

# RATES

## PRINT

### Fall 2010 Advertising Rates (25,000 Circulation)

	1X	2X	3X	4X
Spread ad	4,400	4,100	3,800	3,500
Full-page ad	3,750	3,500	3,250	3,000
Half-page ad	2,125	2,000	1,875	1,750
Classifieds	200	250	300	350

### Closing Dates

Issue	Ad close	Material due	Circ date
Summer (June-Aug)	5/17/10	5/19/10	5/28/10
Fall (Sept-Nov)	9/17/10	9/20/10	9/30/10
Winter (Dec-Feb)	1/14/10	1/17/10	1/31/10
Spring (March-May)	3/14/11	3/21/11	4/8/11

### Mechanical Requirements

	Trim: 5 1/2 x 8 1/2	Bleed
Covers or Full pages	5 1/2 x 8 1/2	5 3/4 x 8 3/4
Spreads	11 x 8 1/2	11 1/4 x 8 3/4
Horizontal Half-page	5 x 3 3/4	5 3/4 x 4 1/2
Vertical Half-page	2 1/4 x 8	3 x 8 3/4
Classifieds	2 3/8 x 3 7/8	no bleed

Furnished Digital Files (Accepting digital files via [www.yousendit.com](http://www.yousendit.com).)

- PDF—Hi-res, press ready files. Composite CMYK or grayscale
- EPS—Fonts and images must be imbedded. No compression
- TIFF—Must be flattened and final, no layers. Hi-res binary data, no compression
- Disks—CD's, DVD's
- Native files—Mac based. InDesign, Photoshop, Illustrator
- Fonts & images—All applicable fonts and images on disk
- Proofs—Laserprint for black & white pages. Matchprint or color proof required for color

Send all advertising/proofing material to:  
Clark Creative Media, Inc.  
229-19 Merrick Blvd., Suite 101, Laurelton, NY 11413

All copy subject to publisher's approval. • If extensive copy corrections or prep work, or if publication sets ad, cost will be rebilled. • Not responsible for errors in key numbers. • No cancellation accepted after closing dates. If advertising materials are not received by closing date or by agreed upon extension date, publisher will run most recent insertion in its place. • Ads must run within one year of first insertion to earn frequency discount. An advertiser who does not complete a committed schedule will be subject to short-rate.

## ONLINE



### Fall 2010 Advertising Rates

	3 months
Custom Background Ad	2,000
Viral Video Campaign	2,000
Contests (Product Promotion)	750
Leaderboard (728 x 90)	750
Billboard (336 x 280)	750
Skyscraper (120 x 600)	500
Weekly E-mail Blast (Ad Link)	750

### Metrics (Google AdSense)

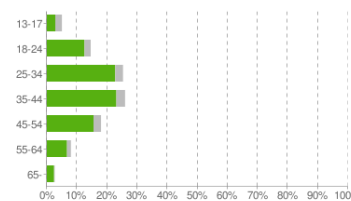
(3 months) 2/17/09 - 6/19/10

### Individual Ad Impressions

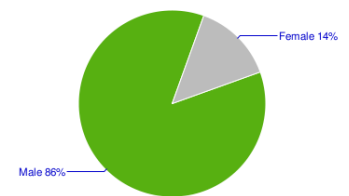
413,808

#### Demographics

Age ranges for:  All  Male  Female



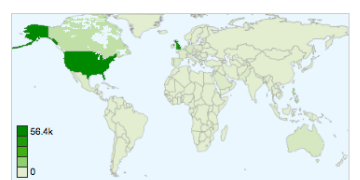
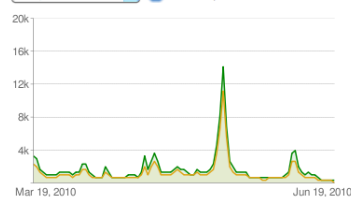
#### Genders for all age groups



[Google Analytics and Youtube Insight provided upon request.]

#### Views How many views are my videos getting?

Daily views  Show unique users



ROUND1 offers a number of ways for you to promote your products and services to our boxing community (including Facebook and Twitter). We can tailor a solution for you to maximize your exposure!

**Contact us today to schedule your HEAVYWEIGHT SPONSORSHIP!**

Lamar Clark, Publisher: (917) 723-4010; LC@round1mag.com

Michelle Jimenez, Sales Manager: (917) 209-6484; MJ@round1mag.com

**Fall 2010 (Sept-Nov)**  
**Ad Close Date: 9/17/10**  
Come aboard now before the potential fall mega bout between FLOYD MAYWEATHER, JR. and MANNY PACQUIAO!

