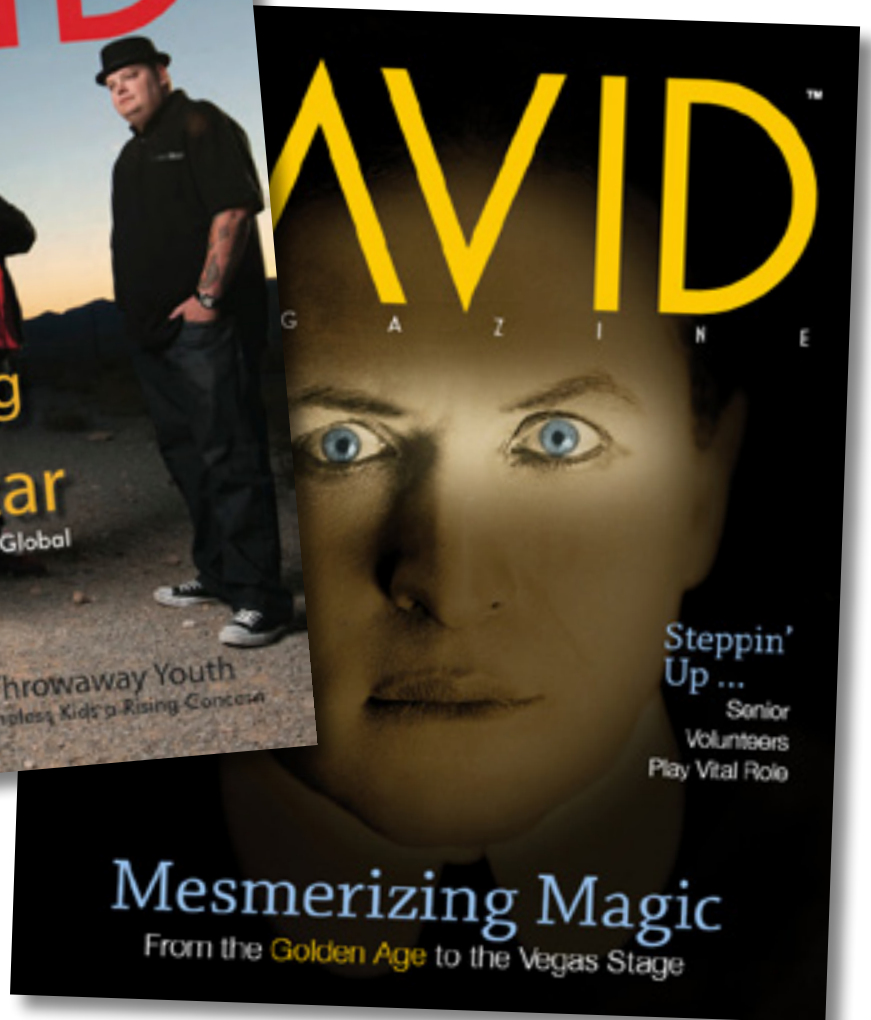


DAVID

M A G A Z I N E



Why advertise...

DAVID magazine reaches a niche of people who are not only financially sound, but even prospering in these troubling difficult times.

Staffed with 60 years of publishing experience, over 150 high-traffic distribution points and a substantial and growing mailing list, it will exceed its circulation demands and put your ads in the hands of a demographic that traditionally supports the arts, entertainment and dining, shopping and philanthropy at a much higher percentage than its population size would suggest.

DAVID will go a step further than reaching the Jewish community. Our model is for a revolutionary cross-over publication with a subtle editorial approach. Not only will your ads be seen by the estimated 90,000 Jewish people in Las Vegas but by the greater community as well.

Throughout its pages, it will capture these readers with exciting content, such as:

pulse: Explore the city's most dynamic community events, along with highlights on dining, shopping and entertainment

live: Spotlighting all that makes living in Las Vegas the the lifestyle that the rest of the world envy, in exciting sections, some listed below:

