

# Statement<sup>TM</sup>

IT'S WHO YOU ARE

## publisher's letter

*Statement, It's Who You Are* is a celebrity-based lifestyle magazine that stylishly presents engaging and relevant luxury lifestyle content in a glossy, perfect-bound format. This stunning regional magazine fashioned with exceptionally high standards is circulated to affluent homes in the "New Valley" region of Los Angeles/Ventura corridor which has recently been recognized by the *US Census Bureau* as a separate geographical area in and unto itself. This area, which has largely been overlooked as an unimportant suburban outpost to Los Angeles metro, would be the 4<sup>th</sup> largest city in population in the United States.

This is **not** a standard, formulaic city/regional magazine. What **Statement** is...is a magazine similar in production quality and editorial scope to the finest national magazines on the market today. What **Statement** is...is a magazine with a unique focus on cutting-edge lifestyle trends and a celebrity-based flair that's all our own. What **Statement** is...is a magazine that targets a region but uses a well-known city name as the identifiable benchmark of affluence.

This high net worth consumer group has merely transitioned from metro Los Angeles to the "New Valley" in order to buy larger houses with more land to raise their families. These consumers have the disposable income for finer luxury lifestyle goods and services. Indeed, many are the very same affluent readers who otherwise would have been targeted by those LA metro magazines. But, because they have moved to the "New Valley" they have been overlooked and taken for granted by those publishers.

With this in mind I started **Statement** to provide a top-quality magazine to this region of upscale homeowners not adequately reached by any of the other major Los Angeles metro magazines. While these magazines may do a good job of serving a readership in the metropolitan areas of Los Angeles, they do very little to reach this "New Valley" readership of affluent, sophisticated, and fashion-forward consumers with uncommonly strong purchasing power.

If you are looking to buy the "New Valley" **Statement** will be your complete buy or, if you are looking to blanket the Los Angeles region **Statement** will ensure that you complete the buy. So, I invite you to look over the pages of our media kit to see what a great value **Statement** offers to our advertising partners.

Richard Bleiweiss  
*Publisher and Creative Director*

# Statement™

IT'S WHO YOU ARE

The missing piece of the puzzle for your Los Angeles ad buy... to reach 70,000 affluent homes.



250,000+

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## Key distribution 70,000 copies

### Direct estate delivery:

*Statement* is circulated 6 times a year to 65,000 residents of the New Valley and Malibu with uncommonly strong purchasing power (BPA audit pending), because we target estate owners with an annual income or a net worth above \$250,000 or \$2 million respectively.

### Exclusive private country clubs:

*Statement* is made available to members and special guests at these fine high-end country clubs.

### In-room distribution:

*Statement* is made available in-room or at concierge desks at extraordinary hotels.

### In-flight:

*Statement* is made available in-flight with the premier private fleet of Clay Lacy Aviation. (Winner of *The Robb Report's* "Best of the Best 2005").

### Southern California newsstands and bookstores:

*Statement* is sold for \$4.95 a copy at selected newsstands and bookstores in Southern California:

### New York newsstands:

*Statement* is sold at selected newsstands in New York to provide higher profile awareness for New York advertising agencies and media buyers.

### Distributed to these fine communities:

Toluca Lake	Agoura
Studio City	Oak Park
North Hollywood	Westlake Village
Sherman Oaks	North Ranch
Encino	Thousand Oaks
Tarzana	Lake Sherwood
Woodland Hills	Hidden Valley
Calabasas	Simi Valley
Hidden Hills	Moorpark
Bell Canyon	Newbury Park
West Hills	Santa Rosa
Chatsworth	Camarillo
Porter Ranch	Topanga
Northridge	Malibu

### Hotels:

Marriott Woodland Hills	Sunset Marquis
Hilton Woodland Hills	

### Country Clubs:

Sherwood	North Ranch
Spanish Hills	El Caballero
Calabasas	Lakeside
Woodland Hills	Moorpark

### Studios:

20th Century Fox	New Line Cinema
Sony	Dreamworks
ABC	

### Private Airlines:

Million Air	TWC Aviation
Prime Jet	The Air Group
Clay Lacy Aviation	Net Jets
AV Jet	

