

DERA

MAGAZINE

about DERF magazine

unique, original, free.

DERF Magazine is Cincinnati's FREE humorous lifestyle publication and the only publication of its kind in Cincinnati. With attention-grabbing headlines, no where else can readers find the same witty and original content found in DERF. DERF has been poking fun at Cincinnati's quirks for four years online and now offers an equally entertaining print publication.

appeals to Cincinnati's young and affluent.

DERF is read and talked about by the high income 21-34+ demographic. With a perspective that is unique, often hilarious, and usually surprising, DERF features everything young people seek out such as sports, nightlife, music, dating, arts, theater, and dining.

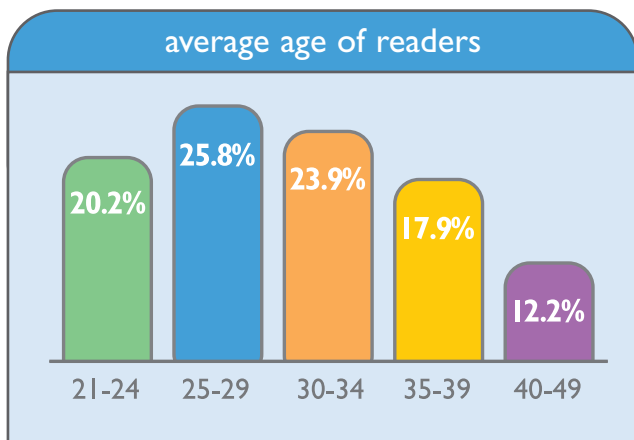
more than media.

DERF hosts some of the most highly attended and most talked about social events in Cincinnati. Premier DERF events create buzz throughout the 21-34+ community and attract thousands of young people each year to a variety of quality venues throughout Cincinnati. A DERF event is an ideal setting to positively showcase a brand or product.

demographics

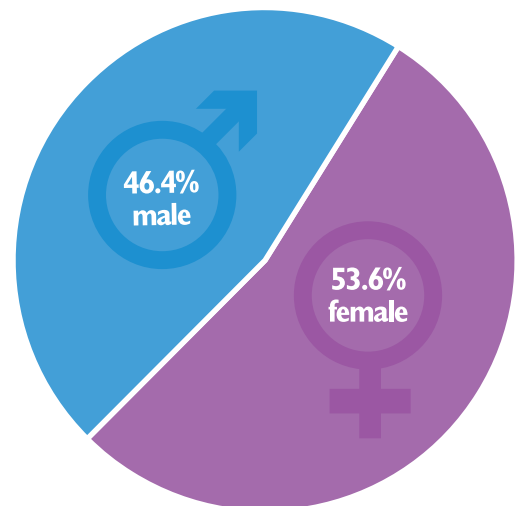
how do DERF readers spend their money and time?

They go to restaurants, concerts, bars, parties/benefits, sporting events, and museums. They like to exercise, see movies, hear live music, socialize, and travel. They buy luxury cars, high end furniture, upscale housing, fashionable clothing, electronic products, and media products such as CD's/DVD's, book, and magazines.



“(DERF) takes a pinch of truth, adds a pound of exaggeration and poof: You’ve been Derfed.”

~Cincinnati Enquirer



male to female reader ratio

“DERF web site pokes fun at Cincinnati’s quirks”

~Cincinnati Enquirer

why advertise

what is the benefit of advertising in DERF magazine?

The average American’s attention span is dwindling, while commercial noise is increasing. So advertisers are always looking for new ways to grab the audience’s attention. People respond to emotion. Humor is an especially strong quality that strikes both personal and universal chords. Incorporating it into a company’s brand creates a positive perception of approachability.*

The advertising industry in general capitalizes on entertainment. Some of the most successful uses of humor are a gecko selling car insurance (Geico), ducks selling life insurance (AFLAC), talking babies selling sandwiches (Quiznos Subs) and obviously two of the giants in humor in advertisement Miller Lite and Bud Light.

