

NOW Magazines

MEDIA KIT



Advertising That Works
 Community Content . Direct Mailed . Total Market Saturation



NOW Magazines

NOW Magazines COVERAGE MAP



NOW Magazines are high-quality, community magazines that are *direct mailed* monthly to residential and business addresses in each of our 10 market areas. Each issue contains interesting stories written about great people who live and work in the community.

Captivating stories, combined with a well-designed ad, will effectively promote your business message. With a distribution of approximately 240,000 magazines per month, each direct-mailed issue allows you the opportunity to maximize the return on your investment.

Join the over 600 satisfied advertisers using NOW Magazines each month and begin delivering your own advertising message.

CONTENT

FEATURES
Main | At Home With | Submain(s)

DEPARTMENTS
Business | Cooking | Around Town | Calendar

SPECIAL SECTIONS
Outdoors | Finance | Health | Travel



CONTACT Us

Physical address: 413 W Main Street
Waxahachie Texas, 75168

Mailing address: PO Box 1071
Waxahachie, Texas 75168

Phone: Waxahachie (main office): 972.937.8447

Corsicana: 903.875.0187

Ennis: 972.875.3299

Granbury: 817.279.0013

Mansfield: 817.477.0990

Southwest: 972.283.1170

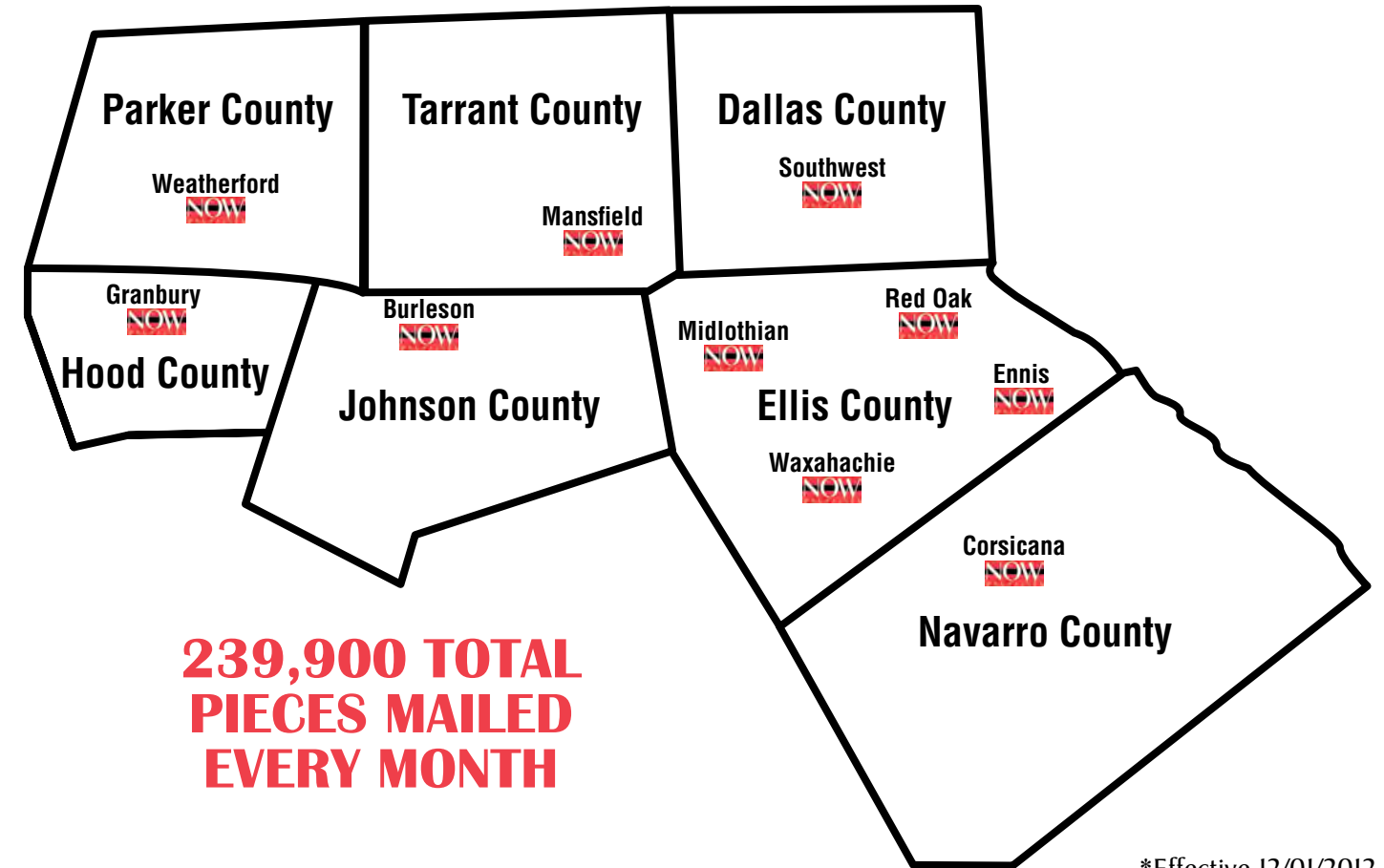
Weatherford: 817.613.1553

Online:

www.NOWMagazines.com

DISTRIBUTION

Magazines are direct mailed free of charge, each month, to every home and business address in each market.



