

THE MEDIA KIT



CHICAGO-ATLANTA-VEGAS-MIAMI



EDITORIAL SNAPSHOT

We live in a global world, rapidly connecting and intertwining via new transportation and communication technologies. The Progressive Life and Style readership targets the trendsetters that are actively embracing this intermixing global community. They embrace the best of all cultures, lifestyles, and art forms and have a passion for diversity and cultural remixing.

This progressive segment of our society values cultural diversity in their social settings, has cross over music tastes and friends of many backgrounds, is very fashion savvy, creative, open-minded, and experimental, has an entrepreneurial mindset, enjoys taking risk, and is concerned with health, environmental, and world issues.

Progressive Life and Style was established in 2007 to address the informational needs of this population segment. Most lifestyle publications strive to effectively address a single cultural segment, targeting on race, music taste, etc. Progressive Life and Style understands that our readership, despite their varied backgrounds, has effectively formed their own "mash-up" culture based on a love of diversity and shared lifestyle values described above.



PHYSICAL FORMAT OF MAGAZINE

State-of-the-art on-line magazine.

This is not a website! PLS Mag reads like a physical magazine, but better. Mouse clicks turn the pages of this full color, full screen, interactive magazine.
www.plsmag.com

DEMOGRAPHICS OF MAGAZINE

Age: 18-38

Gender: 50/50

Ethnicity: Robust mix of Caucasian, Black, Hispanic, Asian, and Bi-Racial

Annual Household Income: 25K-250K

Marital Status: 75/25 (Single/Married)

LIFESTYLE CHARACTERISTICS



- Diverse friend base - varied ethnicities, ages, classes, cultures, sexual preferences
- Enjoy culturally diverse social settings – neighborhoods, classrooms, nightlife
- Cross-over music tastes
- Love of the arts and culture
- Open-minded, experimental
- Self-confident, continual self-improvement
- Risk taker, high need for action and adventure
- Cosmopolitan, world traveler
- Trendsetting, fashion savvy
- Entrepreneurial, “hustle” mentality
- Career oriented, goal setting, driven, pursuit of financial stability, even luxury
- Healthy lifestyles – good eating, exercise, mental health
- Sense of community, helping others
- Knowledgeable and concerned about world affairs

WHAT DOES OUR TARGETED READERSHIP THINK ABOUT THE CONCEPT?

"I really like the layout of the website. It's really interactive and you can do so much more than a normal magazine."

-Leah Banawa - Asian Female - 24 yrs old.

"I see a lot of magazines and e-mail marketing services pushing parties geared toward particular ethnic groups or cultures. You've really got to do some research to find the social events that host a diverse crowd. We need a publication that reports on these kinds of events. There is a growing need!"

-Julia G - Caucasian Female - 28 yrs old.

"I would read this magazine. It would be viewed as a tool and not simply entertaining literature".

-J. Wimberley - Black Male - 28 yrs old

WHAT DO THE MEDIA AND OTHER ADVERTISERS THINK?



"Our youth are color-blind and very diverse. It's not ethnic marketing any more, it's multicultural marketing."

-Giuseppe D'Alessandro, Director of Multicultural Marketing at PepsiCo

"In these dark days of economic downturn, there is at least one beacon of opportunity. It is the multicultural consumer. By measure of their swelling ranks and growing influence on trends in the general market, these consumers must be a prime target for enlightened marketers. For smart marketers who recognize and address cultural differences, there is a common language here. It's called opportunity."

-The New York Times

"The notion of multiculturalism and the role of celebrity have dramatically transformed our business and continue to be sort of the quake, or sound, heard around the world."

-Advertising Age

"To be clear, multicultural is not a race or color of someone's skin. It's a landscape that houses a mind-set that young adults and teenagers share."

-John Demsey, Estée Lauder and M.A.C. Cosmetics

"Diversity is where the leading edge trends are, and our marketing needs to be in tune with those trends."

Steve Stoute, CEO Translation Consultation and Brand Imaging

FEATURED SECTION PROFILES:

Dining/Nightlife – Listing of local and national events that provide the diverse social scenes sought by readers. Also includes new venue reviews and photo gallery.