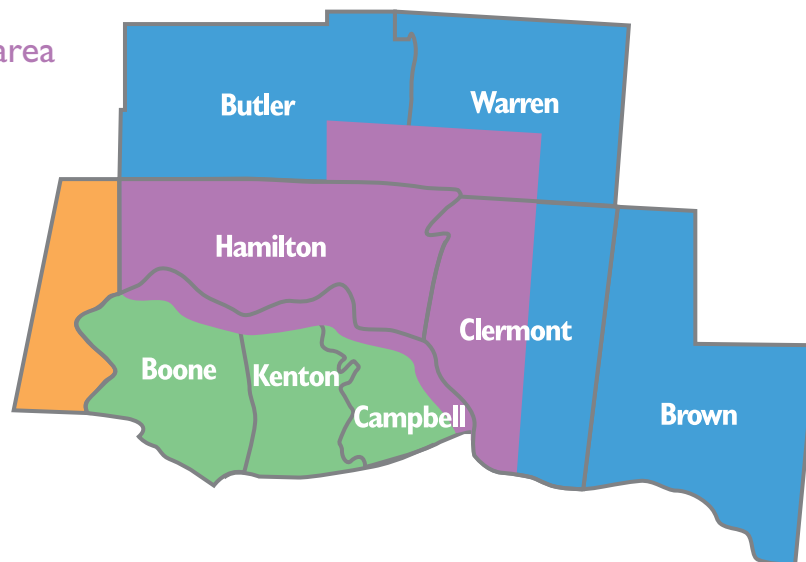
Making it happen is a lot tougher than it used to be. The way consumers engage, or not, with marketing continues to shift. You’re tuned out, blocked, Tivo’d, deleted, screened, filtered, abandoned and all but invisible.

DERF Magazine is different from every other Cincinnati newspaper in the way the advertiser is represented to the audience. Some of the humor and quirkiness of the newspaper is automatically carried through to the advertiser’s brand. In turn as mentioned above, this gives the company the perception of approachability and the marketed product a higher probability for success.

distribution

- Distribution points have been specifically chosen to target the highly sought after 21-34+ demographic.
- Numerous outlets spanning all of the Greater Cincinnati/Northern Kentucky area have been chosen to best meet the advertiser’s needs.
- Outlets include bars, restaurants, movie theaters as well as many of Greater Cincinnati’s and Northern Kentucky’s top retail stores.

■ distribution area



*Rahul siddharth: Creative director in Marketing Communications at Bernard Hodes Group

sections



"We love DERF Magazine because it makes us laugh. Out loud."

~CiNWeekly

contact us

editor

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sales

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DERF magazine

(513) 295-3252

Sales@derfmagazine.com

2692 Madison Road Suite NI #321

Cincinnati, Ohio 45208

"DERF" pokes the city in its funnybone with a tongue-in-cheek look at its quirks.

~Cincinnati Enquirer



rate card

mechanical information

Ads must be uploaded to our FTP site at <http://DerfMagazine.com/artwork.htm>. For a spec sheet detailing requirements, please contact your ad representative or download from www.derfmagazine.com.

The use of overprints, reverses and extremely fine type is discouraged; the results of their use cannot be guaranteed. Ads smaller than a full page MUST be bordered to their exact dimensions with a minimum hairline rule on all edges.

payment terms

In an effort to keep our ad prices as low as possible we require payment for all ads before issue print. We will however extend credit once a credit application is completed and approved by DERF Magazine. Payment is due upon receipt of invoice. Advertisers unable to meet credit requirements may lose credit privileges.

ad placement

To create convenience for our readers and advertisers, every attempt is made to place ads by nature of content. We try to place musical entertainment ads in the music section, movie ads in the film section, and special events generally go in the listings area. Requests for position can be made but are never guaranteed. No adjustments will be given if and when a position request is not fulfilled. Select placement pages are available for a premium charge; contact your account executive for details.

advertising design

Ad design and layout is considered to be an integral element of the paper's look. Ads get better results when they catch the readers' attention and we've established design criteria with that goal in mind. We provide typesetting, scans and professional layout assistance as part of our service. Ads requiring extensive production work are subject to additional charges. Your account executive will help you assess your production needs. Note: subject matter, form, size, quality, illustrations, photography and typesetting are subject to approval by the publishers.

conditions

Advertisers/agencies are liable for all content (including text, representation and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against DERF magazine, its officers or employees. The publisher reserves the right to revise, reject or omit without notice any advertisement at any time. Publisher accepts no liability for its failure, for any cause, to insert an advertisement. If a mistake in advertising occurs (including but not limited to omission, copy error or size error) and is the fault of the publisher; advertiser remedies will be limited to whichever of the following is appropriate: insertion of a "make-good" advertisement in next available issue or cancellation of charges for the portion of the advertisement rendered valueless by the error. No allowance, however, will be granted for an error that does not materially affect the value of an advertisement. To qualify for an adjustment, any error must be reported within one (1) week of publication date. Credit for errors is limited to the first insertion. Publisher shall not assume further financial responsibility for errors, and the advertiser expressly agrees that a contract of insertion order shall not be invalidated by mistakes. Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate their return. The publisher reserves the right to revise advertising rates at any time. Announcements of an increase shall be made four (4) weeks in advance to contract advertisers. No verbal agreement altering the rates and/or the terms of the rate card shall be recognized.

editor

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DERF magazine

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2692 Madison Road, Suite N1 #321 • Cincinnati, Ohio 45208

DERF magazine

Full color cover and inside spread, 5-column publication with page dimensions of 10.375"w x 10.75"h.

artwork specifications

All ads should be created at 300 dpi and saved in one of the following formats; Hi Res PDF, JPEG or TIFF. All art can be uploaded to our FTP site at <http://DerfMagazine.com/artwork.htm>.

