



2011 TABLE MAGAZINE MEDIA KIT

Putting the Value Back Into Print

At TABLE magazine, we know the value of print advertising in a respected publication extends far beyond the printed vehicle. Where you put your name, your reputation and your media investment speaks volumes about your business and its finest qualities. Your brand, personality and value proposition should be absorbed by those who don't simply see your message, but who actually care, move and invest in what your business has to offer.

In order to accomplish this, the readership has to have the means, the maturity and the motivation to connect with what you have to offer.

This is why TABLE works so well for our advertisers. We combine four critical legs that simply make print advertising more effective:

- 1 Qualified, Quality Audience** – never a guess. Always measured. No random “dumps” of publications. Zero waste. We know who our readers are as well as you know who your own customers are. We target based on Income Producing Assets (not household income) and look for geography and lifestyle indicators that directly impact spending habits.
- 2 Quality Product** – print is art. Media the eye consumes should be engaging and motivating. TABLE invests time, money and creative resources in producing the most attractive print vehicle in the region so your ad is consumed with passion and unique engagement.
- 3 Approachable. Lovable. Effective.** – our readers like us. No, they love us! We have a readership that sends us love notes, fan mail and holiday gifts. We win international design and writing awards too, but the most important asset to you as an advertiser is an eager and passionate audience. The advertisers who support this reader-centric content benefit from a genuine, honest following that looks forward to the publication every quarter.
- 4 Community Investment.** – you'll see us at the table. We are active in our community and personally invested in the causes we support. This matters to you because we network, we talk, we forge new business opportunities and work to generate leads and introductions for our advertisers. The magazine gets into hands of influence – and your message goes with it.

www.tablemagazine.com



**TOP IN REGION FOR READERS
WITH LIQUID ASSETS OVER \$100,000**
(key disposable income indicator)

**READERS ARE THE MOST
FREQUENT RESTAURANT DINERS**
(over 44%)

**MOST EFFECTIVE IN REACHING
AN AFFLUENT, EDUCATED,
FEMALE AUDIENCE**

**MOST EFFICIENT IN REACHING
HOME IMPROVEMENT PROSPECTS**

TOP LUXURY SHOPPERS READ TABLE:
top in market for jewelry, women's clothing and foreign car buying

**MOST EFFECTIVE IN REACHING
HEALTH AND WELLNESS READERS:**
top for “green” purchasing, top for “dieters,” nearly 50% spend over \$150+ weekly at grocery stores, table readers are 75% more likely to work out at a fitness club regularly

**SO MUCH MORE THAT MAKES TABLE THE
RIGHT BUY WITH THE BIGGEST IMPACT...**
contact us for full media audit information.

Source: winter media audit 2010 in comparison to pittsburgh magazine, pittsburgh quarterly, whirl, and shady ave.

Making an Impact

TARGETING YOUR AUDIENCE

Base household income does not determine spending habits. Lifestyle and luxury purchases are determined by disposable income criteria that is behavioral and highly selective. This is why we target readers based on disposable income and spending habits rather than on household income. By identifying a high IPA (Income Producing Assets) over \$100,000, TABLE reaches households with the maturity and means to partake in advertiser's products, services and events.

IPA is the measure marketers find most useful, as it provides the means to quantify a household's value of assets that can be more easily moved or expended. TABLE uses the IPA model as a powerful targeting tool because it more accurately measures affluent market segments.

FOR OUR ADVERTISERS, IPA DELIVERS:

- More discrimination between the high and low ends of the economic spectrum.
- Clearly delineated segments in the affluent sector.
- Powerful prediction of consumer demand for important financial products.

