

 <b>(8 Issues)</b>		
ISSUES	THEMES	AD DEADLINE
April-May	Camps, Travel, Spring Organization	Feb 25
June	Pregnancy & Baby, Finance	April 25
July-Aug	Back-to-School, The Arts	May 25
September	Birthday Parties	July 25
Oct-Nov	Your Home, Holidays, Gift Guide	Aug 25
December	Holidays, Gift Guide	Oct 25
Jan-Feb	Education	Nov 22
March	Health, Sports & Fitness	Jan 25

 <b>(6 Issues)</b>		
ISSUES	THEMES	AD DEADLINE
May-June	Health, Sports & Fitness	March 25
July-August	Back-to-School, Hobbies, The Arts	May 25
Sept-Oct	Birthday Party	July 25
Nov-Dec	Holidays, Gift Guide	Sept 25
Jan-Feb	Education & Finance	Nov 22
March-April	Camps, Travel, Spring Organization	Jan 25

 <b>(4 Issues)</b>		
ISSUES	THEMES	AD DEADLINE
June, July, Aug	Summer	April 25
Sept, Oct, Nov	Fall	July 25
Dec, Jan, Feb	Winter	October 25
March, April, May	Spring	Feb 10



	Advertising Planning Calendar 2005											
	January	February	March	April	May	June	July	August	September	October	November	December
	25	25		25	25		25	25		25	22	
	25		25		25		25		25		22	
		10		25			25			25		

Due Dates For Magazines are Listed In Boxes Above



www.metromags.com - mail@metromags.com

P.O. Box 1251 - Athens, GA 30603-1251 - 706-354-4990 - Fax: 706-543-9834

10,000 Copies  
Per Issue  
8 Issues/Year



Building Businesses...Building Families

# ATHENS Parent magazine!



## Athens Parent Rates

SIZE	8 Issues	3 Issues	1 Issue
Full	\$1200	\$1300	\$1400
1/2	\$685	\$750	\$800
1/3	\$495	\$550	\$600
1/4	\$360	\$400	\$450
1/6	\$285	\$310	\$340
1/12	\$150	\$165	\$180

Rates are quoted per issue.

[www.athensparent.com](http://www.athensparent.com)

In every issue of Athens and Jackson Barrow Parent you will find...

**Features:** Including fun topics like travel and camp, informative topics such as breast-feeding and child-care, serious topics like latch-key kids and the internet.

**Show & Tell:** Showcases ideas on crafts, recipes, useful tips, and reader's submissions.

**Calendar:** Events, meetings and classes.

Plus other departments such as Dad's Chair, Teens, Parenting 101, Teacher Feature and our popular picture page - 'Til We Meet Again.

## JB Parent Rates

SIZE	6 Issues	3 Issues	1 Issue
Full	\$1000	\$1100	\$1200
1/2	\$600	\$675	\$725
1/3	\$440	\$465	\$500
1/4	\$330	\$360	\$395
1/6	\$250	\$275	\$300
1/12	\$125	\$140	\$155

Rates are quoted per issue.

[www.jbparent.com](http://www.jbparent.com)

7,500 Copies  
Per Issue  
6 Issues/Year

Walsh Publishing Parenting Magazines are dedicated to providing valuable information to Athens, Jackson and Barrow area families that will promote parent/child interaction, community involvement and provide a resource for parents.

Premium Ad Rates (for Athens Parent):  
As Available

	8x	3x	1x
Back Cover	\$1350	\$1450	\$1550
Inside front cover	\$1250	\$1350	\$1450
Insideback cover	\$1250	\$1350	\$1450
Page 3	\$1200	\$1300	\$1400

# JACKSON BARROW Parent magazine!



Included in the advertising rates for Athens Parent and Jackson Barrow Parent are basic layout and production based on information provided by the advertiser. A proofing copy of ads is also provided.

Other charges include:

-Photography fee - \$25

-Guaranteed positioning - add 10% to rate.

Over 97% of Athens Parent and Jackson Barrow Parent Magazines are picked up or sent directly to parents through schools and child-care centers

## FULL

No Bleed:  
7 1/2 x 10  
Bleed:  
8 3/8 x 10 7/8  
(+1/8"all sides)

1/2 V  
3 5/8 x 10

1/2 H  
7 1/2 x 4 7/8

1/3 V  
2 3/8 x 10  
1/3 SQUARE  
4 7/8 x 4 7/8

1/4  
3 5/8 x 4 7/8

1 1/2  
4 7/8 x 2 3/8  
2 3/8 x 2 3/8  
1/6 V  
2 3/8 x 4 7/8  
1/6 H

ATHENS Parent MAGAZINE FOR WOMEN

## Athens Rates

2 Page (17"by10 3/4")	\$2,700
Full Page (8 4/8"by10 3/4")	\$1,600
1/2 Horizontal (8 3/8" x 5 1/4")	\$980
1/2 Vertical (4 1/16" x 10 3/4" v.)	\$980
1/4 Page (4 1/16"by 5 1/4")	\$620
The Market*	\$280

RATES ARE QUOTED PER ISSUE

[www.athenamag.com](http://www.athenamag.com)  
[shemail@athenamag.com](mailto:shemail@athenamag.com)

Athens Magazine for Women is a large format (9 1/2" by 11 3/4") magazine with a distribution of 15,000 copies in an approximately 45-mile radius around Athens (please see map below). By advertising in Athens, you will be taking advantage of a unique opportunity to reach the most influential part of the consumer economy. The numbers don't lie - *Women make or influence over 80% of purchases every year!*

Athens will be unique in its design, following the modern trends of national and international publications. Ads will be designed in-house to fit the look and feel that is Athens, while giving your business a unique ad campaign that will bring you customers. There will be a minimum charge of \$25 for necessary photography. All Ads are 4-Color Process (Black and White is available at the same rates).

2 PAGE SPREAD

FULL PAGE

1/2 v

1/2 h

1/4

\*THE MARKET  
(1/9)  
2 5/8" by 3 6/16"  
\$280

15,000 Copies  
Per Issue  
4 Issues/Year

In 2003, women spent \$3.5 billion on retail products and services - Who's your market?



ATHENS COVERS THE COUNTIES IN GREEN



## Financial Planner

	ISSUE	ANNUAL	MONTHLY
	\$	\$ 8 Issues/Yr	\$
	\$	\$ 6 Issues/Yr	\$
	\$	\$ 4 Issues/Yr	\$
		TOTAL MONTHLY COMMITMENT	

Go To [www.metromags.com](http://www.metromags.com) for Web Site Ad Rates  
Payments Due Prior To Publication Date