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## Demographics\*

Cir 70,000

Readership 250,000+

### Annual

	Our Readers	v.	National Average
Average Household Entertainment Expenditures	\$5,234		\$2,183
Average Household Transportation Expenditures	\$22,358		\$21,064
Average Household Retail Expenditures	\$57,369		\$24,198
Average Household Non-retail Expenditures	\$41,816		\$17,353
Average Household Total Consumer Expenditures	\$99,278		\$41,554

Calabasas readers are consumers of luxury goods and services:

### They have purchased

Top quality clothing	48%
Expensive jewelry	28%
High-end watches	45%
Superior quality audio/video equipment	51%
Premium home furnishings	36%

### Own

Their own home	96%
At least one luxury vehicle	53%
Investment properties or securities	80%

### Consume and lead active lives

Fine wines	60%
Drink premium spirits	34%
Travel – domestic – 12 months	77%
Travel – international – 3 years	59%
Attend movies	89%
Involved in athletic activity	67%

Annual Household income	\$250,000
Net Worth	\$2,000,000

Median Age	39.91	25+	65%
Median Age – Male	40.07	21+	69%
Median Age – Female	39.71	18+	72%
Male/Female	45/55		

Bachelor Degree of Higher	88%
Professional/Managerial	61%
Married	64%

\*CSUN.edu/sfverc/reports; MRI; chambers of commerce

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## 2007 Editorial Calendar

### Issue No. 1 Feb/March

Editorial Theme: THE LOVE ISSUE

Special Features: Love is in the air as we visit with real life and reel life celebrity couples. Join two well-known TV stars as they indulge themselves with a chic, luxurious getaway that offers the latest in cutting edge spa treatments. Advertising deadline Jan. 5, 2007.

### Issue No. 2 April/May

Editorial Theme: HOME DESIGN ISSUE

Special Features: *Statement* takes you on a guided tour inside and outside the homes of a select group of celebrities as they share with our readers their furnishings, accessories, trends, fabulous designers and beautiful living spaces. SPECIAL ADVERTISING SECTION: Pismo Beach Advertising deadline March 9, 2007.

### Issue No. 3 June/July

Editorial Theme: BRITISH INVASION

Special Features: Is London the new Hollywood? Everything and anything about the influences that the royal jewel of the U.K. has on the movies, television and fashion. Advertising deadline May 3, 2007.

### Issue No. 4 Aug/Sept

Editorial Theme: THE FASHION ISSUE

Special Features: Fall fashions with some of Hollywood's hottest talent. Also, NFL, NBA and NHL stars, square off in a fashion spectacular. SPECIAL ADVERTISING SECTION: Beverly Hills/Montana/Melrose shopping. Advertising deadline June 29, 2007.

### Issue No. 5 Oct/Nov

Editorial Theme: FALL TV

PREVIEW/ANNIVERSARY ISSUE

Special Features: Who's hot in the fall TV schedule? Join us as we take a sneak peek into some of the season's TV lineup's hottest new talent. SPECIAL ADVERTISING SECTION: Destination Hawaii Advertising deadline August 24, 2007.

### Issue No. 6 Dec/Jan

Editorial Theme: THE HOLIDAY ISSUE

Special Features: Shop till you drop with all that sparkles, shimmers and glitters, and ring in the new year as we highlight stories of some very special philanthropists. Advertising deadline October 25, 2007.

### Issue No. 1, 2008 Feb/March

Editorial Theme: KICKING OFF THE NEW YEAR

Special Features: Make the right start in '08 with our guide to the latest trends in fashion, beauty, travel and fitness. Advertising deadline January 4, 2008.

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## 2007 production schedule



### 2007 Production Schedule

Total Circulation: 70,000+ of the best homes and businesses  
Total Readership: 250,000+

Issue	Space Close	Materials Due	On Sale
1 Feb/Mar	Dec 29	Jan 8	Feb 2
2 April/May	Feb 23	March 5	April 2
3 June/July	April 27	May 7	June 1
4 Aug/Sept	June 29	July 9	Aug 2
5 Oct/Nov	Aug 31	Sept 10	Oct 2
6 Dec/Jan	Oct 26	Nov 5	Nov 27

Material deadlines for subsequent issues are approximately 7-8 weeks prior to publication.  
Call your sales representative for specific information.