Dating – Review of dating services, singles event listings, advice column.

Fashion – Fashion reviews, local boutique profiles, photographic showcase of new styles within several pop cultures (punk, hip hop, red carpet, etc.)

Healthy Lifestyles - Healthy eating tips and quick recipes, featured health clubs and programs, mental health discussion and advice on staying positive during life challenges, and self improvement advice from the editor.

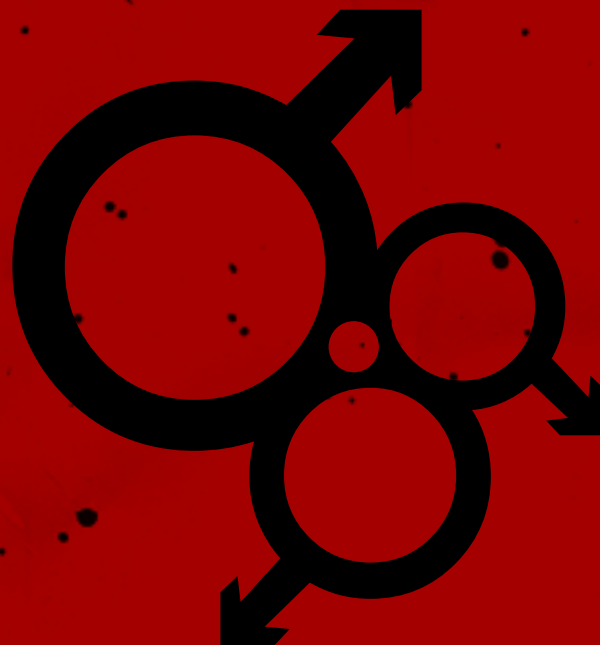
Music & the Arts – Music reviews and new music listening station, event listings and reviews of gallery openings, fashion shows, theatrical performances.

Career/Entrepreneurship - Entrepreneur tips and interviews, financial advice on saving, investing, acquiring funding, and job listings.

World Community - World news featuring top headlines for each continent, political updates, environmental snapshot of pressing issues and solutions, and volunteer and donation opportunities

Travel – Reviews of international travel destinations, local culture, and featured travel packages.

Diversity Features – discussion of topics related to diversity in modern U.S. culture and cultural photographic portfolios



