

INTOUCH for MEN



INDULGE for MEN



GO WEST MEDIA GROUP presents
the first and now the NEWEST most provocative national monthly magazines
(with international distribution) designed exclusively for gay men.

Research Development with Sampling of Demographics and Lifestyle Habits of the INTOUCH and INDULGE Readers

Shows the Average Readership totals 150,000,
Frequency =12X, International Distribution 6%

- Median age 38
- Mean individual income \$53,500.00
- 82.9% graduated from a four-year college
- 31.6% of our readers own their own home
- Occupation: 66.5% - Professional / Managerial; 16.8% Clerical / Sales; 3.5% Craftsmen; 13.2% Retired / Other
- The percentage of our readers that have a major credit card by type: 72.3% - Visa; 63.4% - MasterCard; 52.6% - American Express
- 89.3% of our readers travel at least 10 days per year for enjoyment, and 97% of those readers will spend time at gay resorts, take gay cruises and travel packages.
- In the last 12 months 82.6% of our readers purchased products through mail order: 82% bought videotapes or DVD's; 47% bought adult toys or other novelty items; 26% bought books and other services
- In the last 90 days 83% have accessed the Internet

WWW.INTOUCHFORMEN.COM
WWW.INDULGEFORMEN.COM

CIRCULATION

Circulation is concentrated in the major cities with every state/province represented. Circulation breakdown on major cities available on request.

In Touch was the first all-male magazine targeted directly to the gay community. As we enter our 32nd year we have two publications and have built up a solid readership of over 3,000,000 gay men. According to research, our readers are primarily college-educated professionals with a disposable income high above the national average. They also prefer to buy companies, which support the gay culture. In a recent survey, over 76% of our readers indicated that they make a special effort to buy products and services from companies that advertise in the gay media.

Our readers are loyal, too. Over 52% of our subscribers order the magazine for two years at a time. Our renewal rate averages at 75%. This means that the In Touch Indulge reader does not want to miss a single issue we print. In fact, 43% of our readers say they never throw a single issue away. This means that your advertisement is seen over and over again! Where else can you tap into this kind of consumer loyalty?

*Based on our annual readership. Subscription rates: 6 issues \$47.94; 12 issues \$95.88; 24 issues \$191.76; single issue \$7.99

GENERAL INFORMATION



1) All copy, text, display and illustrations are published with the understanding that the advertisers and the advertising agency are fully authorized, have secured proper written consent for the use of names, pictures and testimonials of any living persons, and may lawfully publish or authorize publication of same. The advertiser and the advertising agency agree to indemnify and hold the publisher harmless from any and all liability, loss and expense of any nature arising out of publication of subject advertisements. Ads with photos of individuals must include model ID and copy of consent to be photographed.

2) Publisher reserves the right to reject advertisements he deems objectionable in appearance, character, wording or for any reason at his sole discretion.

3) Advertising bills rendered on publication date. New advertisers must remit payment (cashier's check or money order) with insertion order.

Add 10% for preferred positioning.

PUBLICATION SCHEDULE

Monthly Closing Date: 1st of the second month preceding date of publication - i.e., October 1 for December issue. November 1st for January issue, etc.

INSERTS

For furnished inserts, consult advertising director in advance for rates.

AGENCY COMMISSIONS

15% to responsible agency on space, position and color, provided that account is paid by 45 days from billing date. No agency commission will be allowed after 45 days from billing date. Other charges not commissionable.

DISCOUNTS

We offer multiple insertion discounts based on the number of issues selected. You can qualify for discounts by combining all magazines.

See Ad Rates for Details.

CONTACT

Send all mechanicals, reprints, advertising copy, artwork, contracts, space reservations, payments of invoices to:



Go West Media Group, LLC
3230 E. Flamingo Rd. #8-171
Las Vegas, NV 89121

1-877-4 IN TOUCH (1-877-446-8682)

Fax (702) 974-0585

Contact:

ads@GoWestMedia.com



MECHANICAL REQUIREMENT

HORIZONTAL VERTICAL

Ad Size Width & Height Width & Height

Full Page Bleed 8 1/4" x 11 1/8"

Full Page 8" x 10 7/8"

2/3 Page 4 5/8" x 10"

1/2 Page 7 1/8" x 4 7/8" * 4 5/8" x 7 1/2"

1/3 Page 4 5/8" x 5 7/8" * 2 1/4" x 10"

1/6 Page 4 5/8" x 2 3/8" * 2 1/4" x 4 7/8"

* Trim size: 8" x 10 7/8"

PRINTING SPECIFICATIONS

- * Printed Web offset: saddle stitched
- * Black & White: 12 line screen
- * Four Color: 133 (to 150) line screen
- * Any of the following materials are acceptable for reproduction: 1) film negatives (right reading, emulsion side up); 2) color separations; 3) b/w stats or PMTs; 4) digital media (Quark, Photoshop, or Illustrator.)
- * Copy should be camera-ready and scaled to size. Additional charges - at cost - will be made for preparation or modification of artwork, film, etc.
- * Mechanicals returned upon written request. All others are retained for a period of 3 months, after which they may be destroyed.
- * If proofs are not supplied, quality or reproduction and registration is at the risk of the advertiser. No type smaller than 6 point. Small-type sizes in reverse or in more than two colors are not recommended.

AD RATES

	1 Issue	4 Issues Multiple Insertion Discount 5%	6 Issues Multiple Insertion Discount 10%	10 Issues Multiple Insertion Discount 15%	12 Issues Multiple Insertion Discount 20%
Double Truck	\$3,600.00	\$3,420.00	\$3,240.00	\$3,060.00	\$2,880.00
Full Page	\$1,500.00	\$1,425.00	\$1,350.00	\$1,275.00	\$1,200.00
2/3 Page	\$1,125.00	\$1,068.75	\$1,012.50	\$956.25	\$900.00
1/2 Page	\$840.00	\$798.00	\$756.00	\$714.00	\$672.00
1/3 Page	\$555.00	\$527.25	\$499.50	\$471.75	\$444.00
1/4 Page	\$500.00	\$475.00	\$450.00	\$425.00	\$400.00
1/6 Page	\$425.00	\$403.75	\$382.50	\$361.25	\$340.00

Inside Front Cover 2 & 3	\$4,150.00	\$3,942.50	\$3,735.00	\$3,527.50	\$3,320.00
Inside Back Cover	\$2,000.00	\$1,900.00	\$1,800.00	\$1,700.00	\$1,600.00
Back Cover	\$2,400.00	\$2,280.00	\$2,160.00	\$2,040.00	\$1,920.00