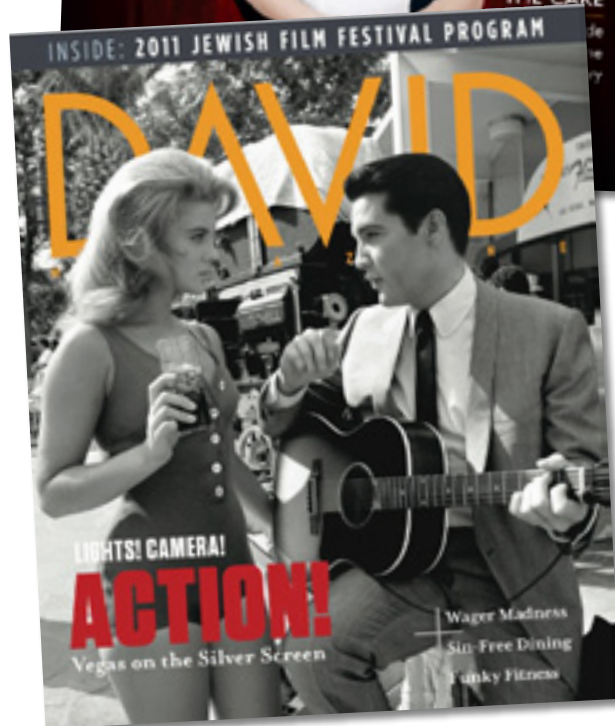
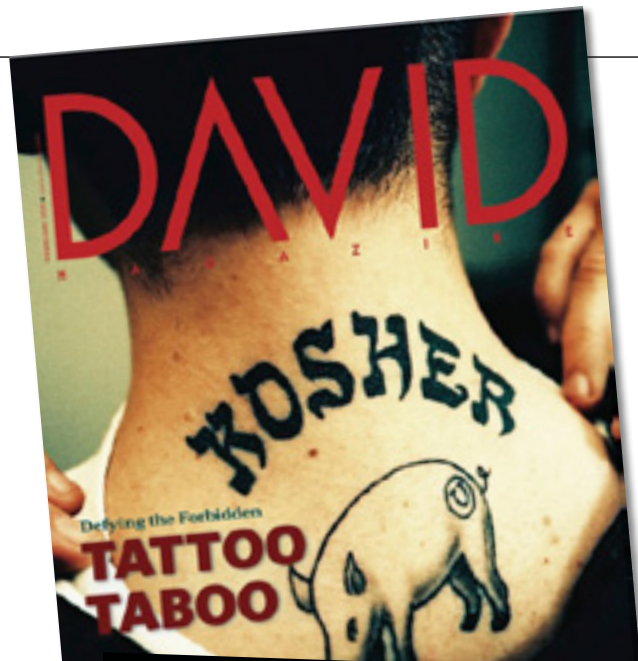
know: Vegas' movers and shakers and other interesting people you really ought to know

sense: Is all about the buzz on the local arts scene

taste: An inside view of some of the city's top restaurants, cafes, diners and eateries

think: Essays and in-depth articles on topics that will have people talking all month long

DAVID Attracts passionate writers and photographers with relevant fresh perspectives that inspire creative living





DAVID targets...

65,000+
Readers

of whom

56% **44%**
are female are male

with

60% **40%**
25 to 54 55 and
years old above

Education

High school graduates: **17%**

College graduates: **76%**

Postgraduates: **31%**

Homeowners **96%**

Renters **4%**

Children

Have preschool-age children: **35%**

Have elementary school-age children: **56%**

Have secondary school-age children: **38%**

Have college-age children: **35%**

Household income

\$25,000 to \$50,000: **10%**

\$50,000 to \$75,000: **10%**

\$75,000 to \$100,000: **19%**

\$100,000 to \$150,000: **22%**

\$150,000+: **28%**



DAVID can be found at...

Area Synagogues
Coffee Bean & Tea Leaf

The Bagel Cafe
Barnes & Noble Booksellers

Public Libraries
Community Events

the following locations and more:

Adar Pizza
Adelson Educational Campus
Albertsons Market
Bagelmania
Barnes & Noble Booksellers*
Bet Knesset Bamidbar
Bookstores*
Brannon Hair
Buffalo Exchange
Chabad Central
Chabad Hebrew Center
Chabad of Green Valley
Chabad of Summerlin
Cirque du Soleil
City National Bank*
Coffee Bean & Tea Leaf*
Coffee Pub
Congregation Ner Tamid
Congregation Or-Bamidbar
Congregation Shaarei Tefilla
Desert Torah Academy
Euphoria Salon*
Haifa Restaurant
Hard Rock Hotel & Casino

Henderson International School
Howard Hughes Center
Jewish Community Center
Jewish Family Services Agency
Jewish Federation of Las Vegas
King David Memorial
Kraft Sussman Funeral Services
KTNV Las Vegas
Lakeside Center
Las Vegas Philharmonic
Las Ventanas
Levy's Bagels
Menchie's Yogurt*
Merrill Gardens at Green Valley Ranch
Midbar Kodesh Temple
Moxie Hair Studios
Nannies & Housekeepers U.S.A.
Nevada Association Services
Nevada Ballet Theatre
Optic Gallery*
Palms Casino Resort
Panini Cafe
Paymons Mediterranean Cafe & Lounge*
Planet Hollywood Resort & Casino

