

get born magazine

The uncensored
voice of motherhood

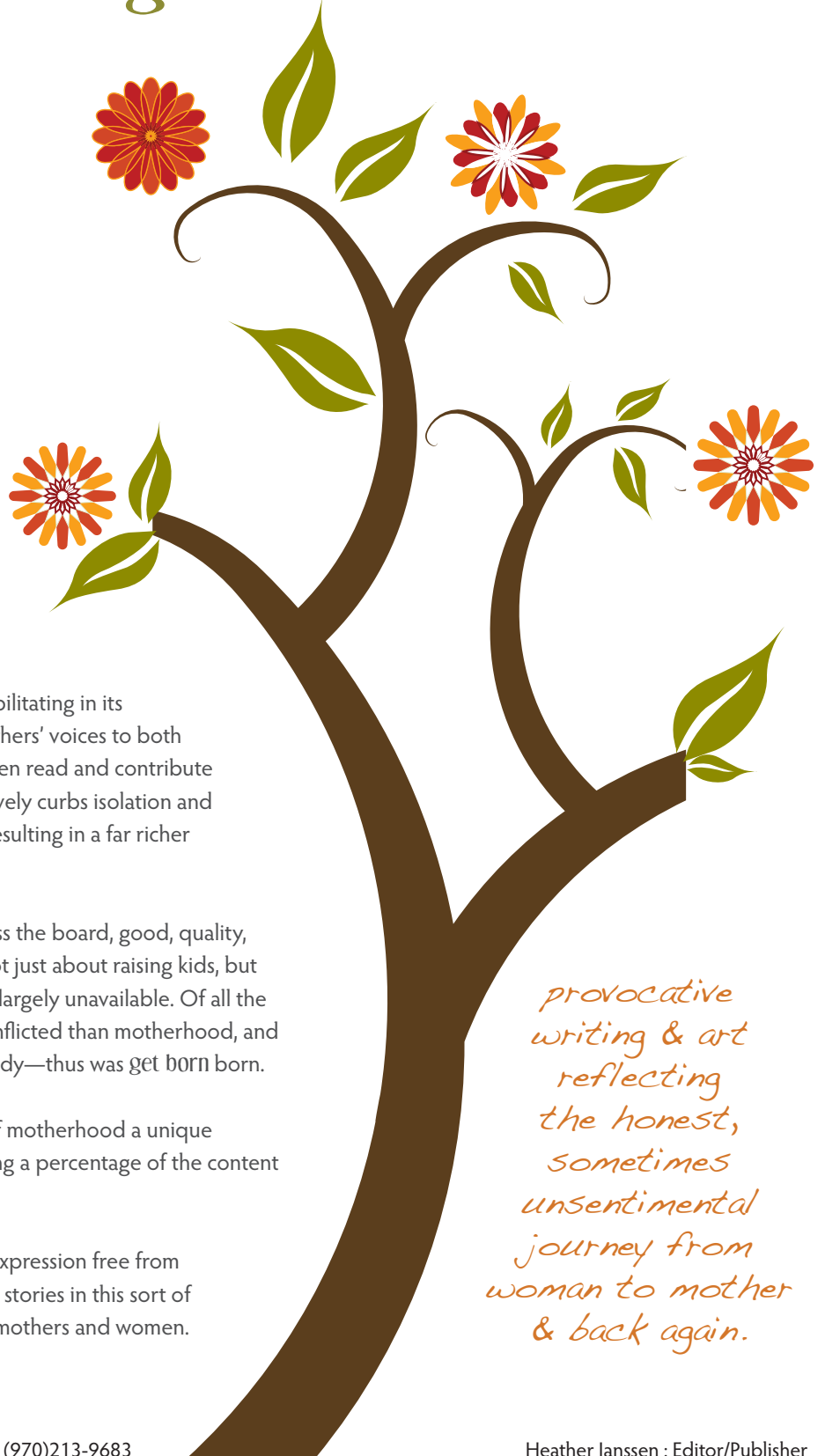
get born is a quarterly literary magazine, made up of essay-driven content from mothers and their allies, including poetry, and extraordinary literary photography, providing the canon of motherhood with realistic portrayals of real-life moms in real-time.

Motherhood can be at once exhilarating and debilitating in its isolation. get born exists as a community for mothers' voices to both speak and be heard. We believe that when women read and contribute to an honest treatment of motherhood, it effectively curbs isolation and enriches a sense of community and belonging, resulting in a far richer collective.

We founded get born because we felt that, across the board, good, quality, deep writing for mothers about motherhood, not just about raising kids, but about the often messy state of motherhood was largely unavailable. Of all the chosen professions, none is more completely conflicted than motherhood, and the glaring lack of quality writing needed a remedy—thus was get born born.

get born gives real women in the real trenches of motherhood a unique opportunity to contribute personally by devoting a percentage of the content to local, mostly unpublished writers.

get born provides a non-judgmental forum for expression free from fear or pretense because we believe sharing our stories in this sort of environment is the best soil in which to grow as mothers and women.



*provocative
writing & art
reflecting
the honest,
sometimes
unsentimental
journey from
woman to mother
& back again.*



get born readers

Primarily middle to upper class, college educated **MOTHERS**, * age 22-45, married with children infant through late school-age for whom **honesty** is imperative, who **think deeply**, who are **learning to laugh** at themselves, and who seek to **develop themselves as women** in every facet: emotionally, mentally, spiritually, and, of course, in their mothering.

* We are expanding into the age 46-65 range, appealing to the mothers and grandmothers of the already existing demographic. These audience members are motivated spenders for the primary audience.

