

WSSM

WOMENS SURF STYLE MAGAZINE



MEDIA KIT 2007

WSSM

Our Mission

To provide women around the world with a high quality, convenient-sized surf publication that enhances their mind, body and spirit each and every day, inspiring them to reach deeper into themselves; learning what they are truly capable of as individuals by embracing the beauty of daily life and the intense soul cleansing that our beautiful ocean provides.

Surfing has changed the lives of thousands of women in the past ten years, and the numbers will continue to grow. WSSM is for these women; women of all surfing levels.

For the NON-surfer that dreams of uncrowded beaches and perfect waves while dressed in the latest surf fashions that capture the essence of freedom she craves in her land-locked apartment. She is a consumer of the "surfer lifestyle" and WSSM vividly brings this to life.

For the beginner surfer that needs encouragement, support, quality guidance and surf information she won't find in other "pro" magazines.

For the intermediate surfer that enjoys the photos and stories of others her age and ability, surfing waves SHE surfs also, at her home breaks.

For the veteran surfer: a woman surfing for many years that is stoked to see her lifestyle recognized.

We believe that if it is to continue to grow, the women's surf industry must appeal to women of ALL levels of surfing, in ALL walks of life, that share the common bond and stoke of catching a beautiful wave.

WSSM... Connecting the surfing communities of the U.S.

WSSM promotes the "Lifestyle"
of the non-professional surfer with useful:

TIDE CHARTS
SURF MAPS
FASHION REVIEWS
BEAUTY TIPS
FITNESS GUIDES
SURF TIPS
SURFER GIRL STORIES
SHOPPING HOTSPOTS
INDUSTRY NEWS
SURF TRAVEL



WSSM FITS NICELY INSIDE YOUR:
purse, backpack, glove box & day
planner, on TOP of other magazines
for easy reference and is perfect
on the coffee table too!

5.375" x 8.25" ... Digest Size

WITH REGIONAL FOCUS ON
Hawaii, Florida, California & New Jersey

FREE NATIONWIDE DISTRIBUTION!

Over 400 SURF SHOPS throughout Hawaii, California, Florida & New Jersey distribute WSSM to their customers free-of-charge.

Log-on to www.womenssurfstyle.com for a complete listing of distributors.

WSSM is also available at select:

surf movie premieres, surf camps, schools & contests, restaurants, nightclubs, coffee shops, clothing boutiques, mall merchants, beauty salons, etc.

CIRCULATION: 30,000
(per issue x 4 issues per year)



MAGAZINE STRUCTURE

- PAGES: 164+
- **SIZE: Digest sized for convenience in carrying**
- COLOR: *Brilliant, FULL COLOR*
- FINISHING: *GLOSSY PAPER with Laminated Cover*
- EMBELLISHMENTS: *FOIL LOGO for added value*
- BINDING: *Perfect Bound for lasting quality*

(808) **971-CHIC**

WSSM's daily surf forecast hotline

Perfect for upcoming events, specials & product branding!

20 sec. advertising opportunities available by calling Dan at 808.622.2491

2007 PRINT RATES

Enjoy a 3 month shelf life per issue!

2X = 6 Months 4X = 1 Year

Prices include FREE ad design, which may be modified once per issue, FREE OF CHARGE!

AD SIZES

	2X	4X
1/4 PAGE:	\$971	\$896
1/3 PAGE:	\$1236	\$1113
1/2 PAGE:	\$1443	\$1299
FULL PAGE:	\$1773	\$1596
2 PAGE SPREAD:	\$2186	\$1967

PREMIUM PLACEMENT

	2X	4X
INSIDE BACK / I. FRONT COVER:	\$1973	\$1898
BACK COVER	\$2125	\$2050
INSIDE COVER SPREAD:	\$2363	\$2288

FILE SPECS:

FORMAT: .tif, .eps, .pdf, .psd, .ai

COLOR: CMYK

RESOLUTION: 300ppi

ADS & SPREADS: Please allow a .25" "safe/trim" area around all edges. Text placed within this area risks being trimmed off.

SPREADS ONLY: Area between inches 5"-6" will be partially tucked into binding. Do not place important text or graphics in this area.

