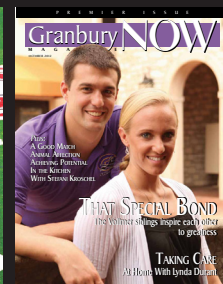
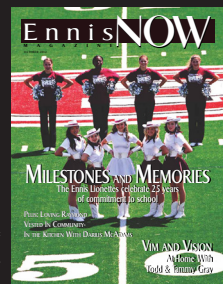


NOW Magazines

MEDIA KIT



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



NOW Magazines



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 259,000 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, 75165

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

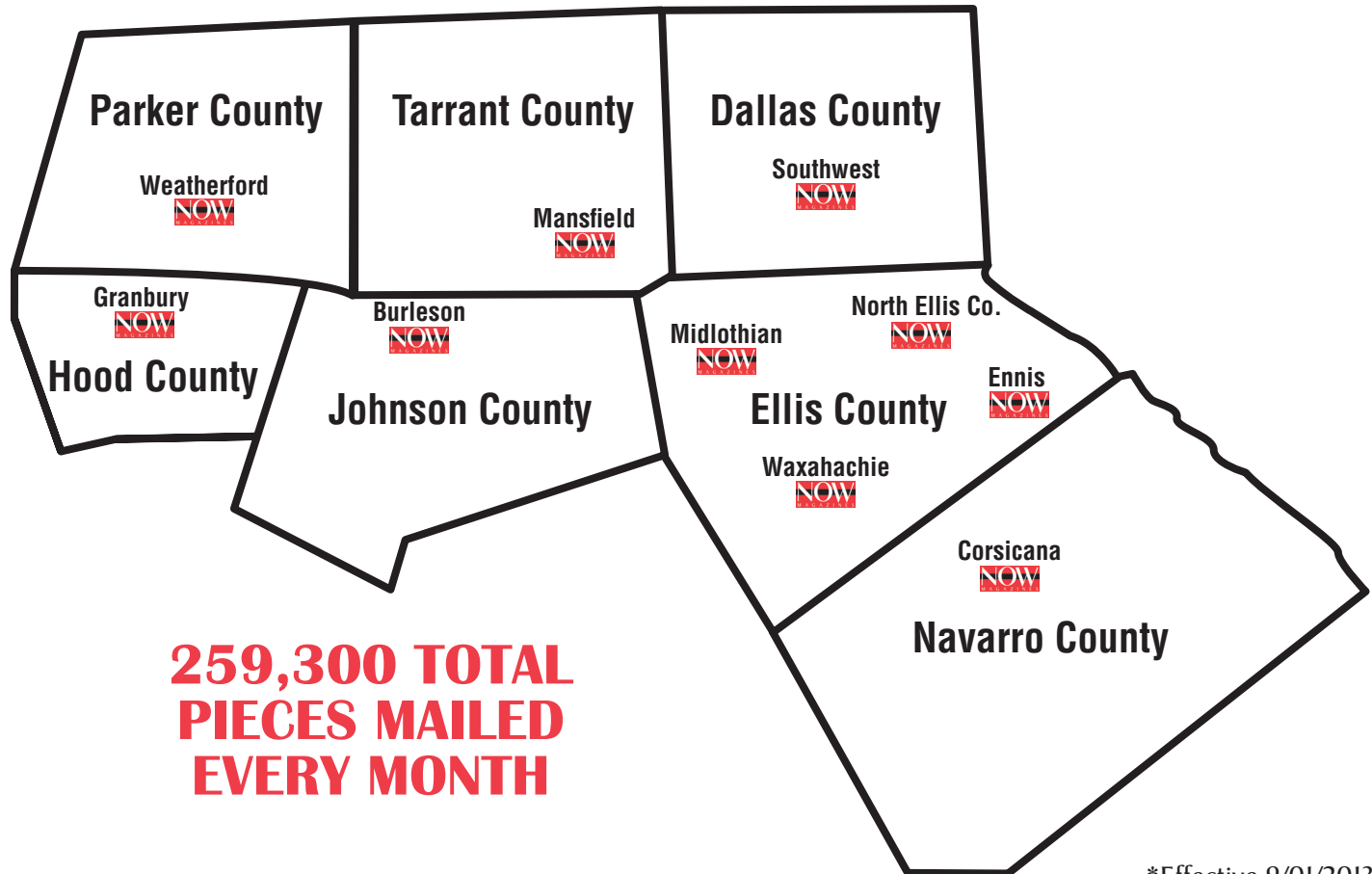


NOW Magazines

COVERAGE MAP

DISTRIBUTION

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



*Effective 9/01/2013

MAGAZINE	INCLUDED AREAS	TOTAL PIECES MAILED MONTHLY
Burleson NOW	Burleson . Crowley . Joshua	36,000
Corsicana NOW	Corsicana . Navarro County	19,500
Ennis NOW	Ennis . Bardwell . Bristol . Palmer . Telico	12,500
Granbury NOW	Granbury	25,300
Mansfield NOW	Mansfield	27,300
Midlothian NOW	Midlothian	14,000
North Ellis County NOW	Red Oak . Oak Leaf . Ovilla . Glenn Heights . Ferris . Bristol	17,200
Southwest NOW	Cedar Hill . Desoto . Duncanville	54,000
Waxahachie NOW	Waxahachie	19,900
Weatherford NOW	Weatherford . Aledo . Hudson Oaks	33,600

NOW Magazines AD SPECIFICATIONS

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



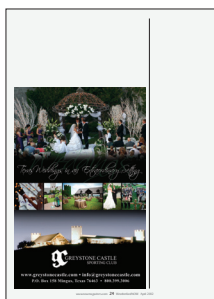
Full page with bleed



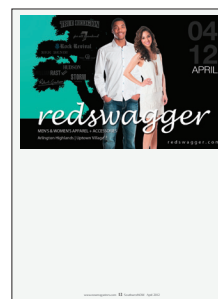
Full page without bleed



2/3 vertical



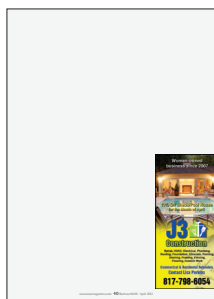
1/2 vertical



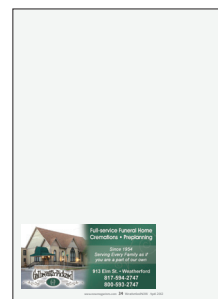
1/2 horizontal



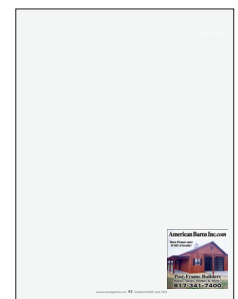
1/3 square and vertical



1/6 vertical



1/6 horizontal



1/12

NOW Magazines

TESTIMONIALS

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.”

“I would love to share how the NOW Magazines have helped us out. The main thing that I can say is that no matter where we go now, people know who we are because they have seen our pics in NOW Magazines. A lot of times, that is when they ask us questions about their helath problems and ask us if chiropractic can help them or not!”

Drs. David & Natasha Marical

Owners of Hometown Chiropractic
Ennis & Waxahachie
Advertiser since Feburary 2010

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