

REDEEMED Magazine

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Welcome,

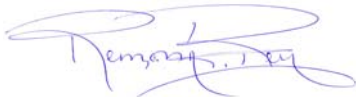
We are excited to have you as an advertising partner in **REDEEMED** Magazine which is designed to empower people to live their best life spiritually, emotionally, physically, financially, and leisurely. **REDEEMED** Magazine will provide features in faith, economics, health, travel, dining, and more.

Please review contents enclosed:

- Reasons to Advertise
 - FAQ's
 - Marketing Chart
 - Ad Layout
 - Advertising Agreement
 - **REDEEMED** Magazine Inaugural Issue download link
- Click below (↓) to preview a portion of the magazine online

[REDEEMED Magazine Inaugural Issue](#)

We look forward to partnering with you and featuring your business in **REDEEMED** Magazine.



Remona Rey
Editor-in-Chief

Ten Top Reasons to Advertise in Magazines

Reprinted from the Magazine Handbook 2007/08

Magazine advertising engages: Multiple studies show that consumers are more likely to find magazine advertising acceptable and enjoyable compared to advertising in other media. In addition, they find magazine advertising less interruptive.

Magazine advertising is considered valuable content: Consumers value magazine advertising, according to numerous studies. Starcom found that when readers were asked to pull ten pages that best demonstrate the essence of their favorite magazines, three out of ten pages pulled were ads. MRI data show that consumers trust and value magazine advertising. These studies' findings reinforce those from the Northwestern University Magazine Reader Experience Study.

Magazine advertising moves readers to action, including visiting and searching on the web: More than half of readers took action or had a more favorable opinion about the advertiser in response to magazine ads, according to Affinity Research. Numerous studies prove that magazine advertising drives web visits and searches more than other media.

Magazine advertising improves advertising ROI: Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

Magazine advertising sells – and it delivers results consistently: Several studies show that magazines are the strongest driver of purchase intent and boost other media's effectiveness. What more... magazines deliver results more consistently throughout the purchase funnel than TV or the Internet.

Magazine advertising is relevant and targeted: Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can hone in on targets that fit their needs.

Magazines reach the most desirable consumers: Across major demographic groups, the combination of the top 25 magazines delivers more rating points than the top 25 TV shows. In addition, heavy magazine readers are likely to be among the highest spenders across most product categories.

Magazine audiences accumulate faster than you think – and with lasting impact: The average monthly magazine accumulates approximately 60% of its audience within a month's time, and the average weekly magazine accumulates nearly 80% of its audience in two weeks. In addition, consumers refer to magazines multiple times, even saving them, giving advertisers the opportunity for multiple exposures.

Magazine influence Influentials®: Magazines are the medium that "Influential Americans" – the one in nine consumers who control the levers of change – turn to the most for making purchase decisions and recommendations.

Magazine supply credibility: Consumers trust and believe magazine advertising more than advertising in other media. In addition, consumers turn to magazines as a source for information on new products.

Sources: Starcom; Northwestern University Magazine Reader Experience Study; Affinity Research; How Media Measure Up; documenting the Role of Magazines in the Mix; ROI for DTC; ROI for Kraft; Measuring the Mix; What Drives Automotive Sales; American Advertising Federation (AAF) Study; Retail Advertising and Marketing Association (RAMA) Study; Measuring Media Effectiveness; Dynamic Logic; Ephron on Media; Initiative, MRI Fall 2006; Roper; Hearst Engagement Factor Study.

