



ABOUT TOWN
BIRMINGHAM'S SOCIAL SCENE



Advertising That Works

Does Advertising in About Town Work? Ask our Advertisers!

We've had more response and more comments from advertising in About Town than any other publication."
Shawn McClain- Manager, *Barton-Clay Fine Jewelers*



"Right after our first ad for Woodrow Hall ran in *About Town* we received roughly 10 phone calls who specifically mentioned seeing the ad in *About Town*. There's no doubt about it - *About Town* works, and has been well worth our investment."

Jamie Cawood - Partner, *Woodrow Hall*

"A couple of months ago, Mobley & Sons introduced a hard-to-find brand in the Birmingham area. Just days after running our first ad in *About Town*, we had customers coming in looking for the brand, and saying they'd seen our ad in *About Town*."

Hunt Mobley- Manager, *Mobley & Sons*



"Southwest Greens installs synthetic putting greens and looks to reach a predominately male audience. I'm happy to say that shortly after our ad ran in *About Town* we sold a large green to a gentleman who saw our ad in the magazine."

Andrew Capstickdale- Manager, *Southwest Greens of Birmingham*

"We were advertising in the Yellow Pages before *About Town*. The difference has been night and day. Not only are we getting far more calls, the calls are coming from the kind of potential clients we target."

Andrew Morrow- President, *Urbanscapes*



2011 Calendar

About Town is currently released every month-and-a-half (45 days) and will have 8 issues in 2011.

	Release Date	Closing Date
WEDDINGS	mid-January	December 22nd
SPRING FASHION	beginning-March	February 16th
HOMES	mid-April	April 1st
HEALTH/FITNESS	beginning-June	May 17th
CHILDREN	mid-July	June 30th
MEN'S ISSUE	beginning-September	August 12th
ENTERTAINING FOOD	mid-October	September 28th
GIVING/GIFTS	beginning-December	November 14th

Real Readership

Demographics



Everyone reads About Town, and they turn every page. I have been in the magazine numerous times, and each time I am amazed at how many comments I receive. **I know of no other publication with its reach."**

Lesley DeCastro- Owner, *Manhattan South*

About Town doesn't just get mailed to office lobbies or homes to people who never ask for them collecting dust. Each *About Town* sparks genuine interest. It is passed around and generates conversation.

- 89% of About Town readers have commented to someone else on a picture/person they have seen in About Town.

- A 'real' readership of over 70,000 people, and growing! Serving the thriving metropolitan areas and Over-The-Mountain communities of Forest Park, Hoover, Homewood, Greystone/Inverness, Mountain Brook, Southside and Vestavia Hills. For a list of distribution points please visit www.abouttownsite.com.

- 'About Town's readership is as affluent as any media outlet in Birmingham'.