Professional Offices*
Public Libraries*
Sababba Grille & Restaurant
Smith's Food & Drug
Solomon Schechter School
Sterling Bagels
Tan Factory*
T-Bird Jewellers
Temple Bet Emet
Temple Beth Sholom
Temple Sinai
The Bagel Cafe*
The Venetian Resort & Hotel
Tourro University
UNLV Engineering Dept.
UNLV Hillel
UNLV Performing Arts Center
UPS Store*
Valley Outreach Synagogue
Weiss Deli
Yeshiva Day School
Young Israel/Aish Hatorah
and growing...

* Multiple Locations

Subscriptions to **DAVID** are also available, call **702.254.2223** for details

Advertising - **702.254.2223**
www.davidlv.com | joanne@davidlv.com

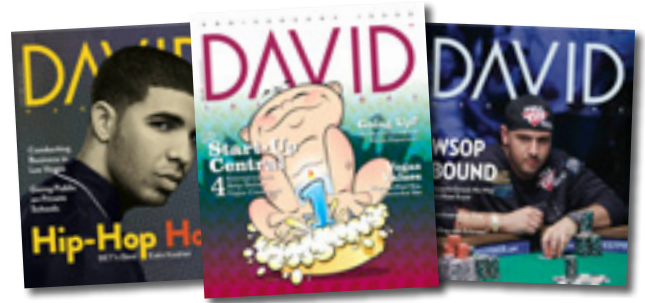
Ad sizes & rates

Page Size	Dimensions	Open	6X*	12X*
Double Page**	18" x 10.875"	\$4,560	\$3,420	\$3,230
Back Cover**	9" x 10.875"	\$3,000	\$2,600	\$2,300
Inside Back Cover**	9" x 10.875"	\$2,600	\$2,200	\$1,900
Inside Front Cover**	9" x 10.875"	\$2,700	\$2,300	\$2,000
Full Page**	9" x 10.875"	\$2,400	\$2,000	\$1,700
Two Third Vertical	5.25" x 9.875"	\$1,800	\$1,500	\$1300
Half Vertical	3.875" x 9.875"	\$1,200	\$1,000	\$850
Half Horizontal	8" x 4.8125"	\$1,200	\$1,000	\$850
Third Vertical	2.5" x 9.875"	\$900	\$750	\$650
Quarter Page	3.875" x 4.8125"	\$600	\$500	\$450
Sixth Vertical	2.5" x 4.8125"	\$450	\$375	\$325
Marketplace*	3.125" x 1.7"		\$175	\$140

10% discount for nonprofit organizations

* Consecutive issues

**See Artwork Specs for w/bleed, trim & live-area dimensions



Editorial Calendar 2012

Month	Feature	Deadline
January	Arts & Culture	Dec. 17
February	Relationships	Jan. 20
March	Summer Camps	Feb. 17
April	Passover	Mar. 16
May	Womens' Edition	Apr. 20
June	Celebrations	May 18
July	Business & Finance	June 22
August	Medical Mavens	July 20
September	High Holy Days	Aug. 17
October	Election Edition	Sept. 21
November	Leading Lawyers	Oct. 19
December	Chanukah	Nov. 16

Artwork Specs

Important information

Full Page	Dimensions
W/ bleed	9.25" X 11.125"
Trim	9" X 10.875"
Live Area	7.875 X 10.375

- Preferred computer platform is Macintosh.
- Preferred layout program is InDesign CS3+.
- PDF's — Print Optimized: Document size must include crop marks offset 12pts and 1/8" bleed. If documents are smaller than 9 x 10.875, please supply 1/8" bleed. Fonts and images must be embedded (All images