REDEEMED | Magazine

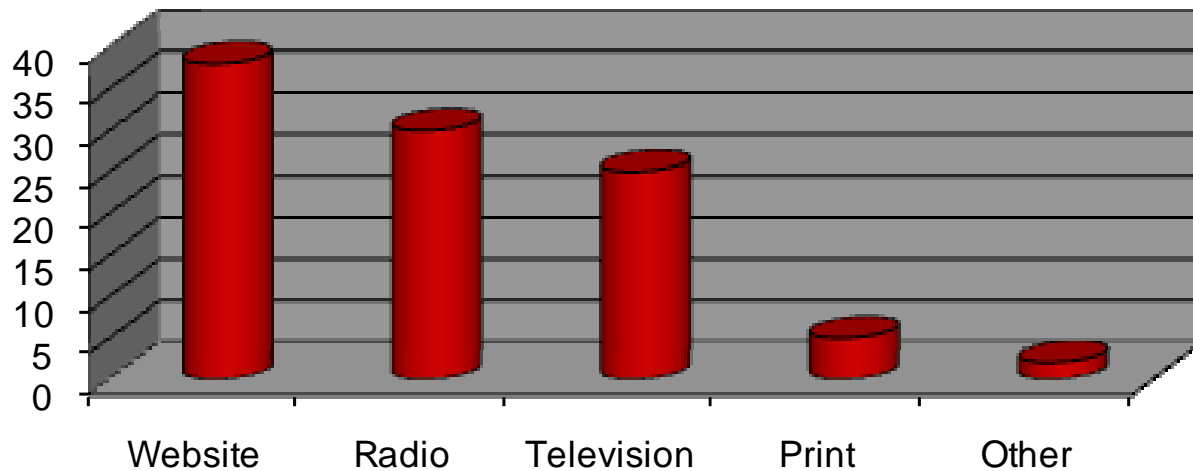
Frequently Asked Questions

| | |
|-----------|--|
| Q. | Who are the targeted readers? |
| A. | This magazine targets people of various nationalities with diverse cultural backgrounds, spiritual awareness and economical status. |
| Q. | What is the general content of REDEEMED Magazine? |
| A. | Life style articles, product features and advertising. |
| Q. | How is REDEEMED Magazine being Marketed? |
| A. | Television, Radio, Internet, and other Print Media. |
| Q. | How do I subscribe to REDEEMED Magazine? |
| A. | If you would like to receive REDEEMED Magazine, subscribe by sending your order form to: 2800 West Prospect Road, Fort Lauderdale, FL 33309 or order on-line at www.rwcci.org. Send \$4 for shipping and handling. |
| Q. | Who do we reach? |
| A. | REDEEMED Magazine is mailed locally throughout Dade, Broward and Palm Beach Counties and also within the U.S. and the Caribbean. |
| Q. | How often does REDEEMED Magazine appear? |
| A. | Bi-Annual / April and October |
| Q. | What do I need to do to advertise? |
| A. | It's simple. (1) Select Ad type; (2) Sign an Agreement; (3) Render Payment; (4) Submit Artwork. |

REDEEMED

Magazine

Marketing Chart



REDEEMED

Magazine

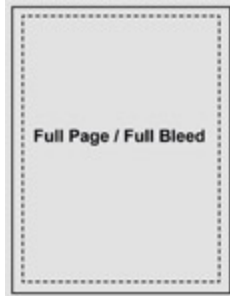
Ad Layouts

Full Page | Full Bleed

Trim Size: 8" w x 10 1/2" h

Live Area: 7 1/4" w x 9 3/4" h

Bleed Size: 8 1/4" w x 10 3/4" h

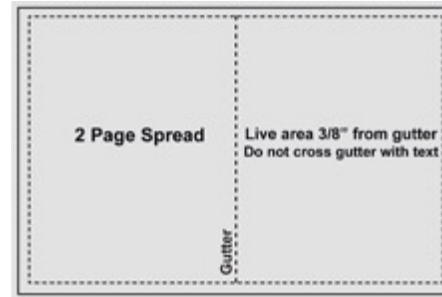


Two Page Spread

Trim Size: 16" w x 10 1/2" h

Live Area: 15 1/4" w x 9 3/4" h

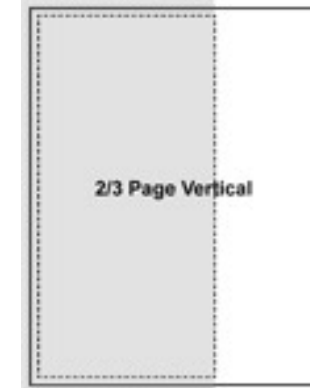
Bleed Size: 16 1/4" w x 10 3/4" h



Two-Third Page Vertical

Live Area: 4 5/8" w x 10 3/4" h

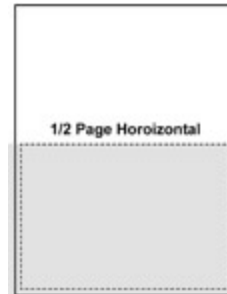
Bleed Size: 5 1/4" w x 10 3/4" h



Half Page Horizontal

Live Area: 7" w x 5" h

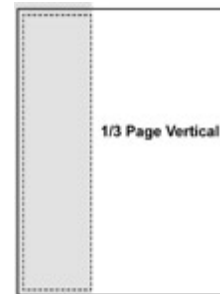
Bleed Size: 8 1/4" w x 5 5/8" h



One-Third Page Vertical

Live Area: 2 1/4" w x 9 3/4" h

Bleed Size: 2 7/8" w x 10 3/4" h



AD STIPULATION:

Additional fees will be applied for creation of Ad designs and changes to submitted artwork.

DEADLINE for Ad Submission: August 15, 2009; Artwork must be tendered via CDs, PDFs, in Color and Camera ready.

ADVERTISING AGREEMENT

This Agreement is by and between **REDEEMED** Magazine, a subsidiary of Redeeming Word Christian Center International (Media Provider), and the Undersigned (Advertiser/Sponsor) are subject to the terms and conditions including payment herein as set forth below. The Media Provider has the authority and discretion to request any altering of language, content and ad design. In addition, the Media Provider reserves the right of refusal to publish any and all advertisements submitted by the Advertiser/Sponsor. It is further agreed that the Media Provider may use outside facilities to provide the stated services on behalf of the Advertiser/Sponsor to advertise herein as agreed.

Order # _____

Order Date _____

COLOR ADS

| <u>AD TYPE</u> | <u>RATE</u> | <u>LAYOUT</u> |
|------------------------------------|----------------|---------------|
| Back Cover | \$2,500 | full page |
| Two Page Centerfold | \$2,500 | full page |
| Two Page Spread | \$1,700 | full page |
| Inside Front or Inside Back | \$1,300 | full page |
| Full Page/Full Bleed | \$1,000 | full page |
| Two-Third Page | \$ 700 | vertical |
| Half Page | \$ 500 | horizontal |
| One-Third Page | \$ 225 | vertical |

I _____ requested and accepted the above package to advertise my business/company in REDEEMED Magazine.

Payable to: **RWCCI**

Payment Method: Cash Check Money Order Credit Card (Below)

Credit Card Type: Visa MasterCard

Credit Card Number: _____ Exp Date: _____ Signature: _____

Accepted for Media Provider: _____

Accepted for Advertiser/Sponsor: _____

Signature: _____

Print Name & Title: _____

Company Name: _____

Billing Address: _____

Phone: _____ Facsimile: _____

Email: _____ Website: _____