

# RUNWAY®

2012 MEDIA KIT

### Welcome to the Future of Fashion

With the arrival of the Internet, fashion was energized with information that brought many cultures together. Since 1997, Runway News has

collected digital images and articles that give readers new forms of fashion expression.

Advanced technological changes are happening every day, and Runway is the leader of the high-fashion experience of the future. Using a multitude of platforms including print, computer digital, iPhone, iPad and website versions, Runway delivers the world's fashion experiences directly to you in its most modern, advanced and convenient forms.

Runway covers all aspects of fashion, from the beauty salon to the red carpet, delivering international fashion, beauty and celebrity news that readers can count on. A fashion paradigm for women around the globe.



Premium position distribution: **300,000** readers per issue

Newsstand: 100,000 copies per issue

Free distribution: MB Fashion Week Miami & New York, Magic trade show

40,000 mail subscriptions

Internet per issue: 150,000 RSS/Web Readers Digital per issue: 25,000 via Zinio & pdf versions

Applications per issue: 10,000 downloads Apple App Store

42,000 Facebook users Retail outlets: 17,000+ in USA

Live stats available at [www.runwaylive.com/plesk-stat/webstat](http://www.runwaylive.com/plesk-stat/webstat)

Runway is an Accredited Fashion News Agency with IMG Worldwide

Cover Price \$5.99 • Subscription Price \$17.99

### About Runway



Runway is a selective celebration of the inspirational designers, entertainers and artists who bring beauty, grace and elegance into our lives. Fashion and beauty are not simply about image; these elements are a cultural element for what is going on in society and in the lives of women. It's a story that you must tell visually through a collection of powerful images and articles. This is why Runway provides our readers with multiple viewpoints of fashion, beauty and celebrities, each bringing an influential slice of style, power and individualism to the publication. Runway reveals the top designs, the most modern fashions and the finest accessories available, covering 200+ international fashion shows and up-and-coming designers. Every issue of Runway is backed by at least 10 celebrities, each providing exclusive interviews on what's in

their closets, fashion must-haves and personal influences. Other sections include seasonal beauty secrets, designer profiles, romance advice, entertainment destinations and a fresh take on shopping tips.

Put all of this together and you get Runway's modern approach to fashion, bringing readers into a new age with page-turning content and captivating writing from experts. Runway is committed to bringing new and fresh content to each issue, which challenges readers to see things differently and entices them back for more.

“Runway reveals the top designs, the most modern fashions and the finest accessories available”



### Spotlight

The cover girl is interviewed and their personal lives and fashions are exposed.

### Beauty

Modern-day beauty preparation and runway presentation concepts are discussed. Beauty, skin and hair experts provide tips for readers to feel physically and mentally beautiful, from the inside out.



### Fashion

Designers and models are recognized and their fashions are revealed. Beautiful pictorials are produced by Runways celebrity stylists, featuring Nolé Marin, America's Next Top Model judge.

### Entertainment

Read celebrity interviews and news releases on upcoming television and movie events, plus red carpet coverage from the hottest parties on Earth.



### Shopping

Learn where and when to get the top deals on everything that is hot on the market this minute. Includes shopping tips, product profiles and holiday gift guides.

### Romance

Discovering what one wants out of life is important, and Runway helps readers to understand their future and their love life. Explore romantic travel destinations from around the globe, get relationship advice from sociologists and other experts, and find a new perspective on life.



### Bookstore Distribution

RUNWAY is distributed in many bookstores in all 50 states including Walgreens, Target, Barnes & Noble, Hudson News, Books-A-Million,

Waldenbooks, plus many grocery stores and newsstands.



**Waldenbooks**

**BARNES & NOBLE**

*Walgreens*

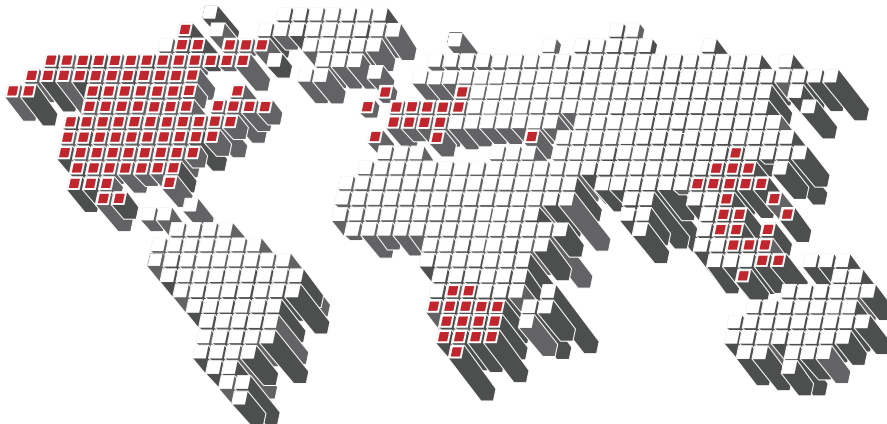


### Hub Distribution

Featured in these major hubs for Fall & Winter: Las Vegas Airport, Grand Central Station & LaGuardia Airport.

