

A composite image of the Bay Area at sunset. In the foreground, a sailboat with a white sail is on the water. In the background, there are city buildings, a roller coaster, and palm trees. The sky is filled with clouds, hot air balloons, and fighter jets. The top half of the image is a space-themed overlay featuring a large planet with rings (Saturn), a space station, and a comet against a starry background.

MEDIA KIT 2012

WE ARE THE AWARD WINNING

Bay Area Houston

MAGAZINE

LEADING AND INFORMING OUR COMMUNITY

www.baygroupmedia.com



Why We Target Today's Active Professional Men and Women

FACTS:

- Today's women are the #1 starters of small businesses.
- Over 75% of male Bay Area Houston residents have college education or higher.
- 65% of our readers are educated women between the ages of 28 - 55 years old.
- A majority of the local white collar, high paying positions are held by men ages 35-62 years old.
- Women make 95% of all medical or health decisions in a household.
- 49% of Bay Area Houston men and women receive an income of \$60,000 - \$100,000.
- Women make 91% of all entertainment decisions and 94% of all household purchasing decisions.
- 93% of professionals spend 15 minutes or more reading our publications.
- 64% pass our publications along to two or three additional people.
- Certified distribution with an estimated readership of 60,000.



Ten Reasons to Advertise with Our Award Winning Publication

1. *Bay Area Houston Magazine* has close to 20 years of experience in the Bay Area and can help you reach your target within this growing market.

2. *Bay Area Houston Magazine* reaches approximately 60,000 Bay Area readers with each issue. Our popular online magazine and webcast show *Bay Area Houston ALIVE* (GoBAHA.com) further bolster these numbers. Our web presence and viewership is again fortified by our use of Facebook and Constant Contact.

3. *Bay Area Houston Magazine* is delivered to upscale businesses in the Bay Area. It is also

distributed to restaurants, doctors and office complexes throughout the region - over 600 FREE pick-up spots!

4. *Bay Area Houston Magazine* reaches the upscale Bay Area work force. 53% are considered in the "professional" category, 42% have either a bachelor's or post graduate degree; 32% of the households in our coverage area have an income of \$90,000+ annually.

5. *Bay Area Houston Magazine* has writers that Bay Area residents enjoy. From Rick Clapp, K. Pica Kahn, Don Armstrong, Dr. Ed Reitman, Michael Gos and TV's Roseanne

Rogers, *Bay Area Houston Magazine* offers thought-provoking and entertaining articles to continue attracting new readers.

6. *Bay Area Houston Magazine* is designed to be reader-friendly. High gloss paper and world class graphic design ensure the legibility of our articles and advertising are of the highest caliber in our coverage area.

7. *Bay Area Houston Magazine* is committed to enhancing the quality of life for all Bay Area residents from Pearland and Pasadena to Clear Lake and Galveston Island.

8. *Bay Area Houston Magazine* advertising **works!** Just ask any of our fine advertisers: J. Derek Teiken, D.D.S., Star Toyota, UTMB, Gaidos Seafood, Cullen's Upscale American Grille or South Shore Harbour Resort to name a few.

9. *Bay Area Houston Magazine* has a professional and knowledgeable sales staff that will work with you to maximize the efficiency of your advertising dollar.

10. *Bay Area Houston Magazine* is cost-effective. Our rates are affordable and reflect the market. At no added cost, your ad appears online each month.

Leverage the Bay Area Houston Magazine's Affluent, Passionate and Engaged Audience



Involved and engaged readers respond to advertising in Bay Area Houston Magazine.

Readers who read the magazine cover to cover...

- **89%** Believe advertising in B.A.H.M. blends well with the content.
- **88%** feel that B.A.H.M. has standards for the advertisements considered by the publication.
- **82%** do not feel bombarded by the advertising in B.A.H.M.
- **81%** believe the format of B.A.H.M. makes advertising easier to read and consider.

Readers who read the magazine cover to cover...

ESSENTIAL EVENTS	96%	CLICK	96%
FEATURE ARTICLES	93%	HEALTHCARE & FINANCE	93%
RESTAURANT REVIEWS	85%	EVENT COVERAGE/PHOTOS	85%

Responsive Consumers...

- Have considered purchasing the featured product/service.
- Visited the advertised Web site.
- Gathered more information about the product/service.
- Purchased the product/service.
- Had a more favorable opinion on the advertiser.
- Saved the ad for future reference.
- Visited the retail location.

