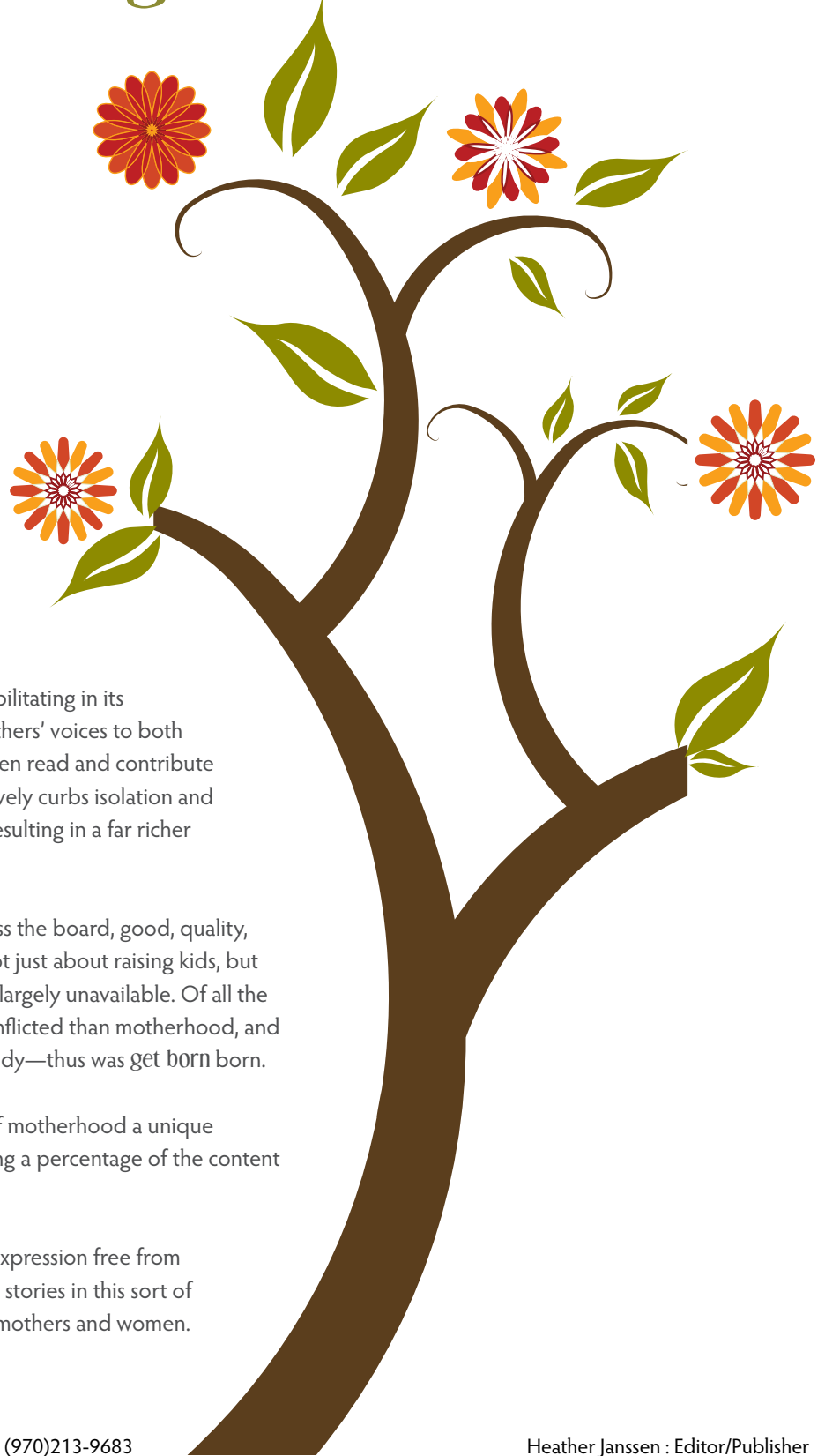


get born magazine

*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of motherhood a unique opportunity to contribute personally by devoting a percentage of the content to local, mostly unpublished writers.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.



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

- Frequency: Quarterly, Trim Size: 8.5x11", Page Count: typically 24-36, Binding: saddle stitch
- Can be purchased at area retailers, or delivered directly through subscription
- Circulated through distribution and direct-mail subscriptions across the United States and Canada
- Growing list of 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
- get born boasts a vibrant social media network, primarily through facebook

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

2011 Print Advertising Rates and Specs

Basic Color Pricing

	1x	2x	3x	4x
Full Page	490	946	1389	1786
1/2 Page	250	478	683	864
1/4 Page	130	238	340	454

B/W Pricing

	1x	2x	3x	4x
Full Page	274	510	748	1450
1/2 Page	142	262	377	490
1/4 Page	112	207	298	384

PREMIUM LAYOUT (FULL COLOR ONLY) Full-bleed ads are available in all sizes by custom design only. A 20% upcharge is added.

PREMIUM PLACEMENT (FULL COLOR ONLY) Placement is at the discretion of the designer. Inside covers and back cover can be reserved for a 20% upcharge.

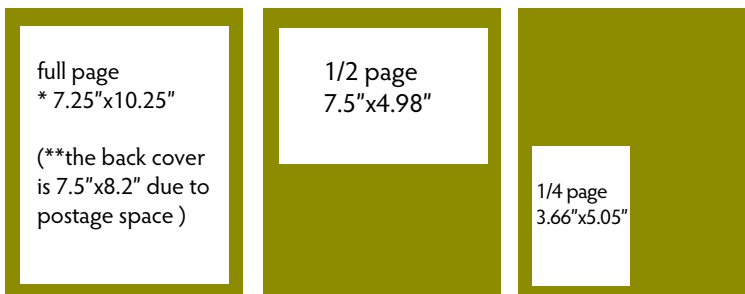
CAMERA-READY MECHANICAL REQUIREMENTS

* 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.

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.



PUBLICATION DATES

get born is published seasonally/quarterly:
Winter, Spring, Summer, Autumn.

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.

2011 Web Advertising Rates and Specs

Pricing

	3mo.	6mo.	12mo.
Full	150	270	540
Half	100	260	375

FULL AD SPECS: 260x125 pixels, jpg or png

Each Full Ad includes copy only/design fee included in price, no animation. Receive a 6-month Full Ad FREE with purchase of any full page year-long print ad package.*

HALF AD SPECS: 125x125 pixels, jpg or png

Each Half Ad includes copy only/design fee included in price, no animation. Receive a 3-month Half Ad FREE with purchase of any year-long print ad package of 1/2 page or larger.*

*ad will be created and uploaded onto website automatically, coinciding with the release of the first issue in which the print ad appears: one ad revision is included in price. Additional revisions will be billed at the hourly rate of \$80/hr. Rates will be prorated. Copy will be provided by deadline or will be subject to designer's discretion. One change available per quarter. Additional changes - \$30/each. Contact: editor@getbornmag.com for additional information.