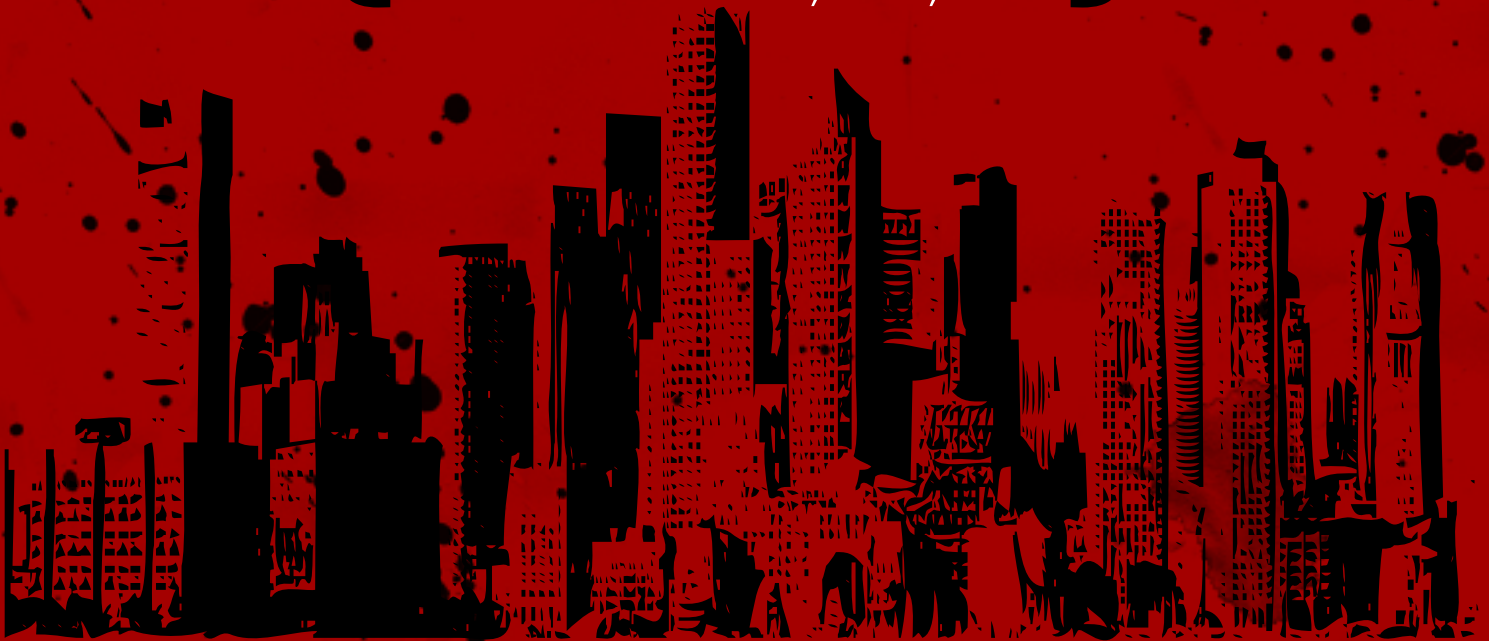
DISTRIBUTION/ CIRCULATION

Outlets: The magazine will be centrally located at www.plsmag.com. However the magazine will be “distributed” to e-mail in boxes, mobile devices, and URL feeds of other websites. All of these magazine deliveries will provide various click thru options that will bring subscribers back to the main site to read the magazine. In the physical world, consumers will be directed to the magazine site via promotional cards displayed in Sign and Brochure holders in lifestyle retail outlets and other popular service provider destinations (music stores, clothing boutiques, restaurants, doctors’ offices).
Approximately 100 Sign and Brochure partners per market.

SUBSCRIBER PROJECTIONS:

(measured by website hits per month)

{
End of Month 1: 100,000
End of Month 3: 300,000
End of Month 6: 500,000
End of Year 1: 1,000,000
}



EDITORIAL CALENDAR

February – The Cosmopolitan Issue

A Special issue devoted to the global consumer and how cultures have mixed, mingled, and influenced each other. A special travel feature with essential destinations on each continent.

Close Date: 12/27/07

Distribution Date: 01/31/08

March – The Fashion Issue

Your guide to the latest must-have fashion in various subcultures from hip hop to punk to red carpet. Bursting cover to cover with the hottest designers, grooming products, wardrobe tips and valuable information on looking and feeling your absolute best. Plus a look at how various subcultures express themselves through their wardrobe.

Close Date: 01/31/08

Distribution Date: 02/28/08

April – The Career Issue

PLS nominates the “Top Mavericks of the Year” – those who have made great contributions by blazing their own path to success. Meet the men and women who have taken their industry to the next level. Includes important tips for the up-and-coming entrepreneur.

Close Date: 02/28/08

Distribution Date: 03/27/08

May – Sexy Body, Sexy Mind... The Self-Improvement Issue

A holistic approach to the art of being sexy. Includes advice on physical fitness, grooming, relationships, and mental well-being.

Close Date: 03/27/08

Distribution Date: 04/24/08

June – What is Art? The Music, Arts, and Entertainment Issue

Major summer blockbuster previews and reviews in music, theater, and various other art forms. Includes features on the glimmer, glamour and scandal of Hollywood.

Close Date: 05/01/08

Distribution Date: 05/29/08

July/August – The Sex and Relationship Issue

The summer heat abounds with PLS's collection of the sexiest men and women, beaches and styles of the season. We put spotlight on various cultural views on dating, relationships and marriage. Plus great singles event listings!

Close Date: 05/29/08

Distribution Date: 06/26/08

EDITORIAL CALENDAR

September – The Social Scene Issue

Explore the best in dining and nightlife in various US cities and how the club scene varies amongst various geographic, cultural, and musical segments. Also features several of the world's top party destinations. Bonus feature: PLS's distinctive Fall Fashion guide.

