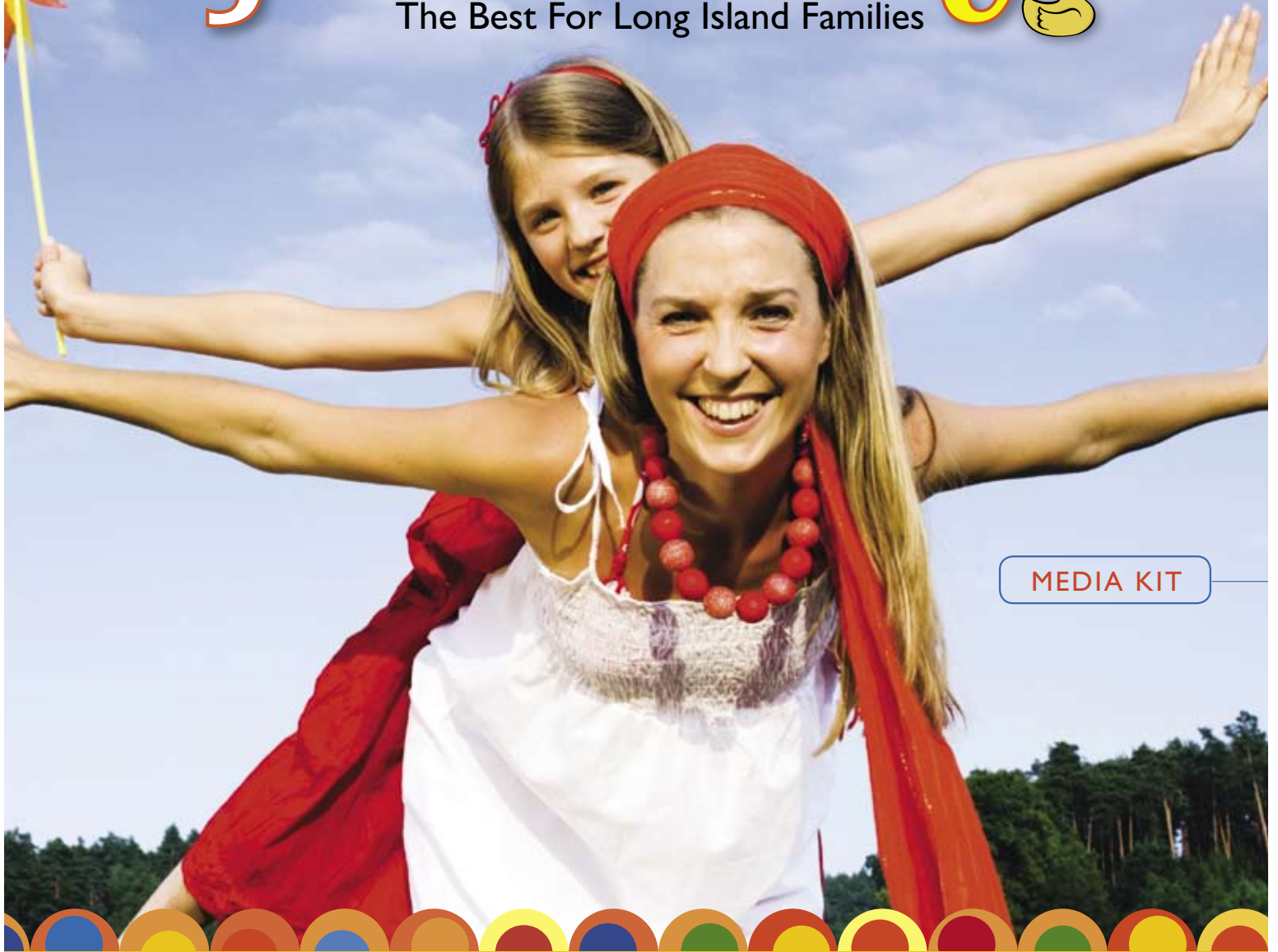


just ducky

The Best For Long Island Families



MEDIA KIT

A family lifestyle magazine targeting affluent Long Island Homes with children

LONG ISLAND • NEW YORK

just ducky

The Best For Long Island Families 

Welcome to **Just Ducky**, a family lifestyle magazine targeting affluent Long Island Homes with children.