### Shipping Address for Advertising Materials

Statement Magazine  
4766 Park Granada, Suite 214B  
Calabasas, CA 91302  
Attn: Production Director  
818-224-3876

### FTP Site for digital Transfer

ftp.calabasasmag.com  
username: calabasas  
password: calabasas (case sensitive)  
Please label the files with the name of your company and  
place files in the "To Calabasas" folder and send  
email notifying of upload to publisher@calabasasmag.com.

Advertising materials returned upon written  
request. All other material retained for 12 months  
only, after which it is destroyed. Advertisements  
for which complete material is not received before  
closing will not be entitled to privileges of revision  
without cost being applied to clients.



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## 2007 general advertising rates



RATES ARE NET AND PER ISSUE

Total Circulation: 70,000 of the best homes and businesses

Total Readership: 250,000+

### Four Color- run of the book

Ad Size	Open	3x	6x
Full Page	\$6,000	\$5,420	\$4,675
2/3 Page	\$4,550	\$4,120	\$3,450
1/2 Page	\$3,795	\$3,360	\$2,870
1/3 Page	\$3,360	\$2,710	\$2,275
1/4 Page	\$2,870	\$2,275	\$1,625

### Premium Placements

Position	Open	3x	6x
Back Cover	\$8,465	\$7,950	\$7,225
Inside Covers	\$6,710	\$6,190	\$5,475
Page 1	\$6,710	\$6,190	\$5,475
Opposite TOC	\$6,190	\$5,575	\$4,850

### Inserts and Reprints

Rates available upon request.

### Additional Production Charges

Guaranteed position-Add 15% • Bleed-Add 10%

Copy Dot Scan (Conversion of film to disk)-\$65

In-House Production Costs—\$150 per Hour

For ad sales contact:

Phone 818.224.4345

Fax 818.222.2577

or [sales@calabasasmag.com](mailto:sales@calabasasmag.com)



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## mechanical specifications

### Mechanical Specifications Display Ad Dimensions (Effective Sept 2005)

Publication Trim Size: 9" x 10 7/8"

- BUILD PAGES TO TRIM SIZE AND EXTEND BLEED 1/8" BEYOND TRIM
- ON GUTTER BLEED SPREADS, ALLOW 1/2" ON EITHER SIDE OF GUTTER FOR LIVE MATTER
- ALLOW 1/2" IN FROM TOP, BOTTOM AND SIDE TRIM FOR LIVE MATTER.

A. Full Page	Non Bleed/Safety *Bleed	8" x 9 7/8" 9 1/4" x 11 1/8"
B. 2/3 Page	Non Bleed Only	5 1/2" x 9 7/8"
C. 1/2 Horizontal	Non Bleed Only	8 x 4 7/8"
D. 1/2 Vertical	Non Bleed Only	3 7/8" x 9 7/8"
E. 1/3 Vertical	Non Bleed Only	2 3/8" x 9 7/8"
F. 1/4 Vertical	Non Bleed Only	4 x 4 7/8"
G. Two Page Spread	Non Bleed *Bleed	17" x 9 7/8" (3/4" dead center gutter) 18 1/4" x 11 1/8"
H. 1/2 Spread Horizontal	Non Bleed Only	17" x 4 7/8" (3/4" dead center gutter)

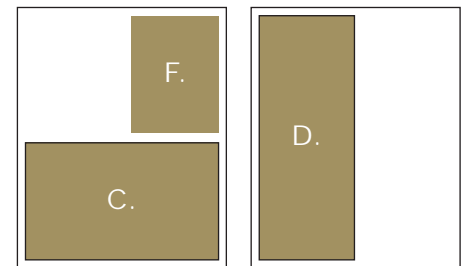
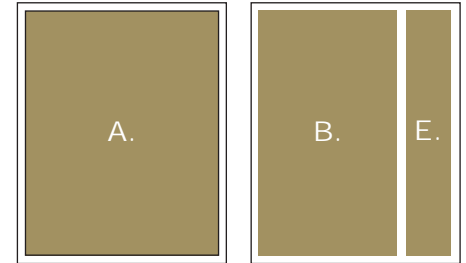
Gatefold Available upon request

#### Digital Requirements\*

- Press-ready CMYK, PDF files only
- CD's, DVD's
- SWOP specifications apply.

