

# 2011 Rates, Editorial Calendar & Advertising Specifications

# Tobacco Outlet Business

	JAN/FEB <i>TPE Show</i>	MARCH/APRIL	MAY/JUNE	JULY/AUG <i>IPCPR Show</i>	SEPT/OCT <i>NACS Show</i>	NOV/DEC	INDUSTRY DIRECTORY
Ad Sales Close	December 23, 2010	March 12, 2011	April 8, 2011	June 2, 2011	August 4, 2011	October 6, 2011	November 9, 2011
Material Deadline	December 27, 2010	March 15, 2011	April 20, 2011	June 9, 2011	August 11, 2011	October 13, 2011	November 16, 2011
Cover Story	The Gala TPE Show Preview/ <i>TOB</i> 's Top 50 Retailers	TPE Highlights Special Report: FDA Regulation in 2011 and Beyond	Accessorize! How to Tap Non-Tobacco Opportunities; Plus: RYO/MYO Status Report	Beyond Cigarettes: An In-Depth look at the Alternative Market	Leveraging Loyalty: Building Your Customer Base IPCPR Highlights	2011 Review/2012 Predictions	2012 <i>TOB</i> Industry Guide

## TOBACCO OUTLET BUSINESS DEPARTMENTS

### CIGAR SENSE

An every issue section focusing on products, retailer profiles, and supplier perspectives. Also included will be best practices, tactics to build your cigar business, product volume updates, and supplier marketing tips on how to sell more cigars.

### TRENCH MARKETING

A user-friendly, retailer-driven feature that brings marketing from between the covers of dreary textbooks and translates it into sales power for retailers. Each column offers tips on ideas that work—and those that don't—as well as tips on how to execute them effectively courtesy of successful retailers in the tobacco retailing community.

### PRODUCT PROFILES

Products are essential to successful retailers. Product Profile communicates the array of products available to retailers to help to sell more products. Product Profiles will be addressed in every issue of *Tobacco Outlet Business*.

### BUSINESS INSIGHTS

In every issue of *Tobacco Outlet Business*, business tactics and best practices will be covered. Business tactics, marketing, money management, employee training, and other strategies to better manage your business will be covered.

### CATEGORY MANAGER

*Tobacco Outlet Business* represents original research in every issue; offering insights and information about what, why and when products are moving through the tobacco retailing market.



## 4/C ADVERTISING RATES

	1X	3X	6X
Spread .....	\$5,975.00	\$5,875.00	\$5,375.00
Page .....	\$3,995.00	\$3,895.00	\$3,395.00
1/2 Island .....	\$3,090.00	\$2,990.00	\$2,875.00
1/2 Page .....	\$2,885.00	\$2,785.00	\$2,635.00
1/3 Page .....	\$2,830.00	\$2,730.00	\$2,575.00

(B/W Rate Available)

## SPECIAL ISSUE RATES

Directory .....\$3,395.00

## ADVERTISING AD SPECIFICATIONS (TRIM SIZE 8.375 W X 10.875 H)

MAGAZINE AD SIZES	NON-BLEED SIZE	BLEED SIZE
Spread	15.75 W x 9.875 H	17 W x 11.125 H
Single Full Page	7.375 W x 9.875 D	8.625 W x 11.125 H
½ Page Horizontal	7 W x 5 H	8.5 W x 5.25 H
½ Page Vertical	4.875 W x 10 H	5.25 W x 11.125 H
1/3 <sup>rd</sup> Page Square	5 W x 4.875 H	N/A
1/3 <sup>rd</sup> Page Vertical	2.375 W x 10 H	N/A

## TOBACCO OUTLET BUSINESS CIRCULATION

Tobacco Outlets	12,350
Wholesale Distribution	1,275
Tobacconists	1,700
C-Store HQ	975
Supermarket/Mass/Drug	200
<b>TOTAL</b>	<b>16,500</b>

## SALES CONTACTS

Edward (Ed) O'Connor, President  
Tobacco Media Group/  
*Tobacco Outlet Business*  
8311 Six Forks Road, Suite 211  
Six Forks Office Park  
Raleigh, NC 27615

Toll Free: 877-702-4427  
Direct: 805-744-4216  
Mobile: 919-614-4873  
Email: edwardoconnor@tobonline.com

## SEND ALL MATERIALS TO

Lea Edmondson, TMG International, 8311 Six Forks Road, Suite 211, Six Forks Office Park, Raleigh NC, 27615, Phone: 877-702-4427, Email: leaedmondson@tobonline.com

## MATERIAL REQUIREMENTS

Digital files are required (no film). All supporting artwork and fonts (screen & printer) must be included when sending files. Mac fonts only. All graphics must be CMYK. Hard copy proofs produced at 100% must be provided. Acceptable file formats are: Print optimized pdf file, Photoshop CS or Illustrator CS.

Settings for print optimized pdf files are: Do not include hyperlinks, embed all fonts, text and line art compressed, all images must be CMYK, and at least 300 dpi. Color output composite CMYK, registration off and a symmetric bleed of .125".

## COLOR PROOF SPECIFICATIONS

Proofs must be made on SWOP specified stock and with new standard proofing ink. Match density as per SWOP standards reference. Each proof should carry a GATF color bar, or a solid color bar and 50% screen on top.

## FTP SITE

ftp://tob.hosting4less.com

user: tob-user

password: tmgi

Once upload is complete, please send an e-mail to Karen Smith, karensmith@tobonline.com, include the issue and filename.