our content

-  Quality family entertainment on Long Island and surrounding areas that goes beyond the typical—uncovering hidden jewels and catching behind the scenes looks at some of the areas well known attractions.
-  Keeping kids healthy by adopting a healthy lifestyle through diet, exercise, and attitude.
-  Green living articles on making changes to help our environment.
-  Kid-friendly recipes for healthy eating. Turning unhealthy favorites into nutritious powerhouses using healthier ingredients.
-  Home decor and organization for today's busy families.
-  Restaurants the whole family can enjoy.
-  "Duckling Reviews"—reviews of toys, books, DVDs, attractions, and more.
-  Holiday fun, including crafts, recipes, and ideas for creating memorable family traditions.



Some of the Feature Articles in the Premier Issue:

The Most Magical Toy Stores On Long Island

Things To Do Close To Home This Vacation

Holiday Recipes

Holiday Cake Decorating



our look

High end, full color glossy publication, perfect bound, UV coated heavy weight cover for a quality magazine.



TO RESERVE AD SPACE CALL 631.734.5894 TODAY!

www.justduckymag.com

just ducky

The Best For Long Island Families 



our target audience

Household income above \$100,000
Children 0-17 in household
College graduates
Ages 18-55
Circulation: 20,000

Just Ducky will be sent to pediatricians' and obstetricians' offices, beauty and nail salons, sold on news stands, and distributed free of charge in key target market locations. A minimum of 10,000 copies will be distributed.

Just Ducky will offer discerning Long Island families informative articles that will help give their children all the best and most enriching experiences of life on the Island.

why advertise with us?



Long Island has some of the state's most affluent residents, and some of the highest average home prices in the country. Several towns rank in the top ten wealthiest communities in the United States. With

excellent cultural and recreational facilities and active commercial and retail centers, Long Island is one of the most desirable areas in the country to live, work, and play, and is a prime marketing area for advertisers.

Long Island's Nassau and Suffolk counties (*Just Ducky's* covered region of the island) have a population of approximately 2.8 million, making it one of the most populated areas in America.

Distribution will be concentrated in the most affluent areas of the island, including the Gold Coast area of the North Shore and the Hamptons. *Just Ducky* will offer discerning Long Island families informative articles that will help give their children all the best and most enriching experiences of life on the Island.



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ADVERTISING RATES & SPECS



Size	1x	2x	3x	4x	5 plus x
Full	\$2,050	\$1,750	\$1,650	\$1,550	\$1,450
Two-thirds	\$1,750	\$1,450	\$1,350	\$1,250	\$1,150
Half page	\$1,450	\$1,250	\$1,150	\$1,050	\$950
One-third	\$1,050	\$875	\$850	\$775	\$650
Quarter	\$750	\$650	\$600	\$550	\$500
One-sixth	\$550	\$450	\$400	\$350	\$300
One-Twelfth (classified)	\$350	\$250	\$225	\$200	\$175

Full Page Spread	\$3,600	\$3,400	\$3,300	\$3,200	\$3,100
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Covers					
Inside Front	\$3,200	\$2,800	\$2,600		
Inside Back	\$3,050	\$2,550	\$2,450		
Back	\$3,500	\$2,950	\$2,800		

Guaranteed Premium Position 15%
 Inserts are available, please call 631-734-5894 for information.

Frequency Discounts

Contracts must be signed in advance to obtain frequency discounts. Frequency contracts expire 1 year from the first insertion or upon fulfillment of the agreed number of insertions. Contracts not completed will be short rated.

Terms

Payment is required in advance on all new accounts for first insertions. Subsequently, 50% is due with space reservation, and 50% is due within 10 days of invoice. Advertisers will be charged 100% of ad price for any insertion cancelled by advertiser after the Space Reservation Close Date.

