

Heeb

MEDIA KIT
2009

"The best solution to international terrorism? The giveaway. For any international terrorist who turns himself in— a free lifetime subscription to *Heeb Magazine*."

JON STEWART
ON *THE DAILY SHOW*

Heeb Magazine launched in 2002 to popular and critical acclaim and soon evolved into the world's premiere Jewish lifestyle brand. Today, the Heeb brand finds itself firmly enmeshed in the fabric of American popular culture, increasingly becoming a multimedia magnet for the young, influential and culturally savvy.



"The era of Sarah Silverman, Heeb Magazine and *Curb Your Enthusiasm*."

ENTERTAINMENT WEEKLY

As much as any other contemporary expression of Jewish identity today, the Heeb brand is **recognized and trusted**.

"Heeb is about all things hipster-Jewish and ironic."

THE NEW YORK TIMES

Heeb's laser-like focus on serving its target audience has enabled it to flourish in defiance of media trends. It continues to experience **constant growth** in advertising, circulation, subscriptions and website traffic.

"One of America's best magazines"

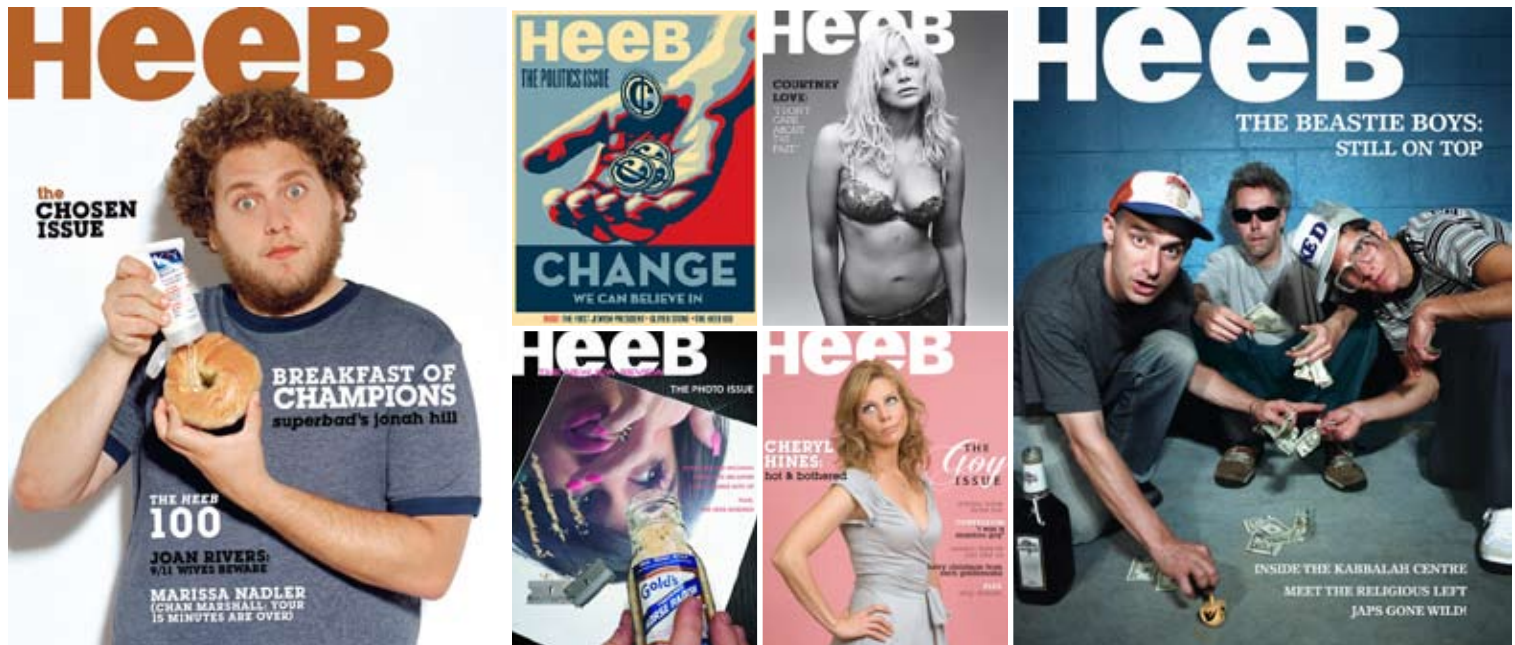
CHICAGO TRIBUNE

Heeb's success has also brought it **industry credibility**. For seven years and counting, Heeb has been written about, blogged about and buzzed about.

