



MODERN **IN** DENVER

MAGAZINE

MEDIA KIT 2009



MODERN LIVING  INSIDE AND OUT



OVERVIEW

For more than 50 years, Denver has been one of the country's top cities to embrace modern architecture, design and culture. Today more than ever, Denver dwellers with an eye toward style are finding inspiration in the modern aesthetic. From classic mid-century neighborhoods to contemporary new construction, our city is home to a vibrant and growing collection of exceptional modern design.

Modern in Denver's mission is to celebrate modern living in the Mile High City.

We take you inside the homes and buildings that embody Denver's modern spirit, exploring the architecture, design, lighting and objects that complete the modern space. We introduce the talented community of architects, designers, artists and entrepreneurs whose vision helps shape modern Denver. Modern In Denver is your resource for finding the best in modern shopping, dining, real estate, art and entertainment.

RESULTS

*"A magazine dedicated to modern living in Denver? We love it. It's a terrific opportunity to reach a passionate, design savvy audience in a city with so much happening on this front." - **Brooke McKinnon, Room & Board***

"Modern in Denver Magazine is the perfect vehicle to bring everything Modern and Cool in Denver under one roof! From Real Estate, Neighborhoods, Restaurants and Shops, Materials, Fashion and Everything that fits the Modern Lifestyle, William has created a Home Run!!! We are proud Advertisers, Supporters and Contributors to "Modern in Denver!"
-Peter Blank, Mile Hi Modern.com

"Modern in Denver (MID) has been one of our greatest advertising successes. As an unconventional automotive experience, we were thrilled to find an unconventional media outlet to foster our brand. With MID, we have been able to tap into the influential and progressive design-sensitive demographic. We have already seen a return on our investment and will continue to advertise in MID". **-Robert Savi, Owner The Import Warehouse**

DEMOGRAPHICS

WHO:

The Modern In Denver target audience is curious, interested and passionate about modern design, architecture, and art. They are educated, affluent and care about their space - inside and out. Our readers are architects, artists, graphic designers, interior designers, entrepreneurs and modern enthusiasts. They are in their twenties, thirties, forties, fifties and sixties. They actively seek out information on all things modern; books, blogs, groups, galleries, retail stores, museums and now Modern In Denver. They are intelligent, motivated people with a substantial amount of "buying power".

WHERE:

Modern in Denver is available at newsstands and select retailers where the modern Denverite is found. It is also directly delivered to select architectural firms, design studios and modern residential buildings throughout Denver.

CALENDAR

Print dates 2009: March, June, September, December 2009

Advertising space reservation deadlines are 3 weeks prior to magazine printing date. Finished ad deadlines are 12 days prior to print date.

AD SIZES

All ads are full color : **Magazine trim Size is: 8"x 9.5"** // Live area: .25" inside trim / **7.5"x 9"**

Full Bleed: Extend artwork .125" // outside trim. 8.25"x 9.75" // Full page: 8 x 9.5"

Half page vertical: 3.375"x 8.25" // Half page horizontal: 7"x 4" // Quarter page: 3.375"x 4"





FILE PREP

Modern In Denver is published using a CMYK 4-color printing process. The body of the magazine is printed on 50# satin text paper and wrapped in 80# matte cover stock with a varnish.

Digital:

The magazine is produced using Adobe InDesign, Photoshop & Illustrator on a Macintosh platform. All ads should be created as CMYK files at a resolution of 300dpi (for 150 line screen printing) at 100% size. Photoshop files should be flattened and all fonts should be outlined.

File Formats:

Modern In Denver accepts PDF files. We also accept PDF files created with InDesign. We accept hi-resolution jpeg, tiff or eps files from Photoshop as well as eps files from Illustrator (outline all fonts). We cannot accept files in PageMaker, Corel Draw, InDesign, Freehand, Microsoft Publisher, PowerPoint or Word.

Submit ads:

1. On a cd disk or flash drive.
2. Via e-mail: ads@moderninddenver.com

Proofs:

Modern In Denver can generate a high-quality digital proof for \$30 per ad. We cannot be responsible for errors or print quality of submitted ads without check proofs.

CONTACT:

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