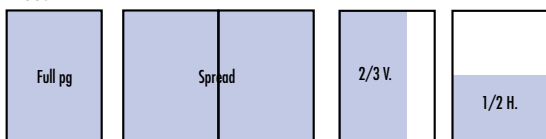
Agencies

A 15% commission on gross billing will be given to recognized advertising agencies if the account is paid in full within 10 days of the invoice date. The commission is given for space and position only.

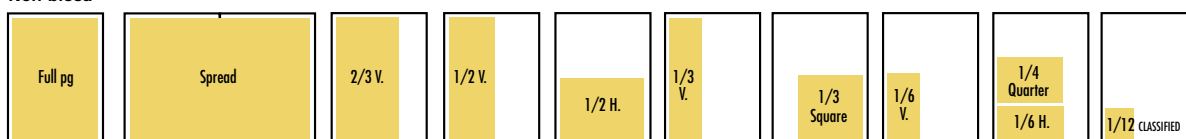
Closing Dates

Issue	Space Reservation	Ad Materials
Jan/Feb	Dec. 1	Dec. 8
Mar/April	Feb. 2	Feb 9
May/June	Mar. 30	April 6
July/Aug	June 1	June 8
Sept/Oct	Aug 3	Aug. 10
Nov/Dec	Oct. 6	Oct. 13

Bleed



Non-bleed



Mechanical Requirements

You may submit your ads on CD or DVD to either of the following addresses:

<i>US Mail:</i>	<i>Fed Ex or UPS:</i>
Just Ducky	Just Ducky
PO Box 329	13555 New Suffolk Ave.
New Suffolk, NY 11956	Cutchogue, NY 11935

If media/digital data is to be returned, a self-addressed envelope with the correct postage must be submitted.

You may also upload your ad's digital file via FTP. Ads should be labeled with company name and an email should be sent to info@justduckymag.com with information. Please email this address to request login information. E-mail attachments are OK as long as their size doesn't exceed 5 MB. Files should be stuffed / zipped for file integrity. All ads supplied require 100% size lasers for confirmation of content.

All ads must be submitted as PDF; minimum resolution 300 dpi. We do not accept Quark, Microsoft Publisher, PowerPoint, or Works files. Any ads submitted in these formats will be subject to design fees.

All ads must conform to the following:

- Final full size ads must meet magazine trim size and include 1/8" bleed image on all four sides minimum.
- No content is to be within 1/4" of trim size.
- All fonts and graphics must be embedded and conform to the specifications above for minimum image resolution.
- All color ads need to be supplied as composite files.
- DO NOT nest EPS files within EPS files!
- All lines and line art images should be a minimum of 1/4 pt. thickness at final size to reproduce effectively on press.
- All color images and files are to be supplied in CMYK. PMS colors will be converted to process.

Publication Trim Size - 8 3/8" x 10 7/8" (full page)

Ad Specs

Spread	15 1/4" x 10"
Spread Bleed (add 1/8" to all sides)	16 3/4" x 10 7/8"
Full Page	7" x 10"
Full Page Bleed (add 1/8" to all sides)	8 3/8" x 10 7/8"
2/3 Page	4 9/16" x 10"
2/3 Page Bleed (add 1/8" to all sides)	5 5/16" x 10 7/8"
1/2 Page Vertical	4 9/16" x 7 1/2"
1/2 Page Horiz. Bleed (add 1/8")	8 3/8" x 5 5/16"
1/2 Page Horizontal	7" x 4 7/8"
1/3 Page Vertical	2 1/8" x 10"
1/3 Page Square	4 9/16" x 4 7/8"
1/4 Page Quarter	3 1/2" x 5"
1/6 Page Vertical	2 1/8" x 4 7/8"
1/6 Page Horizontal	4 9/16" x 2 1/4"
1/12 Page Classified	2 1/4" x 2 1/4"

Advertising Design Services

Full page: \$275.00 1/2 page: \$190.00 Fractionals: \$125.00
 (These rates include up to 1 hour of revisions per advertisement)

To advertise or for more information:
 Phone: 631-734-5894
 Fax: 631-734-5893
info@justduckymag.com
www.justduckymag.com

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