

# COBB LIFE

Media Guide • 2007 - 2008



Cobb County's Most Celebrated Magazine!

# COBB LIFE *Features & Benefits*

Published by the Marietta Daily Journal

## Features:

Cobb's most talked about, hottest lifestyle magazine **COBB LIFE** showcases the finest of living in Cobb. Each issue is packed with great tips, interesting stories and intriguing profiles. In our past two years we have featured interviews with celebrities like Third Day's Mac Powell, HGTV's Joe Washington, Olympic Triathlete Kelly Cook, "Facing the Giants" directors Stephen and Alex Kendrick and Fashion Designer Alexander Julian to name a few.

Our HOME section features the best in before-and-after rooms and gardens, decorating tips from interior designers and inside peeks into dozens of homes from \$7 million European manors to posh high-rises condos. Our TRENDS section captures the best in high-end fashion from swimsuit previews to formal wear and more. And our special sections, like BRIDAL GUIDE and HOME & GARDEN are a hit with readers looking for special tips in niche markets.

- High-quality glossy magazine, perfect bound, published nine times a year.
- Advertising prices include process color.
- Advertisements are sold in a variety of sizes.
- Exclusive interviews, award-winning photography, writing and design.
- Editorial departments include:
  - SPICE:** Fine food and dining
  - HOME:** Home decorating and design.
  - BLOOM:** Outdoors and Garden.
  - TRENDS:** Style and Fashion.
  - PULSE:** Health and Fitness.
  - SCENE:** Event photos.

## Benefits:

### • Consumers Respond to Magazine Advertising

Our magazine has a strong readership with more than 35,500 homes and growing! Our distribution is a cut-above most other publications because it is distributed to the most desirable demographics in suburban Atlanta - Marietta Daily Journal paid home delivery subscribers, new home owners and hand-picked high traffic sites.

### • Enhances Your Business' Image

Most magazine ads serve to build an image by creating awareness of your product or brand through high-quality visual effects, prominent ad placement, striking color and exciting layout. Advertising in **COBB LIFE** magazine enables you to take advantage of national level advertising tools on the local level. When readers see your brand in this magazine, they will be more likely to purchase from you!

### • Long Shelf-life

How many times do you dig for an old magazine to get a recipe, check a stat or re-read a good article? If you're like most residents, the answer is more than once. The long life of a magazine only serves to enhance your advertising interest. Many readers keep old issues of magazines and continue to refer to them. This only serves to extend and enhance your advertising potential in a market and add to your value by stretching your ad dollars.

### • Targeted to Appeal to a Wide Range of Cobb County Residents

Most businesses want to target as many consumers as possible with the most buying power. **COBB LIFE** magazine content matches our audience with anchored features within their interest. With a wide range of sub-features that appeal to specific demographics and lifestyles, advertisers can hone in on the targets that fit the interests of their current and potential consumers.

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## Nine Issues Per Year

To reserve your space in any of our upcoming issues,  
please call 770.428.9411 ext. 500 or your  
advertising representative today!

# COBB LIFE *Overview & Rates*

Published by the Marietta Daily Journal

## Magazine Overview

Since **COBB LIFE** launched in November 2005, the response from the public has been amazing. That is why we are now publishing nine perfect-bound magazines a year. One item that makes us unique is we are the only high-end lifestyle magazine truly and solely dedicated to Cobb County and its residents.

In addition to exclusive interviews, insightful writing and photography that dazzles, we have also rolled some of the most well received special sections that we run inside of **COBB LIFE**.

Below is a quick glance at the themes of our magazines in 2008.

January/February	BEST OF/BRIDAL GUIDE
March	HOME & GARDEN
April	rites of spring
May	HOME ISSUE
June/July	SUMMER CELEBRATIONS
August/September	BACK TO SCHOOL
October	FAVORITE FALL TRADITIONS
November	GIFT GUIDE
December	HOLIDAY ISSUE

## Audience and Distribution

**COBB LIFE** magazine has a distinct audience within our market. Total distribution in Cobb County is 35,500 and growing! Our distribution is unique in that it is distributed to the most desirable demographics in suburban Atlanta – Marietta Daily Journal paid home delivery subscribers, new home owners and selected high traffic sites.