Close Date: 08/02/07

Distribution Date: 08/30/07

October – The Diversity Issue

Explores diversity in the U.S. – the struggles and the triumphs of cultural intermixing. Includes a photographic exploration of various subcultures and cross over trends.

Close Date: 08/30/07

Distribution Date: 09/27/07

November – The Media, Music, and Pop Culture Issue

We track changes in various media channels and how they have defined and spread pop culture. Special features cover the internet and the digital music revolution.

Close Date: 09/27/07

Distribution Date: 10/25/07

December/January – My Wish List - The Holiday Issue

A double issue packed with holiday excitement and product information for everyone's shopping wish list! We go beyond the material wish list and discuss resolutions for the New Year – and how to make real changes. A special feature explores what's on the world's wish list and reflects on the many reasons we have to be thankful. Bonus Eye Candy feature for men and women is our added treat for the holiday!

Close Date: 10/25/07

Distribution Date: 11/29/07



AD FORMATS/RATES /MECHANICAL/REQUIREMENTS

Rates

Static 2 Page Spread - \$1700
Flash 2 Page Spread - \$2100
Static Full Page: \$900
Flash Full Page: \$1200
Inside Front Cover: \$1400 (plus flash or static ad fee)
Back Cover: \$700 (plus flash or static ad fee)

VIP Email Sponsorship: \$1,500 per email

Discounts (for purchases within a 6 month period)

5% - 2 Ads
10% - 4 Ads
15% - 6+ Ads

Mechanical Requirement:

Advertisers must provide ad design. Publisher can design ads at an additional charge.

Static Ads:

Submit jpg file:

960 x 580 pixels for a two-page spread
480 x 580 pixels for a single-page ad
480 x 580 pixels for Cover

Flash Ads:

- Can incorporate motion, sound, and links to other websites.
- 30-second maximum for any animation.
- Maximum file size of 500 KB for a single-page ad
- Maximum file size of 1 MB for a two-page ad.
- Flash frame rate must be 24 frames per second.
- Flash files must be as standalone SWF files (1 SWF per ad), and should not require support via external javascript, xml, flv, swf, or other files.
- Flash files should utilize only one level and utilize only local variables if ActionScript variables are required.
- Sound must be user-initiated, defined as a click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls.
- User-initiated linking to outside URLs in a new window is allowed (using target="_blank").
Downloading from outside servers is not allowed.

Specific rich media instructions are available upon request.

Email Ads:

Submit 75 word maximum product description, advertiser logo, URL, hyperlinked words, and/or html flyer.

{ Event Sponsorship – Launch Parties – Chi-ATL-Miami-Vegas }
Please request specific event info for each market



TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in PROGRESSIVE LIFE AND STYLE Magazine (the "Magazine") published by Entity Entertainment (the "Publisher").

1. Rates are based on the average of the total monthly hits on the Magazine's website www.plsmag.com. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.
2. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
3. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency or for changes made after closing dates.
4. The Publisher reserves the right to reject or cancel any advertising order or advertising copy for any reason at any time, whether or not the same has been acknowledged and/or previously published.
5. All advertisements must be clearly and prominently identified by trademark and/or signature of the advertiser. Advertisements that simulate editorial material must be clearly labeled "ADVERTISEMENT." The Publisher may, at its sole discretion, so label such advertisements.
6. All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions of the Magazine and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions of the Magazine, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.
7. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
8. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
9. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

TERMS AND CONDITIONS

10. Agency commission: up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

11. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine. Interest will be charged at a rate of 1.5% per month (or the highest rate permissible by law if lower than 1.5%) on past-due balances.

12. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned.

13. Cancellation of any portion of any advertising contract by agency or advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in short rate. In such event, the page rate will be recalculated for the published portion of the order and agency and/or advertiser must reimburse the Publisher for the short rate within 20 days of invoice thereof.

14. Advertiser and agency agree to reimburse the Publisher for any fees and costs incurred by the Magazine in collecting any unpaid charge or portion of the charge for advertisements, including attorney fees and court costs.

CONTACT US

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