### Global Distribution

USA • CANADA • MEXICO • SPAIN • ITALY • FRANCE • SINGAPORE •  
GERMANY • SOUTH AFRICA • UK • PORTUGAL • IRELAND • SWITZERLAND •  
CHINA • ISRAEL





## RunwayLive.com

www.runwaylive.com offers up-to-date fashion, beauty and entertainment information and has a huge archive and gallery sections.

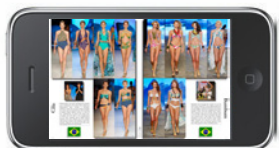
## Digital Circulation

25,000+ via Zinio and pdf versions per quarter; bandwidth report available on request.



## iPhone & iPad

Runway is distributed by the Apple App store for the iPhone and iPad. The application can be downloaded for free and gives hours of fashion and entertainment reading pleasure. The app offers subscriptions for **\$7.99** a year and single issues for **\$2.99**.



### Social Media

Runway has a presence at all the major networking sites, including over **45,000+** friends on Facebook.

facebook



YouTube

### Video Media

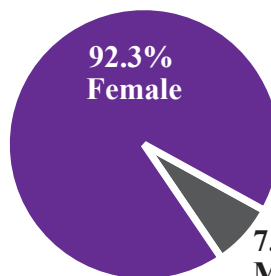
Runway TV Channel on YouTube presents photo shoots and interviews. RunwayTV is in the final stages of development.



### Demographics

RUNWAY READER PROFILE 2011  
*Report based on an in-house survey*

Single **41.7%**  
College grad plus **29.2%**  
Professional/managerial **26.4%**



Median age **32.4 years**  
Women age **18-49 82.4%**  
Median HHI **\$69,973**

### 2012 Editorial Calendar

#### **Spring 2012** The Music Issue - Spring Fashion

Fabulous spring collections from top international designers combine with the artistic influence of the music industry to create a stylish and harmonious issue.

#### **Swim 2012** The Body Issue - Swimwear Collections

Get the hot body (and the hot swimwear) you want this season. Check out the sexiest swimwear from runways around the world and perfect your beach body from head to toe.

#### **Fall 2012** The Professional Issue - Fall Fashion

Our Fall issue celebrates and empowers the professional woman. Unleash your inner corporate diva with stylish and modern versions of the classic suit, office to evening hair and makeup looks, and Runway's list of most influential women of the year.

#### **Holiday 2012** The Holiday/Glam Issue - Party & Evening Fashion

Holiday 2012 brings you the chic stylish party wear that every woman craves. Share our love of fine jewelry, unique accessories, gorgeous faux fur and awesome gift ideas.

2011	Closing	On Sale	2012	Closing	On Sale
Spring		2/06/11	Spring	3/17/12	04/20/12
Summer		5/06/11	Swim	6/16/12	07/08/12
Fall	8/06/11	9/07/11	Fall	8/01/12	09/04/12
Holiday	10/06/11	11/22/11	Holiday	10/01/12	11/20/12

### 2012 Runway Ad Rates

RATE BASE = 300,000 READERS

FULL COLOR	1X	2X	4X
Full Spread / Full Bleed	\$14,800	\$14,354	\$13,599
Full Page / Full Bleed	\$8,700	\$8,274	\$7,839
2/3 Page / Partial Bleed	\$6,500	\$6,289	\$5,958
1/2 Page / Partial Bleed	\$5,900	\$5,793	\$5,488
1/3 Page / Partial Bleed	\$4,700	\$4,468	\$4,233
1/4 Page / Partial Bleed	\$3,500	\$3,325	\$3,150
1/8 Page / Partial Bleed	\$2,700	\$2,534	\$2,401
2C / Full Bleed	\$10,800	\$10,345	\$9,801
C3 / Full Bleed	\$9,300	\$9,102	\$8,623
C4 / Full Bleed	\$11,000	\$10,757	\$10,191

### Runway Ad Sizes

(WIDTH X DEPTH)	NON-BLEED	BLEED	TRIM SIZE
Full Page - Inches	7" x 10"	8 1/4" x 11 1/8"	8" x 10 7/8"
2/3 pg vertical - 2 cols	4 5/8" x 10"	5 3/16" x 11 1/8"	5 1/16" x 10 7/8"
1/2 pg horizontal - 3 cols	7" x 4 7/8"	8 1/4" x 5 1/2"	8" x 5 1/4"
1/2 pg digest	4 5/8" x 7 3/4"	5 5/16" x 8 3/8"	5 3/16" x 8 1/4"
1/3 pg square - 2 cols	4 5/8" x 4 7/8"	5 5/16" x 5 1/2"	5 1/16" x 5 1/4"
1/3 pg vertical - 1 col	2 5/16" x 10"	2 11/16" x 11 1/8"	2 9/16" x 10 7/8"
1/4 pg standard	4 " x 5 7/16"	4 3/8" x 5 9/16"	4 1/16" x 5 3/8"