QUALIFYING DISPOSABLE INCOME CRITERIA:

- Wine Collection
- Gourmet Cooking/Gourmet Kitchens
- Antiques Purchase and Collection
- Entertaining
- Gardening
- Books/Music
- Golf
- Art Purchase and Collection
- International Travel

OVER 120,000 READERS

Estimated readership of 4 readers per issue

TOTAL CIRCULATION: 30,000+

20,000	Paid/controlled household delivery
2,500	Cultural opt-in, subscriber and membership programs
1,200	Retail
1,000	Hotel, spa and resort
3,000	Qualified VIP events each quarter
2,500	Marketing, promotional and advertiser venue saturation

REGION

Pittsburgh and southwestern Pennsylvania.
Sample targeted ZIP codes for household delivery:

Pittsburgh 15213, 15217, 15218, 15228, 15232, 15236, 15237, 15238, 15241, 15243, 15222, 15219	
Wexford 15090	Rector 15677
Oakmont 15139	Stahlstown 15687
Presto 15142	Canonsburg 15317
Sewickley 15143	Venetia 15367
Washington 15301	Monroeville 15146
Uniontown 15401	Cranberry 16066
Somerset 15501	Mercer 16137

RETAIL SAMPLE

All major booksellers carry TABLE along with respected retailers such as Giant Eagle Market District stores, Whole Foods Market, East End Food Co-Op, John McGinnis & Company, T-Bones Market in Wexford, McGinnis Sisters Specialty Food Stores and more. For a full listing of our retailers, go to tablemagazine.com.

BARNES & NOBLE



"We were impressed with how QUICKLY AND EFFECTIVELY THE AD WORKED FOR US after only our first insertion. In our field, it's extremely rare to get QUALIFIED LEADS and proactive calls from a print advertisement."

The ONLY place we advertise.

UNIQUE - helps us stand out from the crowd.

Our customers steal it, fight over it and ASK FOR MORE...

The HIGHEST QUALITY magazine in Pittsburgh.

We put one special offer in TABLE, only in TABLE and sold out.

COMMUNITY PARTNERS



Regular appearances on KDKA Pittsburgh Today Live to promote that season's issue.



This unique grocery delivery service drops thousands of beautifully packed boxes of fresh produce and grocery items to corporate employees every week. TABLE is included in deliveries each quarter while supplies last.

Luxury Hotel Partners: Fairmont Hotel Downtown, Nemaquin Woodlands Resort

-ADVERTISER QUOTES

Content *and* Design

WHY FOOD IS GOOD FOR YOUR BUSINESS

TABLE uses food as a universal platform for our content because it is the most popular, loved, understood and celebrated part of our lives. Food, wine, entertaining, dining, etc. are all things we engage in daily. Everyone gets it!

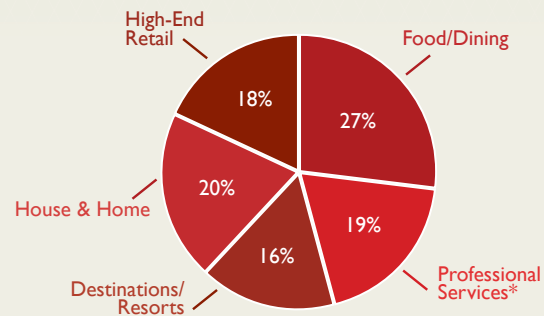
Then, we take it a step further and explore natural and meaningful INTERSECTIONS with food.

- FOOD + **DESIGN**
- FOOD + **HOME**
- FOOD + **KIDS**
- FOOD + **HEALTH & WELLNESS**
- FOOD + **TRAVEL**
- FOOD + **ENTERTAINING**
- FOOD + **WINE & SPIRITS**
- FOOD + **ART**
- FOOD + **THE ENVIRONMENT & GREEN ISSUES**
- FOOD + **SO MUCH MORE!**

Therefore, TABLE readers come to us for more than food. They have curious minds and appetites for a fresh, different and enjoyable look at what's local, what's hot, what's healthy and what's on the horizon for living a whole, good life.

The family of TABLE advertisers understands that readers coming for our unique content are their customers. Why not reach them through a platform as personal as food?

TABLE'S FAMILY OF ADVERTISERS



*Financial, Medical, Real Estate, Insurance, etc.

THE AWARD GOES TO...

Outstanding original photography and design work together with engaging content to entertain and inspire your customers. TABLE wins multiple national and international design and writing awards every year but, most importantly, wins rave reviews from readers every day! This passionate readership consumes your ad in the company of their favorite news, stories and features every quarter.

Reader Profile

TABLE READERS ARE LARGELY FEMALE:
67% are women and 33% are men

TABLE READERS ARE EDUCATED:
70% of TABLE readers have a college education or advanced degree.