## Advertising Rates *(per edition cost)* *(Effective through December 2008)*

(All Positions Full Color)

	1x	3x	6x	9x
Full Page	2900	2400	2300	2200
2/3 Page	2010	1675	1575	1500
1/2 Page	1560	1300	1250	1200
1/3 Page	1170	975	925	875
1/4 Page	870	725	675	625
1/6 Page	720	600	550	500
<b>Premium Positions</b>				
	1x	3x	6x	9x
Outside Back Cover	3500	3000	2800	2700
Inside Front Cover	3000	2700	2600	2500
Inside Back Cover	2900	2650	2550	2450
Centerfold	7500	6200	5900	5700
Page 3	2700	2600	2500	2400
Page 5	2650	2550	2450	2350
Page 7	2600	2500	2400	2300

All open rates are fully commissionable (15%) to recognized agencies provided full agency services are performed and payment terms are met. Full agency services include:

1. submission of camera ready work
2. submission of written insertion order
3. guaranteed payment by the 15th of the following month
4. signed advertising agency recognition agreement

# COBB LIFE

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580 Fairground Street  
Marietta, Georgia 30060  
Phone: 770.428.9411

## Mechanical Requirements

### Media Requirements:

We accept the following types of media that are compatible with the PC platform: CDs, Emails, and FTP uploads.

### Proofs:

All ads must be accompanied by a proof. Color proofs must accompany color ads.

### Acceptable Formats:

- PC Platform
- QuarkXPress (version 4.11 to 6.0)
- Adobe Illustrator (version 9 to 11)
- Adobe Photoshop (version 7.0 to CS2)
- High Resolution Acrobat PDFs (at least **400 dpi**)
- All photos and files should be capable of being printed at **300 dpi**
- FTP downloads: Call for ftp address and download information or email [art@cobblifemagazine.com](mailto:art@cobblifemagazine.com)

## Advertising Sizes

### MAGAZINE SIZE

TRIM SIZE: 8 1/8" x 10 7/8"

Bleed Size: 8 1/4" x 11 1/8"

### Ad Sizes:

	<u>Non-Bleed</u>	<u>Bleed</u>
Full Page	7 1/8" x 10"	8 1/4" x 11 1/8"
2/3 Page	4 11/16" x 9 3/4"	
1/2 Horizontal	7 1/8" x 4 3/4"	
1/2 Vertical	4 11/16" x 7 1/4"	
1/3 Square	4 11/16" x 4 3/4"	
1/3 Vertical	2 1/4" x 9 3/4"	
1/4 Page	3 5/8" x 4 7/8"	
1/6 Vertical	2 1/4" x 4 3/4"	
1/6 Horizontal	4 11/16" x 2 1/4"	

## 2007-2008 Production Schedule

ISSUE	PUB DATE	DEADLINE
November	November 4, 2007	October 1, 2007
December	December 9, 2007	November 5, 2007
January/February	January 6, 2008	December 3, 2007
March	March 2, 2008	January 31, 2008
April	April 6, 2008	March 5, 2008
May	May 4, 2008	March 31, 2008
June/July	June 8, 2008	May 7, 2008
August/September	August 3, 2008	June 30, 2008
October	October 5, 2008	September 2, 2008
November	November 2, 2008	October 1, 2008
December	December 7, 2008	November 3, 2008

## Shipping Instructions

Please send all ad materials to:

Cobb Life Magazine  
580 Fairground Street  
Marietta, GA 30060

For questions or information call:

770.428.9411 or email [art@cobblifemagazine.com](mailto:art@cobblifemagazine.com)

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