*If DERF is to produce artwork for any advertisement, all materials should be given to a DERF account executive by 4:00 pm on Monday the week prior to running. This will allow for time to create the art, corrections and approval.

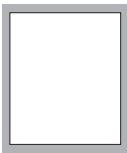
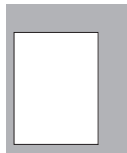
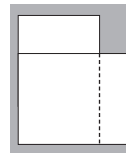
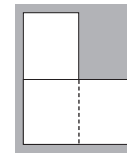
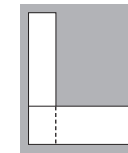
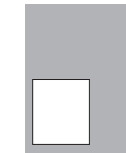
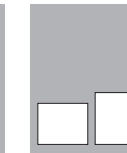

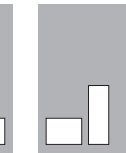
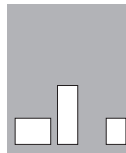

frequency rates

Advertising in DERF magazine conforms to standard page fractions. This sizing system allows attractive page layouts and helps you communicate your message effectively and efficiently.

Ad Size Fraction	1 issue	4 issues 98%	8 issues 96%	13 issues 94%	26 issues 92%
Full	\$1,395	\$1,367	\$1,339	\$1,311	\$1,283
Junior	\$1,228	\$1,203	\$1,178	\$1,154	\$1,129
2/3	\$1,070	\$1,049	\$1,027	\$1,006	\$984
1/2	\$795	\$779	\$763	\$747	\$732
1/3	\$530	\$519	\$509	\$498	\$488
1/4	\$398	\$390	\$382	\$374	\$366
1/6	\$265	\$260	\$254	\$249	\$244
1/8	\$193	\$189	\$185	\$181	\$177
1/12	\$133	\$130	\$127	\$125	\$122
1/15	\$105	\$103	\$100	\$98	\$96
1/30	\$53	\$52	\$51	\$50	\$49

premium placement

Back Cover	\$1,702	\$1,668	\$1,634	\$1,600	\$1,566
Ins. Fr. Cover	\$1,688	\$1,654	\$1,620	\$1,587	\$1,553
Center Page	\$1,688	\$1,654	\$1,620	\$1,587	\$1,553

										
FULL 10.25" x 10.625"	JUNIOR 8.6" x 8.766"	2/3 H + V 10.25" x 7.054" H 6.791" x 10.625" V	1/2 H + V 10.25" x 5.226" H 5.025" x 10.625" V	1/3 H + V 10.25" x 3.398" H 3.254" x 10.625" V	1/4 5.025" x 5.226"	1/6 H + V 5.023" x 3.426" H 3.279" x 5.225" V	1/8 5.023" x 2.526" H 3.279" x 2.526" V	1/12 3.279" x 1.985" H 1.89" x 1.985" V	1/15 H + V 3.279" x 1.985" H 1.89" x 1.985" V	1/30 1.89" x 1.985" V

web programs & email campaigns

			Monthly Cost
Full Package	Full Banner	468 x 60	\$850
	Square	250 x 250	\$750

section sponsorship

DERF Photogallery		468 x 60	\$500
DERF Event Calendar		250 x 250	\$500
News Sections	Sports	250 x 250	\$400
	Business	250 x 250	
	Entertainment	250 x 250	
	Politics	250 x 250	

space reservation

Space is reserved through a DERF magazine account executive by 4:00 pm on Monday the week prior to a Wednesday publication date.

artwork deadline

Artwork should be approved or delivered to a DERF magazine account executive by 4:00 pm the Tuesday prior to running.

agency information

Agency discount — 15%. Agency pays full price if not paid in full within 30 days.

custom packages available

Email Newsletter Campaign 250 x 250 \$650
(2 mailings per month — Text Link)

event sponsorship

Happy Hours \$650
Special Events \$900
(New Years, Halloween, Concerts, St. Paddys, Spring/Summer)