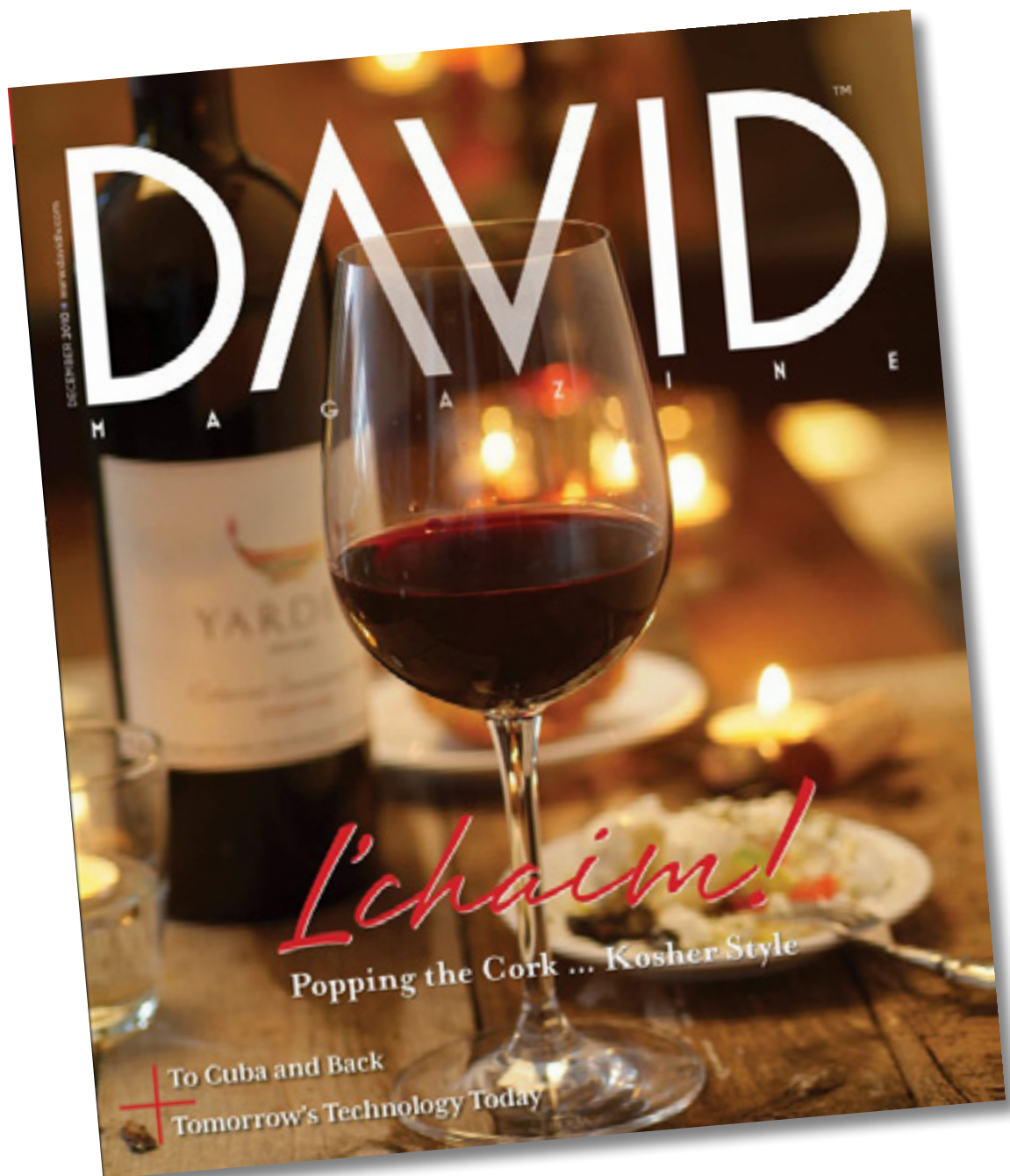
CMYK and 300 dpi at final size). Color Management must be turned off. Compress files with Automatic (Zip 8-bit or JPEG). Compression and Quality Set to Maximum. (Acrobat 4, 5, and 6 compatible, resolution at 2438).

- Illustrator CS3+ for the Macintosh
- Photoshop CS3+ for the Macintosh and PC.
- **ALL** fonts must be included or outlined. Convert fonts to outline prior to converting to a PDF.
- EPS and TIFF format image files.
- Image resolution of 300 or

higher.

- Layered Photoshop files if revisions might be necessary.
- All necessary links for your layout documents (TIFF, EPS, JPEG etc.)
- Hard copy of file page(s) (laser or other proof)
- We also accept the following standard types of media: CD, DVD.
- You can also send us electronic files via: e-mail - no bigger than 5mb, Stuffed (sit) or Zipped (zip) - to ads@davidlv.com

(NOTE: all images must be CMYK and 300 DPI, images that are supplied as RGB may not convert properly to CMYK and is not the responsibility of the publisher)



DAVID

MAGAZINE

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