Magazine

“Heeb’s target audience greets new issues like, well, the Second Coming.”

L.A. WEEKLY



Heeb Magazine is a take-no-prisoners quarterly for the plugged-in and preached-out. Shining a light on arts, culture and satire, it is sold at Barnes & Noble, Virgin Megastore, Borders and independent booksellers, and is distributed at college campuses across the U.S. Heeb Magazine delivers original reporting, celebrity interviews, photography and illustration from the world’s most creative, emerging talents. Heeb is honest, unadulterated and devoted to its audience—not some agenda. When asked the open-ended question, “How long do you save your copy of Heeb?” 58 percent of respondents reply with one word: “Forever.”*

PUBLICATION DATES:

- #20 April 1, 2009
- #21 July 1, 2009
- #22 September 1, 2009
- #23 December 1, 2009
- #24 March 1, 2010
- #25 June 1, 2010

KEY STATISTICS:

- 35,000 distribution
- 15,000 subscribers
- 150,000 readers (includes pass-alongs)
- 30,000 college readers
- 80 percent ages 18 to 34
- 50/50 male/female
- 75 percent college educated

LIVE/WORK IN:

- 33 percent New York
- 15 percent Los Angeles
- 12 percent San Francisco
- 10 percent Chicago
- 10 percent Miami

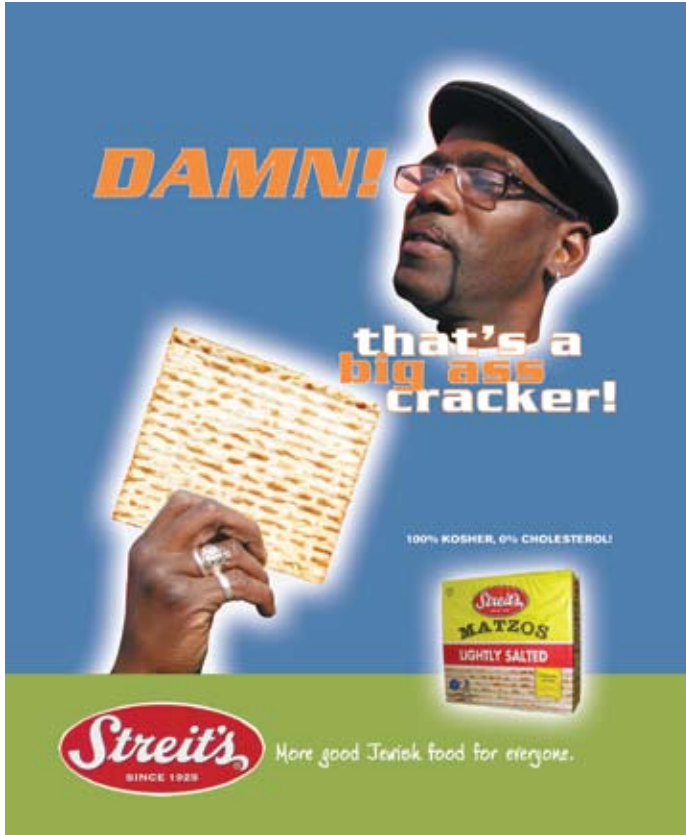
* Taken from 2004 and 2007 readership surveys

Website

Heebmagazine.com offers its audience the opportunity to interact with the brand in real time through its blog, content from the print edition of the magazine, web-only exclusives, a carefully curated selection of Jewish merchandise and Heeb-produced event galleries. Heeb drives traffic to Heebmagazine.com with magazine tie-ins and a geographically targeted mailing list.



Corporate Sponsorships



"If I'm an advertiser with relevant products—say Puma or Apple—that's the sort of engaged audience I want drooling over my wares."