PLEASE NOTE: All ad packages must include digital file and Kodak Approval, CREO Spectrum proof, or SWOP-certified color proof. Any supplied material that does not comply with *Statement* requirements will be subject to preparation charges that will be passed on to the client. If, and only if, materials have been received prior to the published material deadline, a digital proof may be ordered from the publisher for \$75.

**DISCLAIMER: 1. While we will do our best to match colors, color reproduction is not guaranteed. Please note color and shade variances will stay within SWOP ranges if a SWOP-certified color proof is supplied. 2. Unless advertiser and/or its agency supply the proper required proof, advertiser and/or its agency shall be deemed to have assumed all responsibility for the quality of the reproduction of the ad.**



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4766 Park Granada, Suite 214B  
Calabasas, CA 91302  
Attn: Production Director  
818-224-3876

Advertising materials returned upon written request. All other material retained for 12 months only, after which it is destroyed. Advertisements for which complete material is not received before closing will not be entitled to privileges of revision without cost being applied to clients.

\* FTP Site for digital Transfer: 63.194.248.149, username: calabasas, password: calabasas (case sensitive)  
Please label the files with the name of your company and place files in the "To Calabasas" folder and send email notifying of upload to publisher@calabasasmag.com.



**EJJ PUBLICATIONS, LLC**  
**Standard Advertising Insertion Order Terms and Conditions**

1. These terms and conditions, together with those set forth in the media kit, shall apply to any and all advertising placed in **Statement, It's Who You Are** ("Advertisements") by the advertiser, listed on the first page of this insertion order ("Advertiser").

2. Acceptance of any and all advertising is subject to final written approval of the publisher of **Statement, It's Who You Are** ("Publisher"). Publisher reserves the absolute, unconditional right to reject any advertising that is not in keeping with Publisher's standards. The prior publication of an advertisement shall not, in any way, alter or limit Publisher's right to reject any such advertisement thereafter. Advertisements, which resemble editorial, must be clearly marked as "Advertising" at the top of the submitted material.

3. This insertion order cannot be cancelled or modified without the prior written consent of Publisher.

4. Any artwork, typography, scans, halftones, etc., undertaken by Publisher or the printer on Advertiser's behalf, will be billed to Advertiser at Publisher's prevailing rates. This includes, but is not limited to, advertising submitted, from any source, that has to be resized to fit our specifications. In addition to any production costs incurred on Advertiser's behalf, Advertiser shall also pay charges assessed by the printer for changes made on behalf of Advertiser.

5. Advertising is accepted only with cash in advance of publication along with the insertion order unless Publisher extends credit to the Advertiser. If credit is extended, all advertising fees and additional charges become due and payable on the date of the invoice. In consideration of the publication of the advertisement, any dispute not made in writing within 15 days of the date of the invoice is deemed irrevocably waived by Advertiser. Publisher reserves the right to cancel credit privileges at any time.

6. All rates on this insertion order shall be adjusted to the lowest earned rate. If Advertiser fails to meet its agreed frequency commitment, Advertiser will be liable for the short rate for any and all advertisements previously placed as well as the remaining advertisements not placed. Short rate is defined as the one-time open rate for the size of the ad as listed on the published rate card in effect at the time of the breach.