AD DIMENSIONS

1/4 PAGE: 2.35" wide X 3.627" tall

1/2 PAGE: 4.875" wide X 3.75" tall

FULL PAGE: 5.627" wide X 8.5" tall

2 PAGE SPREAD: 11" wide X 8.5" tall



1/4 page



1/2 page vertical



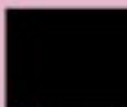
1/2 page horizontal



1/3 page



full page



2 page spread

TERMS: 3 payments per issue

- 33% of 1 Issue on Contract
- 33% on Publication
- 33% Invoiced during 2nd month on stands

QUESTIONS? Let us help! Call: 808.622.2491

PUBLICATION DATES

VOL. 4 ISSUE #2

VOL. 4 ISSUE #3

VOL. 4 ISSUE #4

VOL. 5 ISSUE #1

SPACE DEADLINE

FEB. 10, '07

MAY 10, '07

AUG. 10, '07

NOV. 10, '07

ART DEADLINE

MAR. 15, '07

MAY 16, '07

AUG. 16, '07

NOV. 16, '07

**SPECIALTY INSERT
PRICES INCLUDE:**
Design, printing, insertion,
shipping & distribution
to the region of your choice!
(Hawaii, California,
Florida or New Jersey)

SPECIALTY INSERTS
Creative ways to promote with

WSSM

STICKERS !!

& STICKER STRIPS

Girls LOVE stickers!!!

THESE ARE A BIG HIT!

(3" round) **10,000 = \$1470**

Additional sizes available



4" STICKER STRIP

NEW! **BOOKMARKS**

Stand out from everyone else! Help readers find what they're looking for daily with these double sided, glossy, full color bookmarks!

(2" x 6") **10,000 = \$1900**

MAGNETS

How many times do YOU visit your refrigerator each day? Imagine WSSM readers seeing your magnet EVERY DAY!

(2.5" x 3") **15,000 = \$2900**

BELLY BAND

2.5" x 11" full color band that wraps around WSSM, demanding FRONT COVER attention!

10,000 = \$1400

**WSSM 2008 "AMERICAN
SURFERGIRLS" CALENDAR**

ALWAYS AVAILABLE FREE TO THE PUBLIC

12" X 12" GLOSSY wall calendar

6" X 12" ad space available

\$1700 = 1 month sponsorship (10,000cps.)

LIMITED SPACE AVAILABLE - Reserve early!



AT A GLANCE

SPRING / APRIL 2007

ISSUE FOCUS:

Essentials & Accessories
A Surfergirl's Spring Shopping Guide

Beauty Focus: Sunscreen / Surfer Hair Care

Fitness Focus: Balance Trainers

Surf Travel: El Salvador, Costa Rica, Barbados, Tahiti

Health Focus: Replenishing your inner beauty
by reducing stress that relates to the body.

Seasonal Focus: Happy Surfer Mommy's Day!

NEW COLUMN...

TOP 10 Spring Bikinis!

Closing Date: Feb. 10, '07

33% Payment & Art Due: Feb. 16th, '07

SUMMER / JULY 2007

ISSUE FOCUS:

Surf Accessory Lineup

Board Focus: A girl's board buying guide

Equipment Focus: Leash Technology

Shares On Patra

The beasts we love to hate yet accept as part of
surf culture. Shark-based companies highlighted.

Health Focus: Energy drinks & natural boosters

Beauty Focus: Summer shimmers: Makeup

Fitness Focus: Fabulous Abs, Glutes & Fitness Gear

NEW COLUMN... TOP 10 Summer Bikinis!

Seasonal Focus:

Sizzling Summer Picks - SHOPPING GUIDE

Closing Date: May 10, '07

33% Payment & Art Due: May. 16th, '07

FALL / OCTOBER 2007

ISSUE FOCUS:

Surf Shops for Women: Top 5 U.S. shops

Surf Focus: Hawaii's winter surf spots

Equipment Focus: TOP 5 Winter Wetsuits & Big
Wave Bikinis

Hot Picks: 2007 Surf books & dvd review

Health Focus: Breast health

Beauty Focus: Hydration & specialty skin care

Fitness Focus: Strong legs for big wave drop-ins

Industry: Contest Season Lineup

Seasonal Focus:

CHRISTMAS GIFT GUIDE!!

Gift ideas for the surfer in your life!

Closing Date: Aug. 10, '07

33% Payment & Art Due: Aug. 16th, '07

WINTER / JANUARY 2008

ISSUE FOCUS:

TRADE SHOW DISTRIBUTION

Industry: TOP 5 New companies to watch

Equipment Focus: How-to's of custom board design

Health Focus: Post holiday detox

Beauty Focus: 10 minute "at-home" facial

Fitness Focus: Correcting "rounded" surfer shoulders

Editorial: Setting realistic & helpful New Year
resolutions that you'll keep. (surf / health / life)

Seasonal Focus:

VALENTINE'S DAY GIFT GUIDE!!

Surfer love made easy.

Closing Date: Nov. 10, '07

33% Payment & Art Due: Nov. 16th, '07

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www.WomensSurfStyle.com