Media Kit: [www.round1mag.com/advertise/](http://www.round1mag.com/advertise/)

# AUDIENCE

## DISTRIBUTION



March 18th, 2010  
Boxing Promoters Association  
Press Release ([www.saddoboxing.com/boxing\\_news](http://www.saddoboxing.com/boxing_news))

IN YET ANOTHER MEANINGFUL DEVELOPMENT BY THE BOXING PROMOTERS Association, the organization has announced that they have entered into a long-term distribution agreement with ROUND1 Magazine. Beginning this summer, ROUND1 will be distributed directly and for free, to boxing fans at events promoted by members of the Boxing Promoters Association. Steve Farhood, boxing analyst for Showtime and winner of the 2008 Boxing Writers Association of America's James J. Walker Award for Long and Meritorious Service, will serve as the Editor-at-Large, supplying featured content to the publication, while world-renowned photographer Howard Schatz has been named the magazine's cover photographer. Schatz will also be sharing images from his upcoming blockbuster book, AT THE FIGHTS.

"We are very excited about our agreement we have entered into with ROUND1 magazine, especially that it gives us the opportunity to give something back to each and every fan that attends one of our events," stated Joe DeGuardia, President of the BPA. "They have really put together an all-star team with Farhood and Schatz, two of the best in the business, and we know the product's quality will speak for itself."

"I'm extremely excited about working with the BPA to bring ROUND1 to the masses," says Lamar Clark, founder of Clark Creative Media, Inc. who first published ROUND1 in 2007. "Fight fans deserve a treat for their passionate following and this arrangement gives them just that. BPA members add value to their events and our audience of mostly sports-enthused men, leave the arena with a piece of memorabilia."

### About ROUND1

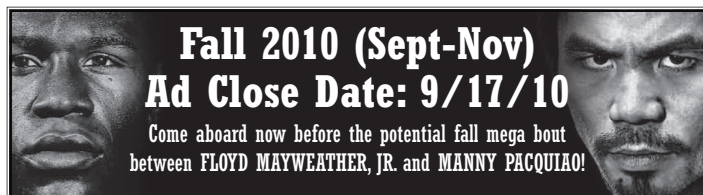
Similar to a Broadway PLAYBILL in size (5.5 x 8.5) and function, ROUND1 is your new and free fight night magazine that will be distributed directly to boxing fans at the fights. Our editorial content will reflect the lifestyle and interests of fight fans by offering fun, boxing-related perspectives in many areas including: entertainment, apparel, trivia, fitness, sports memorabilia, boxing odds and other guilty pleasures. Fight night is a special occasion and ROUND1 commemorates the event. ROUND1 is also distributed in gyms across the country including Gleason's Brooklyn (NY) and Trinity Boxing Club (NY/LA).

ROUND1 offers a number of ways for you to promote your products and services to our boxing community (including Facebook and Twitter). We can tailor a solution for you to maximize your exposure!

**Contact us today to schedule your HEAVYWEIGHT SPONSORSHIP!**

Lamar Clark, Publisher: (917) 723-4010; [LC@round1mag.com](mailto:LC@round1mag.com)

Michelle Jimenez, Sales Manager: (917) 209-6484; [MJ@round1mag.com](mailto:MJ@round1mag.com)



Media Kit: [www.round1mag.com/advertise/](http://www.round1mag.com/advertise/)

## DEMOGRAPHICS



### Gender

86 percent male  
14 percent female

### Ages

29 percent ages 18-34  
48 percent ages 35-49  
23 percent ages 50-plus.

### Annual Households Income

6 percent below \$25,000  
15 percent \$25,000 - \$49,999  
43 percent \$50,000 - \$59,999  
22 percent \$60,000 - \$74,999  
8 percent \$75,000 - \$99,999  
4 percent \$100,000 - \$149,999  
2 percent at \$150,000 or more

### Markets

Boxing events are held at arenas and casinos in every major market, although the majority of high-profile bouts take place in Las Vegas.

### Numbers

Attendance at the fights is used to measure impressions. High-profile fights can attract 50,000 fans or more. A crowd of 50,944 showed up at Cowboys Stadium earlier this year for the Joshua Clottey-Manny Pacquiao bout for the WBO welterweight title, the third-largest ever for an indoor boxing event in the U.S.

### Events Schedule (as of 7/8/10)

6/4/10 BWAA Awards Dinner, Roosevelt Hotel, NYC  
6/5/10 Yankee Stadium, Bronx, NY. Cotto vs Foreman (HBO)  
6/18/10 Northern Quest Casino, Airway Heights, WA. Husanov vs Berrio (ESPN2)  
7/9/10 Twin River Event Center, N.Providence, RI. Lundy vs Molina (ESPN2)  
7/17/10 Tropicana Casino and Resort, Atlantic City, NJ. Tua vs Barrett (PPV)  
7/28/10 B.B. Kings Times Square, NYC. Broadway Boxing (MSG)