

SAN ANTONIO

Scene

MEDIA KIT

Breaking the Mold

S.A. Scene launches new look and distribution model

Market Shake-Up

For 15 Years: copied by many but equaled by none

Reaching Influentials

Expanded controlled circulation reaching more of the city's social and business elites

New Look and Expanded Content

Cover stories proven to get read and other features other magazines won't publish—in a format that won't get thrown away or lost on the coffee table

LOOK INSIDE FOR:

New Larger Ad Sizes

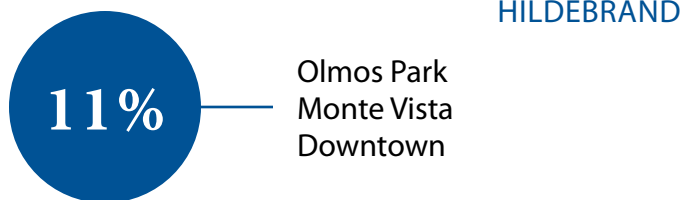
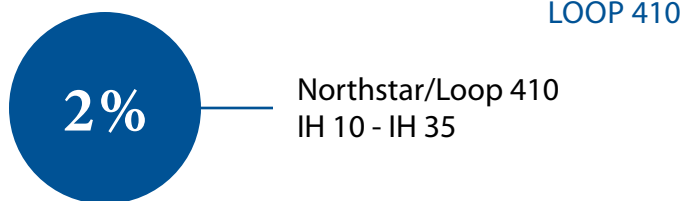
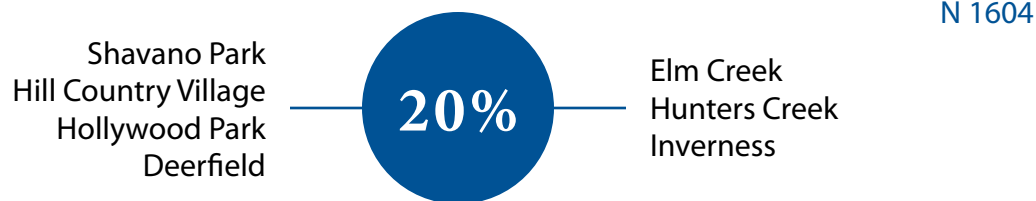
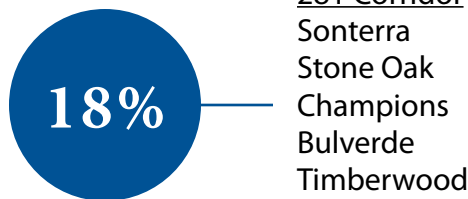
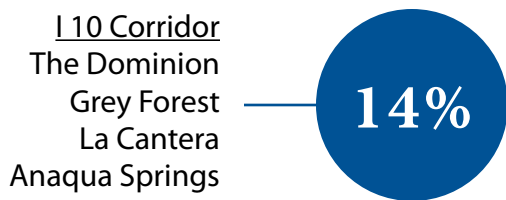
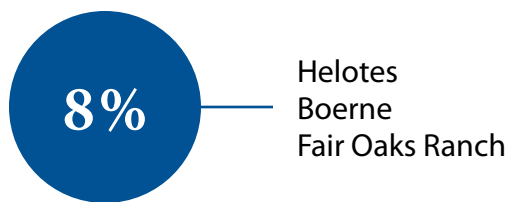
New Quarterly Schedule

New Distribution Details



WHERE OUR READERS LIVE

WHERE DO YOUR CUSTOMERS LIVE?



*Readership demographics and metrics are from two different samples (one random of paid subscribers and a second self-selected of newsstand buyers) collected and recorded between July 1, 2010 and September 30, 2010 and further verified by additional surveys collected in the same time period in 2011.