**"9 out of 10 readers
have taken action
as result of an ad or
cover in BAHM."**

Cities Served



Clear Lake	Nassau Bay	Deer Park	La Marque
Seabrook	San Leon	Pearland	Texas City
League City	Webster	Friendswood	Galveston
Kemah	Pasadena	Dickinson	

Bay Area Houston

MAGAZINE



WE ACCEPT THESE MAJOR CREDIT CARDS

Ad Dimensions

*Advertising rates on a per month basis

AD SIZE	12 Month*	6 Month	OPEN RATE
Full	\$1900	\$2560	\$3200
Half	\$995	\$1592	\$1990
Third	\$685	\$1000	\$1250
Quarter	\$550	\$800	\$1000
Sixth	\$450	\$720	\$900
Eighth	\$395	\$600	\$750

*Ask about our special seasonal rates

AD DESIGN: Half/Full \$350, All other sizes \$250

COVER PACKAGES AVAILABLE FOR \$7500:

This includes professional photography for the cover shots and centerspread. We will provide a professional writer for your article but you also have the option of using your own story (Limited to 1,000 words). Call or e-mail for pricing on two page spreads alone.

SPECIAL POSITIONING: \$50 monthly surcharge. Available on a reservation basis only. Non-cancelable. Non-commissionable.

CANCELLATION: Cancellations must be submitted in writing and received by the publisher on or before the 15th of the prior month. Cancellation of any portion voids all rate and position protection. Cancellation of a contract before contract has expired will include a \$500 surcharge.

ESTIMATED READERSHIP: 60,000

SPECIFICATIONS AND REQUIREMENTS:

Bay Area Houston Magazine is designed using the Adobe Creative Suite. We accept the following formats for camera ready ads:

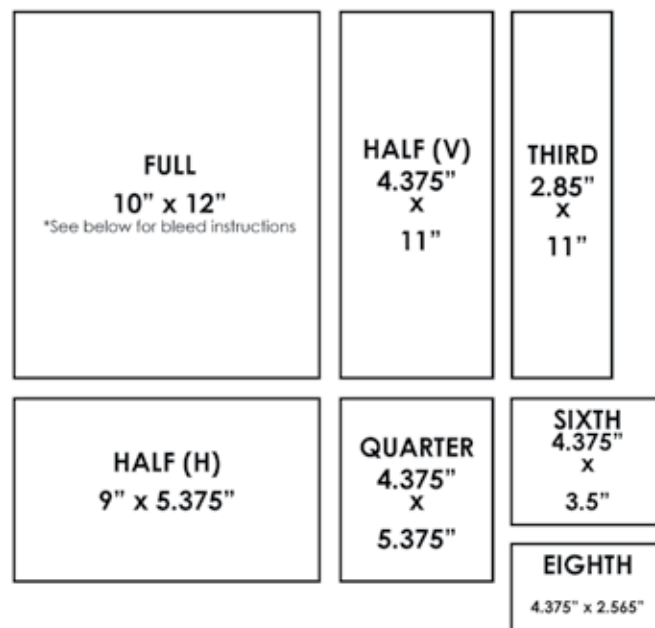
- High Quality PDF, EPS and TIF files are preferred
- Files created in Publisher, Word or Powerpoint are not accepted

DESIGNING CAMERA READY ADVERTISEMENTS:

- Convert all exotic and unusual fonts to outlines
- All images must be saved as CMYK, NOT RGB
- Photos should be at a resolution of 300dpi
- Final file must be 300dpi
- Above all make certain your file is the correct size!

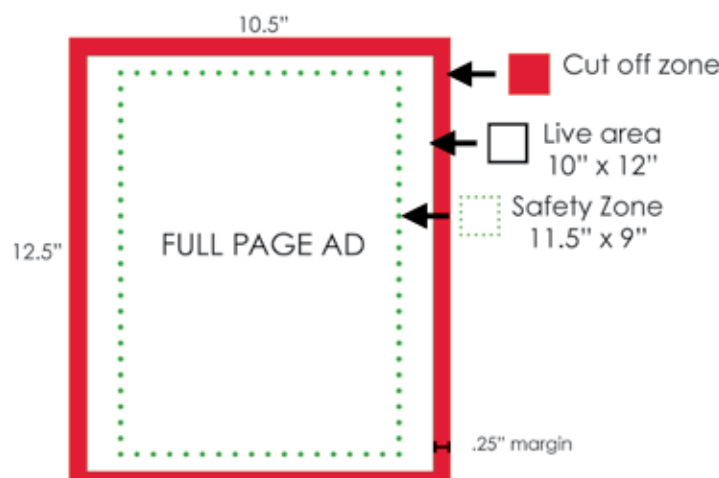
Camera ready artwork should be given to your representative or e-mailed to:

Art@Baygroupmedia.com



FULL PAGE ADS REQUIRE A 1/4" BLEED

Our magazine prints on high gloss 10" x 12" paper. If you would like your advertisement to fill the entire page then we **require** a .25" bleed around all edges. We also ask that you keep all important text at least .5" away from the edge of the page or it may get lost in the binding. If you want a white border around your full page advertisement then the dimensions are **9.5" x 11.5"**



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