**239,900 TOTAL
PIECES MAILED
EVERY MONTH**

*Effective 12/01/2012

MAGAZINE	INCLUDED AREAS	TOTAL PIECES MAILED MONTHLY
Burleson NOW	Burleson . Crowley . Joshua	32,700
Corsicana NOW	Corsicana . Navarro County	19,600
Ennis NOW	Ennis . Bardwell . Bristol . Palmer . Telico	12,500
Granbury NOW	Granbury	24,000
Mansfield NOW	Mansfield	23,900
Midlothian NOW	Midlothian	13,700
Red Oak NOW	Red Oak . Oak Leaf . Ovilla . Glenn Heights	14,300
Southwest NOW	Cedar Hill . Desoto . Duncanville	46,700
Waxahachie NOW	Waxahachie	19,600
Weatherford NOW	Weatherford . Aledo . Hudson Oaks	32,900

NOW Magazines AD SPECIFICATIONS

NOW Magazines TESTIMONIALS

RECOMMENDED DIGITAL FORMATS:

JPEG or TIFF

Flattened and 300 dpi at 100% and CMYK.
No spot/Pantone colors

HIGH RESOLUTION PDF

PDF files must be 300 dpi at 100% and CMYK.

SUBMISSION OF MATERIALS

Digital upload is available upon request.

The Publisher reserves the right to alter any materials that do not comply with mechanical of format requirements.

AD CREATION:

NOW Magazines provides ad creation services as part of the contracted advertising rate. Customers receive one hour of complimentary ad design/production. Additional time will be billed at \$40/hour, if required and with approval from the client.

POLICIES:

AD DEADLINE

Ads must be submitted and/or approved by the 8th of the month preceding the publication.

TERMS

Balance is due in full at time of final proof.

CANCELLATIONS

No cancellation or changes will be accepted after the copy deadline. Cancellations after the deadline will be invoiced at the contract rate.

Ad Size	Width	Height
FULL PAGE WITH BLEED	8.75"	11.375"
FULL PAGE - NO BLEED	7.25"	9.75"
2/3 PAGE	4.75"	9.75"
1/2 PAGE - HORIZONTAL	7.25"	4.75"
1/2 PAGE - VERTICAL	4.75"	7.25"
1/3 PAGE - SQUARE	4.75"	4.75"
1/3 PAGE - VERTICAL	2.25"	9.75"
1/6 PAGE - HORIZONTAL	4.75"	2.25"
1/6 PAGE - VERTICAL	2.25"	4.75"
1/12 PAGE	2.25"	2.25"

AD SIZE SAMPLES



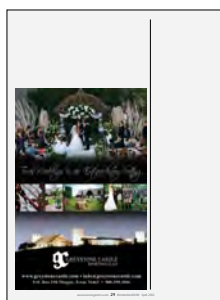
Full page with bleed



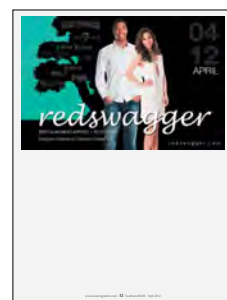
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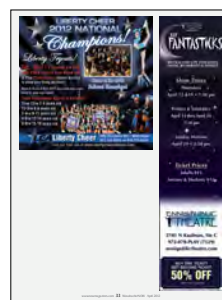
2/3 vertical



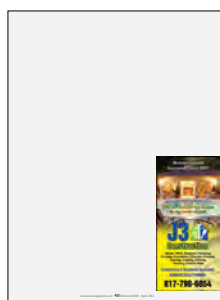
1/2 vertical



1/2 horizontal



1/3 square and vertical



1/6 vertical



1/6 horizontal



1/12

Erin Russell

Marketing Representative
First National Bank of Burleson
Advertiser since September 2007

"We are proud to be a part of our community's hometown magazine, the BurlesonNOW Magazine, since its inception. As the only locally owned community bank chartered in Burleson, we are happy to have an outlet to reach out to so many local households and businesses with such a positive impact."

We always receive great results. If you want a return on your advertising dollars, you have to advertise with the SouthwestNOW Magazine.

LouAnn Alcaraz

Chick-Fil-A, Cedar Hill
Advertiser since November 2008

Harper Team

Keller Williams Real Estate, Corsicana
Advertiser since July 2007

"I am very picky where I spend my marketing dollars. In today's economy, as a business owner, I have to be very careful where I choose to spend those allotted funds. To use marketing dollars on print ads is fast becoming a thing of the past, especially in Real Estate. The only print advertising we do is with the NOW Magazine. I feel the quality of the magazine and its distribution area makes it worth the investment. The staff is easy to work with, and the end result is great."

"Bell Insurance Agency has been partnering with the NOW Magazine for over a year now. The exposure that the NOW Magazine provides my agency is unmatched by any other media source in the area! Working with Carolyn Mixon has been simple and easy! If you're looking for an effective way to advertise in Ellis County, NOW Magazines is a must for your advertising budget!"

Rodney Bell

Owner
Bell Insurance Agency, Waxahachie
Advertiser since May 2008

Darlene McFarland

Blue Water Pool, Mansfield
Advertiser since April 2009

I enjoyed meeting with you last week to discuss our plans for placing our ad in the new Granbury Now Magazine. We've had a lot of success with our ad in the Burleson Now and are starting to see great results with the Mansfield and Weatherford magazines. I'm super excited about getting our company's name out to a new market. I do believe that our ad in the Now Magazine has brought more business to our door than any other advertising we have done in the past. I see these magazines everywhere I go, the dentist office, the hair salon, etc... Simply put, we've had a great year and I believe part of that is due to our ad in your magazine.

Thank you so much for the opportunity to advertise in the SouthwestNOW Magazine. From the first day the issue came out, I received five inquiries. Three of them moved in. We continue to get inquiries from the magazines with good results. I highly recommend NOW Magazines if you want success in your business. The first move-in paid for our ad.

Julie Dungan

Marketing Director
Arbor House, Duncanville
Advertiser since May 2010