READERSHIP DEMOGRAPHICS

AGE DISTRIBUTION OF READERS

21 to 35	7.8%
36 to 45	10.8%
46 to 55	19.6%
56 to 65	34.3%
Over 65	27.5%

LENGTH OF RESIDENCE OF READERS

Less than 3 years	15.7%
3 to 5 years	12.7%
5 to 10 years	19.6%
10+ years	51.0%

OCCUPATIONS OF READERS

Licensed Professional	23.5%
Business Owner/Partner	16.7%
Business Executive	11.8%
Public Sector	2.0%
Retired	27.5%
Other Occupation	19.6%

GENDER OF READERS

Male	32.4%
Female	66.7%

EDUCATION OF READERS

High School	6.9%
Some College	16.7%
Associate's Degree	5.9%
Bachelor's Degree	33.3%
Post Grad/Professional	36.3%

HOUSEHOLD INCOME OF READERS

\$15,000 to \$35,000	3.9%
\$35,000 to \$60,000	7.8%
\$60,000 to \$80,000	7.8%
\$80,000 to \$100,000	9.8%
\$100,000 to \$150,000	23.5%
Over \$150,000	21.6%
Did Not Disclose	24.5%

READERSHIP METRICS

Here are the facts from our readership survey respondents.

How many people in your household read *S.A. Scene*?

- **Average Number of Readers in Household = 1.83 Readers**

How many visitors to your household read/look at *S.A. Scene*?

- **Average Number of Visiting Readers = 1.28 Readers**

How many times per month do members of your household read *S.A. Scene*?

- **Average Times Each Issue is Read = 2.07 Times**

How long do you keep issues of *S.A. Scene*?

- **Average Shelf-life of Each Issue = 4.67 Months**

ADVERTISING DIMENSIONS

Full-Page Bleed Ad

Bleed: 10.5" x 12.5"

Image Area: 9.5" x 11.5"

Trim Size: 10" x 12"

Full-Page Non-Bleed Ad

Non-Bleed: 9.5" x 11.5"

Two-Page Spread *

Bleed: 20.5" x 12.5"

Image Area: 19.5" x 11.5"

Trim Size: 20" x 12"

Gatefold Spread *

Bleed: 20" x 12.5"

Image Area: 19" x 11.5"

Trim Size: 19.5" x 12"

2/3-Page Ads

Vertical: 6.25" x 11.25"

1/2-Page Ads

Horizontal: 9.5" x 5.5"

Island: 6.25" x 8.375"

1/3-Page Ads

Horizontal: 6.25" x 5.5"

Vertical: 3" x 11.25"

1/6-Page Ads

Horizontal: 6.25" x 2.625"

Vertical: 3" x 5.5"

*Spread ads must be submitted as a single-page PDF. No type should appear within .5" of gutter area on either side of center of spread.

Submit ads to:

editor@scenepublications.com

DEADLINES:

New ad space and materials for new or contracted ads requiring production services must be submitted seven days prior to Ad Deadline shown on Advertising Schedule page.

Camera ready ad material for contracted ads, and approval of ads requiring production services due on Ad Deadline date shown on Advertising Schedule page.



FOR ADVERTISING INFORMATION

EMAIL ADSALES@SCENEPUBLICATIONS.COM

CALL (210) 828-4209 EXT 402 | FAX (210) 828-7424

SAN ANTONIO
Scene

ADVERTISING CALENDAR

March | April | May

Ad/Editorial Deadline: Jan. 19

LAW

Rising Stars
Law News
Law Directory

MEDICAL

Cardiology
Aesthetic Medicine
Doctors News
Medical Directory

EDUCATION

Private Schools
Higher Education

OTHER

MOST EXPENSIVE HOMES
Cover Story

June | July | August

Ad/Editorial Deadline: Apr. 20

LAW

BEST S.A. LAWYERS
Law News
Law Directory

MEDICAL

Allergy
Aesthetic Medicine
Doctors News
Medical Directory

EDUCATION

Private Schools
Higher Education

OTHER

BEST S.A. LAWYERS
Cover Story

September | October | November

Ad/Editorial Deadline: Jul. 20

LAW

Personal Injury Law
Criminal Defense Law
Law News
Law Directory

MEDICAL

Women's Health
Aesthetic Medicine
Doctors News
Medical Directory

EDUCATION

Private Schools
Higher Education

OTHER

S.A. CUISINE GUIDE
Cover Story

December | January | February

Ad/Editorial Deadline: Oct. 19

LAW

Family Law
DUI/DWI Law
Law News
Law Directory

MEDICAL

BEST S.A. DOCTORS
Aesthetic Medicine
Doctors News
Medical Directory

EDUCATION

Private Schools
Higher Education

OTHER

BEST S.A. DOCTORS
Cover Story