

Media Kit

# MoeHeat

## Magazine

Mid-Summer 2021



## **About MoeHeat Magazine / Founder & Editor-in-Chief**

MoeHeat Magazine is an insider publication designed to connect those interested in business, sports, and entertainment. Readers are able to gain and share insight as they learn industry secrets. First print came in 2009 and has been featured twice on ABC news.

Maurice 'Moe' Windom is the founder and editor-in-chief of MoeHeat Magazine. He is a retired 24-year, Army veteran who holds men and women who serve this great country close to his heart. He has an Associates of Science, Bachelor of Science, and Master of Business Administration degree in Global Business Management. Aside from running his company, he serves as a volunteer in Santa Clarita, California, helping veterans receive benefits.

MoeHeat Magazine (MHM) covers talent from all walks of life and often covers those who might otherwise find it difficult to gain media exposure. MHM introduces our readers to local, national, and international talent all-the-while encouraging networking and connecting with each other when possible.



## Distribution

Reach 100,000+ readers in your community; combined hard-copies and Internet email blasts.

Marketing and distribution are critical parts of business. Our efforts go into helping advertisers and readers connect the dots. In other words, we want advertisers to receive more bang for the buck, sort-of-speak, and readers to be satisfied as well.

To reach objectives, distribution includes placement into businesses with lobbies. As clients await service, they read articles of interest while seeing local and national advertisements beneficial to them. Additionally, select business, sports, and entertainment enthusiasts receive copies - increasing benefits to our advertisement clientele.



As our client, you can rest assured we focus our efforts and marketing strategies to target a more diverse, yet responsive, audience.

## 2021 Ad Rates

MoeHeat Magazine ad rates take into account hardcopy, Internet, and projected readership. We place our publication in locations where multiple readers are anticipated. Speak with your account representative for more information on local distribution associated with your advertisement(s).



# 2021 Print Ad Rates

## Rate Base 120,000 Covers

Front Cover (Cover Story) \$6,000

Inside Front Cover \$3,000

Back Inside Cover \$3,000

Back Cover \$4,000

## Inside Pages

Four Color.	1x	3x.	6x
Full Page	\$2,000	\$1,900	\$1,600
3/4 Page	\$1,800	\$1,710	\$1,440
1/2 Page	\$1,400	\$1,330	\$1,120
1/4 Page	\$900	\$855	\$720
1/8 Page.	\$500	\$475	\$400

Classified Ads \$100 (up to 25 words. No multiple run discounts)



Ads must run consecutively to receive multiple discount rates and reflected on the initial invoice/contract.

Circulation includes print and digital editions. Qualified full-run advertisements run on both platforms. MoeHeat Magazine Advertising Terms and Conditions includes additional information regarding multiple run discounts, opting out, up-grade options and existing account changes.

### Magazine Calendar

July 2021

October 2021

December 2021

Ad Close: 6/1/2021.

Ad Close: 9/1/2021

Ad Close: 11/1/2021

Publish: Mid July 2021.

Publish: Mid Oct 2021.

Publish: Mid Dec 2021

## 2020 Ad Specs

### PRINT AD UNIT SIZES

#### Bleed Trim

**Full Page** 8-1/4" x 11-1/8" 8" x 10-7/8"

**Spread** 16-1/4" x 11-1/8" 16" x 10-7/8"

**1/3 Vertical** 2-7/8" x 11-1/8" 2-5/8" x 10-7/8"

**2/3 Vertical** 5-1/4" x 11-1/8" 5" x 10-7/8"

**1/2 Horizontal** 8-1/4" x 5-1/2" 8" x 5-1/4"

**1/2 Spread Horizontal** 16-1/4" x 5-1/2" 16" x 5-1/4"

### MATERIAL REQUIREMENTS

**Trim Size:** 8" x 10 7/8" **Binding:** Perfect Bound **Safety:** .25" away from trim edges (.375" from bleed) **Gutter Safety:** .25" on each side (.5" in total) **Required Material:** PDF/X1-A. No color proofs are required **Delivery of Materials:** Please upload all PDFX1-As to [ads@moeheat.com](mailto:ads@moeheat.com)

### DELIVERY OF MATERIALS

Submit PDF-X1a FILES via [ads@moeheat.com](mailto:ads@moeheat.com)

## FILE TYPES AND DELIVERY:

- Submit PDF-X1a FILES via: ads@moeheatcom

## FILE SPECIFICATIONS/GENERAL GUIDELINES

- Include/embed all fonts and artwork. • Max density (total area coverage) is 300% • Image resolution is 300 dpi, Line illustration is 2400 dpi.
- CMYK or Grayscale only.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()\*&^%\$#@!'{}[]|\',;: in file names.
- 5% minimum dot required to print highlight areas and square- up on edges with fade-off dot of 3% of each color.

## DOCUMENT SETTINGS

- Ads should be built at 100% trim size. • Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas.



- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.