)

WEDDING & BRIDAL GUIDE
JANUARY/FEBRUARY (ROMANCE)

DEADLINES

ISSUE	CONTRACT OR INSERTION DEADLINE	AD MATERIALS/ARTWORK DEADLINE	ON-SALE DATE
MAY/JUNE 2006	MARCH 17	MARCH 24	MAY 2, 2006
JULY/AUG. 2006	MAY 12	MAY 19	JUNE 27, 2006
SEPT./OCT. 2006	JULY 14	JULY 21	AUG. 29, 2006
NOV. 2006	SEPT. 15	SEPT. 22	OCT. 31, 2006
DEC. 2006	OCT. 13	OCT. 20	NOV. 28, 2006
JAN./FEB. 2007	NOV. 10	NOV. 17	DEC. 26, 2006
MARCH/APRIL 2007	JAN. 12	JAN. 19	FEB. 27, 2007