- Scarborough Research

CURRENT MARKET VALUE OF HOME	
\$750,000- +	15%
\$400,000-749,000	24%
\$250,000-399,000	33%
\$150,000-249,000	27%

Demographics: Brock School of Business

GENDER	
Male	44%
Female	56%
AGE GROUP	
18-34	39%
35-54	52%
55+	9%

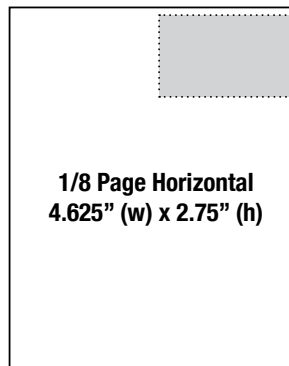
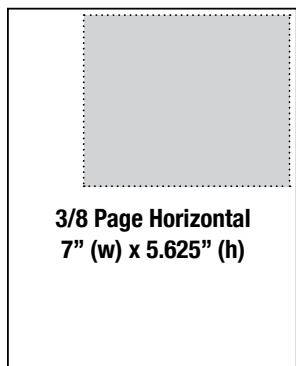
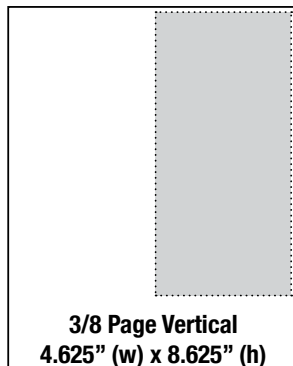
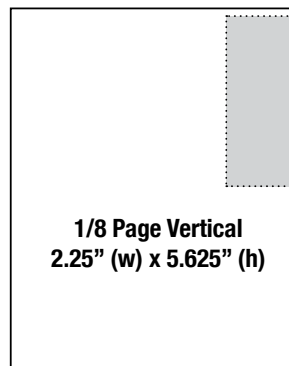
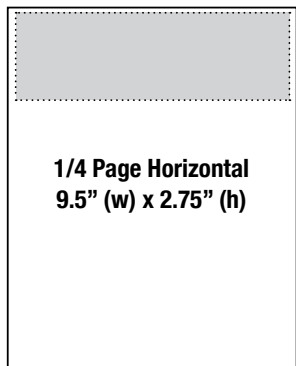
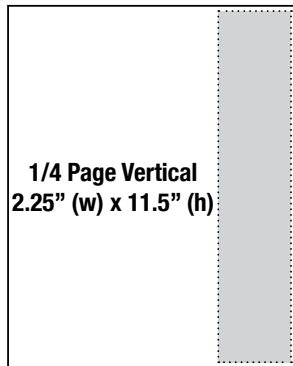
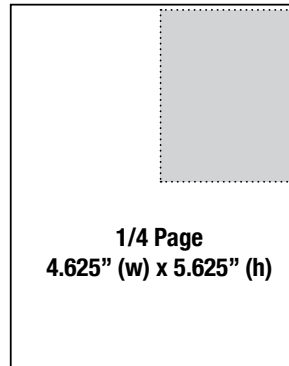
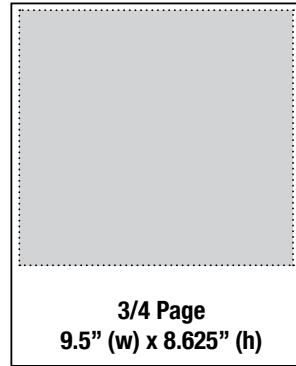
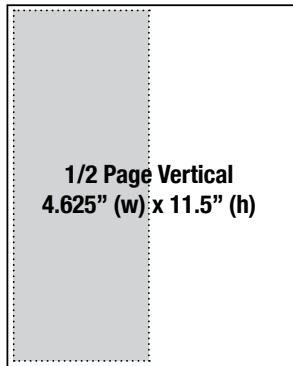
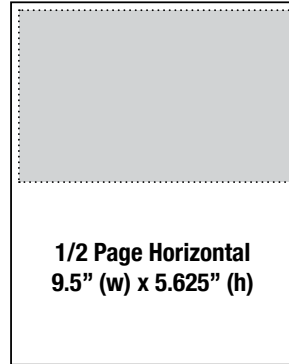
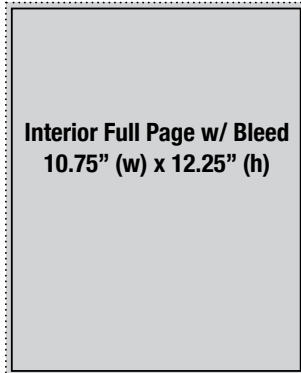
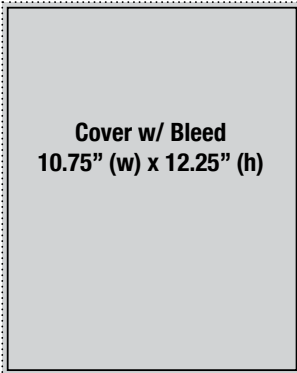
Out of the 5 magazines which is your favorite?	
ABOUT TOWN	52%
<i>Birmingham Magazine</i>	6%
<i>Black & White</i>	18%
<i>B-Metro</i>	9%
<i>Over the Mountain Journal</i>	12%
No Preference	3%

Rates

COLOR ADS	8x	6x	3x	1x
1/8 page	\$ 275	350	440	490
1/4 page	525	580	650	695
3/8 page	725	780	825	860
1/2 page	975	990	1,100	1,300
3/4 page	1,350	1,425	1,520	1,670
Full page	1,650	1,725	1,850	1,900
Opening Spd left	1,900	2,090	2,250	2,400
Opening Spd right	1,900	2,090	2,250	2,400
Spreads (2pgs)	2,600	2,865	3,150	3,300
Back Cover inside	1,900	2,090	2,250	2,400
Back Cover outside (full-bleed)	2,990	3,115	3,225	3,390

Price per issue.
2x-8x rates apply only to consecutive buys.
Preferred position: add 15%

Specifications



MECHANICAL SPECS

- Platform: Macintosh
- Trim size: 10 1/2" x 12"
- We cannot guarantee legibility of reverse small type
- Efforts will be made to comply with reasonable ad placement requests when possible.

ACCEPTABLE AD FORMAT

- ONLY DIGITAL FILES ACCEPTED. No Film.
- HI-REZ PDFs ARE PREFERABLE.
- InDesign CS or lower version (with supporting files and fonts).
- Illustrator CS or lower version. (with supporting files, fonts converted to outlines).
- Photoshop CS or lower version. (flattened eps or tiff with type rasterized)
- No JPEGs.
- No Microsoft Word or Microsoft Publisher documents.
- Convert pantone color(s) and RGB files to CMYK or gray scale.
- All photography/images must be 300 dpi at 100%.
- Hard Copy Proof MUST accompany digital files (fax acceptable), otherwise we will not be responsible for printing errors.