MEDIA POST



Heeb reaches its audience in ways unlike any other media company by acting as a full-service ad agency, customizing specialized sponsorship opportunities that integrate three distinct forms of outreach: **print, web and live events.**

Heeb also specializes in the **creation of multimedia branding campaigns** designed to reach the 18-34 year-old Jewish demographic. Heeb has been designing print materials for its advertisers since first publication, addressing an overlooked demographic unlike any other media entity, and has since broadened its activities to utilize web-based media and video. Heeb's campaigns on behalf of its sponsors have been featured in *The New York Times* Business section, *MediaPost* and *Adweek*.

Contact publisher@heebmagazine.com for more information about sponsorship and advertising opportunities.

"On the sly, Heeb gives stodgy Jewish brands a makeover."

ADWEEK

"For urban Jews in their 20s and 30s...a quasi ad agency."

NY TIMES BUSINESS SECTION

Events



2009 Event Highlights

HEEB MAGAZINE RELEASE PARTIES, NEW YORK, LOS ANGELES, SAN FRANCISCO, CHICAGO, MIAMI (Year-Round)

Heeb Magazine release parties occur quarterly, featuring music, drink specials, copies of the magazine and gift bags. Past events have featured live performances by Chromeo, Solange Knowles, Matisyahu and Team Facelift.

SOUTH BY SOUTHWEST SHOWCASE, AUSTIN, TEXAS (March 19)

The officially sanctioned showcase features performances by Suckers, Nite Jewel, Crystal Stilts, Chairlift, Telepathe and Harlem Shakes. *Heeb* was one of five magazines with its own showcase at SXSW this year.

HEEB STORYTELLING, NEW YORK, LOS ANGELES, SAN FRANCISCO, CHICAGO, MIAMI (Year-Round)

A cross between a literary event and a night of stand-up comedy, this monthly event showcases seven local personalities who each tell a seven-minute “Jewish story.” *Heeb* Storytelling has been performed in virtually every major city in North America over the past five years with stories by Jewish and non-Jewish personalities alike.

HEEB HUNDRED TRAVELING PORTRAIT EXHIBITION (Year-Round)

The annual exhibition is a celebration of *Heeb* Magazine’s list of one hundred Jews that you need to know about, also featured in the Fall Issue. Over the course of the year, *Heeb* works with local organizations to plan and promote opening night receptions throughout North America.

HEEBONISM, NEW YORK, LOS ANGELES, SAN FRANCISCO, CHICAGO, MIAMI

(December 24) *Heeb*’s biggest party of the year happens all over the U.S. on Christmas Eve, the biggest Jewish party night of the year. Featured in media outlets all over the U.S., Heebonism will be the focus of the Travel Channel’s “Extreme Christmas Eve Parties” special, airing later this year.

From its inception, *Heeb* has been **much more than a magazine**— it is a **community**. *Heeb* tailors over 50 events each year for this community all over the U.S. *Heeb* events reflect the sensibilities and subject matter of the magazine. They are smart, funny and orchestrated by the same people who put together the magazine. *Heeb* events are widely covered by the media, and have been attended by Natalie Portman, Jason Segel, Parker Posey, David Schwimmer, Claire Danes, Billy Crudup, Rose McGowan, Colin Farrell, Kate Beckinsale and Andy Samberg.

Heeb also works in partnership with a diverse array of other media companies and arts organizations, including South By Southwest in Austin, Texas, Comic-Con International in San Diego, California, Olympus Fashion Week in New York City and Art Basel in Miami, Florida, as well as Jewish cultural institutions like JDub Records, Birthright Israel and the Jewish National Fund.

Heeb offers sponsors direct interaction with its community through gift bags, event signage, contests and giveaways.

Magazine Ad Specs

GENERAL INFO

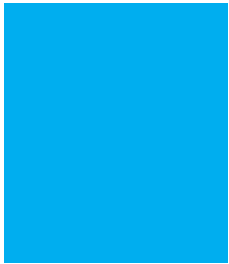
- All ads are full color
- 30 Days net for all advertising
- 15 Percent agency discount
- Please make checks payable to "Heeb Media, LLC."

