



MEDIA KIT - Summer/Fall 2012

WSSM is available at all 508 Hollister stores worldwide, as well as over 1200 prominent newsstands at Barnes & Noble, Waldenbooks, Books-A-Million, and Chapters/Indigo- throughout the USA, Canada, Australia, England, Japan, Puerto Rico, Panama and Taiwan.

WSSM captures the beauty and grace of women's surfing through vivid, quality images and editorials on today's surfing females... as well as enriching the lives of their readers with lifestyle articles on fitness, health & beauty, industry news pertaining to women's action sports and lifestyle, current beach fashion, art, music, and so much more. WSSM presents a refreshing and positive look at the lifestyle of today's active woman, while offering readers a luxurious reading experience with their attention and dedication to engaging and unusual content, presented on the highest quality, glossy paper stock, complete with perfection binding- touting longevity and value, and signature foil-stamped WSSM logo.

**NOW is the time to target the rapidly growing women's action sports market... WSSM is your #1 Choice!
WSSM... the Longest-Running (9yrs) in History, and #1 Surf Magazine for Women in the U.S.A.**

ADVERTISING RATES		
ISSUE: SUMMER/FALL 2012 ON STAND DATE: JULY '12 - DEC '12		
SIZE	1 ISSUE	2 ISSUES (Save 10%)
1/8	\$489 per issue	\$440 per issue
1/4	\$697 per issue	\$628 per issue
1/2	\$879 per issue	\$791 per issue
FULL PAGE	\$1189 per issue	\$1070 per issue
2 PAGE SPREAD	\$1,499 per issue	\$1,349 per issue
PREMIUM PLACEMENT	1 ISSUE	2 ISSUES
Inside Front Cover Spread	\$1,791 per issue	no discount offered on premium placements
Inside Back Cover Spread	\$1,691 per issue	
Back Cover	\$1,796 per issue	

ART DEADLINES: April 1, 2012 (SUMMER/FALL '12 Issue)

ARTWORK DELIVERY: Email flattened artwork to wssmsurf@yahoo.com (FTP Server info available upon request)

FILE FORMATS: .pdf, .tif, .psd, .ai (No .jpg files please) RESOLUTION: 300ppi

ARTWORK DIMENSIONS:		
	(WIDTH / HEIGHT)	
AD SIZE	TRIM SIZE	BLEED SIZE
1/8 Page	3.7" x 2.5"	No Bleed
1/4 Page	3.75" x 4.875"	No Bleed
1/2 Page Horizontal	7.75" x 4.875"	No Bleed
1/2 Page Vertical	4.25" x 11"	4.55" x 11.25"
FULL Page	8.5" x 11"	8.75" x 11.25"
2 Page Spread	17' x 11"	17.25" x 11.25"

IMPORTANT! Ads- NO Bleed: Please allow .25 inch "safe area" inside ALL edges, and do not place important text in this area. Pages with BLEED should allow a .375 inch "safe area" (inside) ALL edges and do not place important text in this area as it may be trimmed off during binding.