TABLE READERS ARE AFFLUENT:
highest percentage of readers (34%) with Liquid Assets of over \$100,000.

TABLE READERS ARE MATURE:
with the majority of our readership between the ages of 35 - 64

THE FACE OF READERSHIP

Mark, Jane and Lilly Grasso are a family who illustrates our readership profile.

Jane and Mark have a new kitchen, both cook and Lilly enjoys the benefits of new flavors and exotic dishes like Jane's Japanese or even Mark's ceviche at the table.

Mark works for Oxford Development and advertises Oxford Centre in TABLE magazine because he respects our like-minded readership.

The Grasso's live in Sq. Hill and Lilly goes to a private school in the East End.

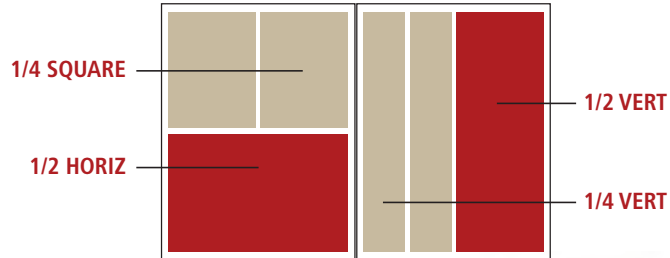
Jane, always in fashion, is a huge TABLE fan and even her parents are some of our most enthusiastic supporters.

As a family, the Grasso's focus on healthy, active, culturally engaging experiences and love to travel together.

Production Specs

PRODUCE

Size	8-3/4" x 11-3/4"
Paper Quality	Cover: 100# White Silk with Aqueous Coating Process; Text: Matrix Gloss, 80# White
Print Process	Individual Sheet Fed, printed in Pittsburgh
Binding Method	Perfect Bound



all rates are net

HOUSE SPECIALS

	1x	4x	8x
Back Cover	SOLD	SOLD	SOLD
Inside Front Cover Spread	SOLD	SOLD	SOLD
Inside Back Cover	SOLD	SOLD	SOLD

Cover: 8.75" x 11.75"

*add 1/8" bleed on all sides

all rates are net

PRIME CUTS

	1x	4x	8x
Full Page	\$4000	\$3500	\$3000
Two-Page Spread	\$7000	\$6500	\$5500

Full-page: 8.75" x 11.75"

Two-Page Spread: 17.5" x 11.75"

*add 1/8" bleed on all sides

all rates are net

A LA CARTE

	1x	4x	8x
1/2 Page Vert. or Horiz.	\$2500	\$2000	\$1750
1/4 Page Vert. or Square	\$2000	\$1500	\$1250

1/2 Page, Vertical: 3.75" x 10.75"

1/2 Page, Horizontal: 7.75" x 5.25"

1/4 Page, Vertical: 1.75" x 10.75"

1/4 Page, Square: 3.75" x 5.25"

WEB AND EMAIL MARKETING

TABLE offers advertising opportunities on our high-traffic website: tablemagazine.com. There are also sponsorship opportunities for our popular monthly e-newsletter, "The Thread." Contact us for specs and rates.



PRODUCTION SPECS, SUBMISSION GUIDELINES

See insertion order for bleed sizes. All ad materials to be sent as high-resolution CMYK PDFs. No other type of artwork will be accepted. Design services or production assistance for converting or setting up files is \$100/hour.

PRODUCTION CONTACT INFORMATION

Email electronic files to production@tablemagazine.com.

SALES CONTACT INFORMATION

To reserve your place at the TABLE, or for more information on advertising packages, rates and options, contact Christina French at 412.661.6106 or cfrench@tablemagazine.com.

2011 CLOSING DATES

MAILED

DISTRIBUTED

CLOSE

ART DUE

Spring 2011	week of Feb 21	Feb-Apr	1/14/11	1/21/11
Summer 2011	week of May 23	May-Jul	4/15/11	4/22/11
Fall 2011	week of Aug 22	Aug-Oct	7/15/11	7/22/11
Holiday 2011	week of Nov 21	Nov-Jan	10/14/11	10/21/11