AD CREATION

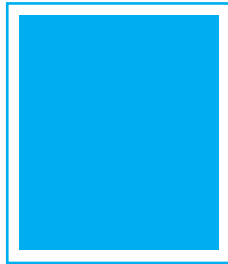
- Ads must be tif format
- Ads must be high resolution, 300dpi or more
- Files should be in cmyk (rgb/ grayscale will not be accepted)
- Ads should be appropriately named (eg. "yourcompanyad.tif")

AD SUBMISSION

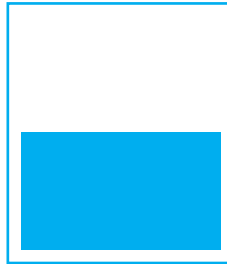
E-mail ads and/or ftp information:
publisher@heebmagazine.com



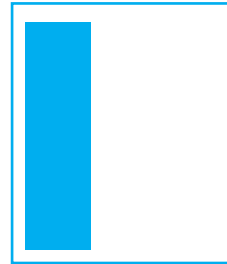
FULL PAGE BLEED
 8.764" X 11.4"
 TYPE SAFE,
 TOP & BOTTOM, .5"
 TYPE SAFE,
 LEFT & RIGHT, .75"



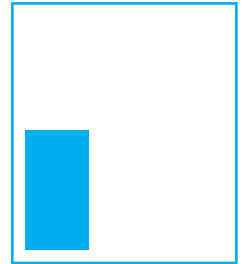
FULL PAGE NO BLEED
 7.1667" X 10.2083"



1/2 PAGE NO BLEED
 7.1667" X 5"



1/3 PAGE NO BLEED
 2.278" X 10.2083"



1/6 PAGE NO BLEED
 2.278" X 5"

RATES

| PAGE SIZE | RATE X1 | RATE X2 | RATE X3 | RATE X4 |
|---------------|---------|---------|---------|---------|
| full page | \$3,500 | \$3,100 | \$2,975 | \$2,625 |
| cover 4 | \$7,000 | \$6,300 | \$5,950 | \$5,250 |
| covers 2 & 3 | \$6,750 | \$6,075 | \$5,733 | \$5,062 |
| 2-page spread | \$6,300 | \$5,670 | \$5,333 | \$4,725 |
| 1/2 page | \$2,000 | \$1,800 | \$1,700 | \$1,525 |
| 1/3 page | \$1,500 | \$1,350 | \$1,275 | \$1,125 |
| 1/6 page | \$900 | \$810 | \$766 | \$675 |

ADVERTISING SCHEDULE

| ISSUE | THEME | CLOSING DATE | MATERIALS DUE | ISSUE DATE |
|-------|------------|--------------|---------------|------------|
| #21 | GERMANY | 4/30/09 | 5/30/09 | 6/30/09 |
| #22 | THE FUTURE | 7/1/09 | 8/1/09 | 9/1/09 |
| #23 | TEL AVIV | 9/15/09 | 10/15/09 | 11/15/09 |
| #24 | TBD | 12/15/09 | 1/15/10 | 2/15/10 |
| #25 | TBD | 3/15/10 | 4/15/10 | 5/15/10 |

Website Ad Specs

GENERAL INFO

- All ads are full color
- 30 Days net for all advertising
- 15 Percent agency discount
- Please make checks payable to "Heeb Media, LLC."

AD SPECS

- Ads must be in jpg or gif format
- Ads must be 72dpi
- Ads should be in rgb (cmyk/ grayscale will not be accepted)
- Ads should be appropriately named (eg. "Yourcompanyad.Gif")

AD SUBMISSION

- E-mail ads and/ or ftp information to publisher@heebmagazine.com



BOX AD
148 PIXELS X 150 PIXELS



BOX AD
300 PIXELS X 250 PIXELS



BANNER AD
728 PIXELS X 90 PIXELS



**EMBEDDED AD
IN EMAIL BLAST**
400 PIXELS X 250 PIXELS

RATES

| | | |
|--------------------------|---------------------------|------------------------------|
| box ad (148 x 150) | \$400 (per calendar week) | \$1,300 (per calendar month) |
| box ad (300 x 250) | \$600 (per calendar week) | \$1,900 (per calendar month) |
| banner ad (728 x 90) | \$600 (per calendar week) | \$1,960 (per calendar month) |
| e-mail blast (400 x 250) | \$500 (local) | \$1,500 (national) |