7. All unpaid balances over 30 days shall incur, effective from the date of the invoice, a 1.5 % per month service charge not to exceed 18% per annum or the maximum permitted by law

8. If the advertiser is a corporation, then the individual signing this contract shall be jointly and severally responsible, along with the Advertiser, for the payments otherwise due to Publisher. Publisher does not accept sequential liability and any language to the contrary in the insertion order from Advertiser or Advertiser's Agency ("Agency") shall be deemed ineffectual to alter the terms hereof. Accordingly, Agency is jointly and severally liable with Advertiser for all the payments to be made under this contract. The rights of Publisher shall in no way whatsoever, be limited by any dispute between Advertiser and Agency. The term "Advertiser" as and when used herein shall be deemed to include or mean both Advertiser and Agency, jointly and severally.

9. In the event of nonpayment, all costs of collection and attorney's fees are to be paid by Advertiser and/or the individual guarantor along with any and all sums due, owing and unpaid. Any and all legal fees and collection costs incurred by Publisher are also the responsibility of Advertiser and/or the Agency. Advertising materials will not be returned until all sums due and owing are paid in full.

10. Credits for errors or omissions are limited to a maximum one time make good for the ad space of the ad placed. Adjustments will not be given on corrections not marked by Advertiser on the proof. Publisher is not responsible for errors of omission. Publisher shall not be liable for errors in key numbers or in other type set by Publisher. Color screens will be matched to the best of Publisher's ability. Due to printing and ink variances, Publisher cannot guarantee exact color matches unless special ink orders are placed. A rebate will not be made in the event of color variances.

11. Publisher will not be responsible to Advertiser for any and all incidental or consequential damages of any kind or nature whatsoever, which may be incurred by Advertiser as a result of Publisher's acts and/or omissions, of any kind or nature, in placing or not placing the advertisement.

12. Advertiser represents and warrants that any and all material submitted to Publisher does not, in any way whatsoever, knowingly, intentionally or negligently violate any administrative, civil or criminal law or contractual relationship of any kind or nature and that any and all necessary consents for publication has been obtained prior to submission to Publisher.

13. In consideration of Publisher's acceptance and publication of Advertiser's advertising, Advertiser expressly agrees to fully and timely indemnify Publisher, and/or its partners, officers, employees, representatives and agents and hold them individually and collectively harmless from any and all losses, costs or expenses, including, but not limited to attorneys' fees and court costs, for any and all claims or suits of any kind or nature whatsoever based upon the contents of the advertisement. This includes but is not limited to suits for plagiarism, copyright infringement, and unauthorized use of a person's name or photograph.

14. Publisher reserves the right to cancel the remaining portion of this insertion order and short-rate, as hereinabove defined, Advertiser in the event of consistently late payments or nonpayment or if Advertiser fails to respond to complaints by readers.

15. Publisher shall not be liable for any failure to publish any Advertisement because of strikes, labor disputes, governmental action, war, fire, breakdown of equipment or other cause beyond Publisher's reasonable control.

16. The printed and written provisions of this insertion order contain all the agreements between both parties, and neither party will be responsible in any manner for any prior oral or written representations unless incorporated herein in writing.

17. The parties agree that any litigation arising out of this insertion order shall be brought in an appropriate court in Los Angeles County, California, and that the terms and conditions of this insertion order shall be interpreted according to the laws of California. The prevailing party in any such litigation shall be entitled to receive any and all attorneys' fees, expenses, and collections costs incurred.

**PLEASE INITIAL ONE OF THE TWO BILLING PREFERENCES LISTED BELOW:**

1) ALL PAYMENTS PAST DUE 15 DAYS WILL BE AUTOMATICALLY CHARGED TO THE CREDIT CARD LISTED BELOW;

\_\_\_\_\_  
INITIALS -OR-

2) AUTOMATICALLY CHARGE MY CREDIT CARD ON THE DUE DATE LISTED ON MY INVOICE

\_\_\_\_\_  
INITIALS

<p><b>CREDIT CARD INFORMATION</b></p> <p>CREDIT CARD TYPE: MASTERCARD _____ VISA _____</p> <p>CARD NUMBER: _____</p> <p>EXPIRATION DATE: _____</p> <p>CARD VERIFICATION NUMBER: _____</p> <p>CARD HOLDER NAME: _____</p> <p>BILLING ADDRESS: _____</p> <p>_____</p> <p>SIGNATURE: _____</p>
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