

Publication Dates and Ad Deadlines

Upcoming publication dates:

October 15, 2003
Ads due: Aug. 15, 2003

February 15, 2004
Ads due: Dec.15, 2003

June 15, 2004
Ads due: April 15, 2004

Submitting your Ad

We accept Mac Platform Quark,
Illustrator and Photoshop Files
in CMYK. You may e-mail your
stuffed files to us at:

ads@othermag.org.

We prefer ads via e-mail, but
we can provide an FTP server
for you. Include all images and
fonts. All Ads are 2-color with
the exception of cover ads
which may be CMYK.

Please send payment and ad materials to:

other magazine
584 Castro St. #674
San Francisco CA 94114

 our website:

www.othermag.org

 other Contact info

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 **other**

 **other**
a magazine for people who defy categories

Rate Sheet

Other magazine is for people who defy categories. We tell stories and represent points of view that go beyond the bounds of the ordinary and mainstream. We print everything from genre-busting fiction and journalism, to cartoons, artwork, and innovative graphic design. Our readers are young, savvy, and excited by challenging topics, wild tales, rebel futurism, global media, pop culture, and indie idealism. We reach an audience that no one else can -- the "others" who disdain labels and whose habits and cravings most magazines ignore.

Who are other readers?

We have surveyed visitors to our Web site.

Our readers:

- are 26-35 old
- make \$50,000 per year
- are college educated
- have households consisting of 2.1 adults and a third of them have children
- travelled at least five times last year
- buy six books per month
- buy four CD's and three DVD's each month
- dine out at least five times a week
- spent at least \$1,500 in the last year on computers and high tech equipment
- spend at least \$500 per year on audio/video equipment
- spend at least \$250 on clothing each month
- read the *New Yorker*, *Harper's*, *the Nation*, *Atlantic Monthly*, *Bitch*, *Bust*, *Vice*, *Grace*, *Vogue*, *Salon*, *Slate*, *The Onion*, *Ms.*, *Entertainment Weekly* and *Mother Jones*
- spend \$50 per week on alcohol
- 22% of our readers smoke cigarettes

Our Rates

Full Page (7.5"x10) \$400
Full Page Cover I (color) \$1000
Full Page Cover II (color) \$1000
Full Page Cover III (color) \$1200
2 Page Spread \$700
1/2 Page (3"x9") \$150
1/2 Page (4.5"x6") \$150
1/4 Page (3"x2.25") \$100

What will my customer find in other?

essays
lit
investigations
photography
poetry
confessions
travel
profiles
comics

Our Paper Stock & Print Quality

Other is 64 pages at 7.5" by 10". We use 80# Applegate Matte Book for our covers and 60# Adhland Opaque Offset for our internal pages. Our magazine will be perfect bound at a professional printing facility, ensuring longevity on the reader's bookshelf and immortality of your ad.

Our Staff

Other staff and contributors have worked for magazines and newspapers including *Wired*, *Harper's*, *The Wall Street Journal*, *The New Yorker*, *Salon.com*, *Anything That Moves*, *Nerve.com*, *the New York Times*, *Black Sheets*, *GettingIt.com* and *Punk Planet*.

Our Circulation

- *Other* is published 3 times annually.
- We have a circulation of over 3,000.
- *Other* is available in over 150 independent bookstores, specialty stores, record stores including Tower Records, newstands, and by subscription through our Internet site.
- *Other* has distribution through Desert Moon, Ubiquity, Small Changes and others.

Individual Issues

Other costs \$5.00 at the news stand. A year's subscription is \$12.