CIRCULATION AND SPECIFICATIONS

- SPECS – Frequency: Quarterly, Trim Size: 8.5x11", Page Count: varies (typically 24-36 pages + cover), Binding: saddle stitch
- Currently, get born can be purchased at area retailers, or delivered directly through subscription
- Written, published and distributed primarily in Colorado
- 20+ sites in Loveland/Fort Collins area with three month shelf life
- 10 additional sites throughout Colorado Front Range
- 350 direct mail copies to established subscribers
- Subscriptions available for \$16.95/year (4 issues)
- 500 direct distribution resulting in a pass-along rate of three, equaling 1500 potential readers
- Total Distribution: 1000 real sales, 3000 readers

WHERE TO FIND GET BORN

DENVER/BOULDER The Tattered Cover (three locations) Aurora Newsland / Westminster Newsland / Boulder Bookstore / Eads News and Smoke Shop **GREELEY/CHEYENNE** Woody's Newsstand **LOVELAND** Anthology Book Company **FORT COLLINS** Al's Newsstand / Catalyst Coffee / Starry Nite Coffee Emporium / Clothes Pony Dandelion Toys / The Human Bean Coffee Shop Matter Bookstore / Dr. Colleen Holland, D.C. / Fort Collins Food Co-Op / Cafe Ardour / Reader's Cove

2009 Advertising Rates

Basic Color Pricing

	1x	2x	3x	4x
Full Page	490	946	1389	1786
2/3 Page	346	670	982	1282
1/2 Page	250	478	683	864
1/3 Page	172	322	460	586
1/4 Page	130	238	340	454

B/W Pricing

	1x	2x	3x	4x
Full Page	274	510	748	1450
2/3 Page	184	336	485	629
1/2 Page	142	262	377	490
1/3 Page	130	238	340	454
1/4 Page	112	207	298	384

Premium Pricing (full color only)

Full-bleed ads are available on a first-come basis by custom design only and only in full color. A 20% upcharge is added.

	1x	2x	3x	4x
Back Cover Full Page **	538	1042	1534	1978
Inside Front Cover Full Page	574	1114	1641	2122
Inside Back Cover Full Page	550	1066	1569	2026
1/2 Page	298	574	827	1056
1/4 Page	178	334	478	610

Our marketing research has shown that readers remember ads that are edgy and unique. The ads they remember the most tend to be those custom designed by our graphic artist. In order to provide the highest quality for our advertisers we have included the cost of custom design in our pricing. If you still desire to submit camera ready art it must be designed to spec. We reserve the right to pull any ads that are submitted after the deadline or are the incorrect size or resolution specifications. If your ad is pulled, you will still be charged for it.

CAMERA-READY MECHANICAL REQUIREMENTS

* Dimensions given in inches wide x inches high. All ads MUST be in PDF, JPEG, EPS or PNG format with a minimum resolution of 300dpi. If you ordered a b/w ad, the ad you submit must be grayscale. We will do our best to color match but it is not guaranteed.

CUSTOM DESIGNED REQUIREMENTS

** All logos, desired art, typeset and color requests MUST be submitted prior to the deadline. Designer reserves the right to create the ad without this information if it is not received in time. Please see the terms and conditions below for more information.

(PUBLICATION DATES) / AD DEADLINES:

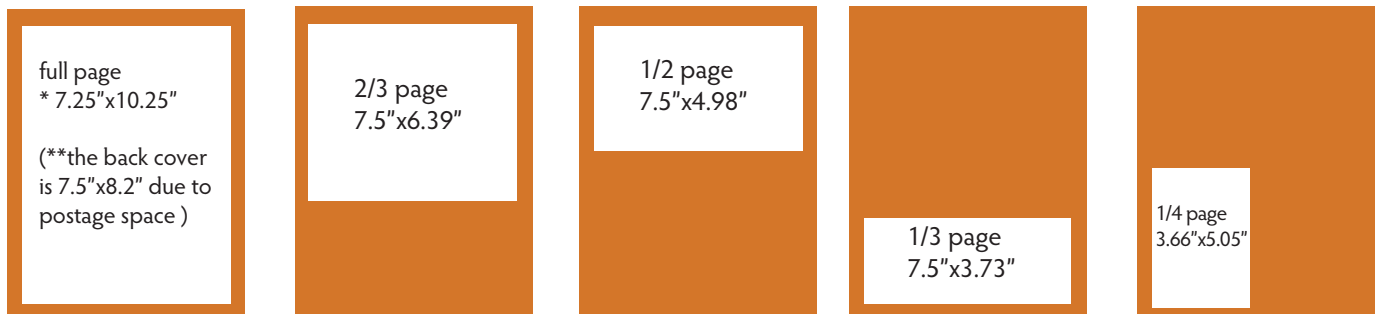
Winter (February 2010) / December 11, 2009

Spring (April 2010) / January 22, 2010

Summer (June 2010) / April 30, 2010

Fall (September 2010) / July 31, 2010

Winter (January 2011) / November 30, 2011



GENERAL TERMS AND CONDITIONS Full payment is due upon placement of ad order. get born reserves the right to reject, cancel or edit advertisements for space purposes. We cannot guarantee 100% color accuracy on color ads, but every effort will be made to match color proofs provided by the advertiser. Camera-ready art will be placed as-is. If the resolution of the ad is so low as to affect the print quality significantly, the ad will be pulled in order to preserve the quality of the magazine. Electronic tear sheets will be emailed BY REQUEST ONLY.

CUSTOM-DESIGNED ADS. You will receive ONE email proof of your ad at no cost. You will have 48 hours after receiving the proof to submit changes. After 48 hours, changes may not be possible. Changes to the ad must be made at that time and all final changes will be made at the designer's discretion. A fee will be charged for a second proof and any changes made after the second proof will be charged at the designer's rate of \$60/hr.