

Page Six Magazine

YOUR WEEKLY FIX OF
WHO, WHAT, WHEN AND WEAR

OUR MISSION

Page Six Magazine is a fashion-forward, finger-on-the-pulse lifestyle weekly about the hottest boldface names and new trends to try.

Combining the production values of a glossy fashion monthly with the compelling pace of a celebrity weekly, it's infused with the witty tone that makes the Post's Page Six column such a compulsive daily read.

Our readers are obsessed with New York City and the people that make it great. **Page Six Magazine** gives them the latest on who's up, what's going down, when to be where, and what to wear when.



Please contact your New York Post representative or
Sari Dvorin: 212-930-8572 • sdvorin@nypost.com for more
information about Page Six Magazine!



WHAT'S INSIDE

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Page Six Magazine has four editorial sections:

Sixaholic: The latest news and buzz on the biggest boldface names and hottest trends.

Features: Interviews with celebrities and the city's movers and shakers, plus in-depth reads on the topics that have New Yorkers buzzing.

Fashion & Beauty: The best fashion and beauty products to buy that week, with advice on how to wear it and details on where to find it.

Six Life: Ideas for when you're staying in or going out. Including secret recipes from the city's best chefs, a sneak peek inside real New Yorkers' homes, nightlife roundups, travel hotspots, brunch reviews and more.



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AUDIENCE DEMOGRAPHICS

YOUR WEEKLY FIX OF WHO, WHAT, WHEN AND WEAR

Audience

The Page Six Magazine reader is a young, well-educated and affluent woman.

She's 33, a graduate of Boston College and spends her days working at an ad agency.

Her weekends are complete once she gets her hands on Page Six Magazine; which she reads cover to cover.

Demographics

- 91% female
- 69% 25-54
- 64% attended college
- 21% post-graduate degree
- 51% have a household income over \$65K
- 32% above \$100K
- 56% own a residence
- 34% rent
- 76% employed
- 51% married
- 32% single
- 70% own a car

Shopping Habits (last 6 mo.)

- 96% have shopped for beauty products
- 69% have spent over \$100 on beauty products
- 52% have spent over \$500 on groceries

Source: Page Six Magazine reader survey, Aug 08



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2009 SPECIAL ISSUE CALENDAR*

- January 4:** Fitness Special
- February 1:** Fashion Issue
- February 8:** Oscar Special
- February 15:** 25 Best Dressed at Fashion Week
- March 1:** Beauty Special #1
- March 8:** Men's Fashion Special #1
- March 22:** Accesories Special #1
- April 19:** Green Edit Earth Day
- April 26:** Tribeca Film Festival
- May 3:** Mother's Day Edit
- May 17:** Spirits/Drink Special
- TBD in May:** Real Estate Section #1
- May 24:** Hamptons Issue
- June 7:** Tony's Feature
- June 29:** Beauty Special #2
- July 6:** DARK
- First Sunday of NY Fashion Week:** Fashion Issue
- Following Sunday:** Men's Fashion Issue #2
- Following Sunday:** 25 Best Dressed at Fashion Week
- October 4:** Beauty Special #2
- October 11:** Real Estate Section #2
- October 18:** Brunch Special
- October 25:** Accesories Special #2
- December 6:** Holiday Gift Guide #1
- December 13:** Holiday Gift Guide #2
- December 20:** Holiday Special
- December 27:** DARK

*special issues are subject to change



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2008 RESERVATION CALENDAR

Issue Date	Reservation Deadline	Material Deadline
4/20/2008	4/04/2008	4/10/2008
4/27/2008	4/11/2008	4/17/2008
5/04/2008	4/18/2008	4/24/2008
5/11/2008	4/25/2008	5/01/2008
5/18/2008	5/02/2008	5/08/2008
5/25/2008	5/09/2008	5/15/2008
6/01/2008	5/05/2008	5/22/2008
6/08/2008	5/12/2008	5/29/2008
6/15/2008	5/19/2008	6/05/2008
6/22/2008	5/26/2008	6/12/2008
6/29/2008	6/02/2008	6/19/2008
7/06/2008	DARK	DARK
7/13/2008	6/16/2008	7/03/2008
7/20/2008	6/23/2008	7/10/2008
7/27/2008	6/30/2008	7/17/2008
8/03/2008	7/07/2008	7/24/2008
8/10/2008	7/14/2008	7/31/2008
8/17/2008	7/21/2008	8/07/2008
8/24/2008	7/28/2008	8/14/2008
8/31/2008	8/04/2008	8/21/2008

Issue Date	Reservation Deadline	Material Deadline
9/07/2008	8/11/2008	8/28/2008
9/14/2008	8/18/2008	9/04/2008
9/21/2008	8/25/2008	9/11/2008
9/28/2008	9/01/2008	9/18/2008
10/5/2008	9/08/2008	9/25/2008
10/12/2008	9/15/2008	10/02/2008
10/19/2008	9/22/2008	10/09/2008
10/26/2008	9/29/2008	10/16/2008
11/02/2008	10/06/2008	10/23/2008
11/09/2008	10/13/2008	10/30/2008
11/16/2008	10/20/2008	11/06/2008
11/23/2008	10/27/2008	11/13/2008
11/30/2008	11/03/2008	11/20/2008
12/07/2008	11/10/2008	11/27/2008
12/14/2008	11/17/2008	12/04/2008
12/21/2008	11/24/2008	12/11/2008
12/28/2008	DARK	DARK

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2009 RESERVATION CALENDAR

Issue Date	Reservation Deadline	Material Deadline
1/04/09	12/08/08	12/24/08
1/11/09	12/15/08	12/31/08
1/18/09	12/22/08	1/08/09
1/25/09	12/29/08	1/15/09
2/01/09	1/05/09	1/22/09
2/08/09	1/12/09	1/29/09
2/15/09	1/16/09	2/05/09
2/22/09	1/26/09	2/12/09
3/01/09	2/02/09	2/19/09
3/08/09	2/09/09	2/26/09
3/15/09	2/13/09	3/05/09
3/22/09	2/23/09	3/12/09
3/29/09	3/02/09	3/19/09
4/05/09	3/09/09	3/26/09
4/12/09	3/16/09	4/02/09
4/19/09	2/23/09	4/09/09
4/26/09	3/30/09	4/16/09
5/03/09	4/06/09	4/23/09
5/10/09	4/13/09	4/30/09
5/17/09	4/20/09	5/07/09
5/24/09	4/27/09	5/14/09
5/31/09	5/04/09	5/21/09
6/07/09	5/11/09	5/28/09
6/14/09	5/18/09	6/04/09
6/21/09	5/22/09	6/11/09
6/28/09	6/01/09	6/18/09

Issue Date	Reservation Deadline	Material Deadline
7/05/09	DARK	DARK
7/12/09	6/15/09	7/02/09
7/19/09	6/22/09	7/09/09
7/26/09	6/29/09	7/16/09
8/02/09	7/06/09	7/23/09
8/09/09	7/13/09	7/30/09
8/16/09	7/20/09	8/06/09
8/23/09	7/27/09	8/13/09
8/30/09	8/03/09	8/20/09
9/06/09	8/10/09	8/27/09
9/13/09	8/17/09	9/03/09
9/20/09	8/24/09	9/10/09
9/27/09	8/31/09	9/17/09
10/04/09	9/04/09	9/24/09
10/11/09	9/14/09	10/01/09
10/18/09	9/21/09	10/08/09
10/25/09	9/28/09	10/15/09
11/01/09	10/05/09	10/22/09
11/08/09	10/12/09	10/29/09
11/15/09	10/19/09	11/05/09
11/22/09	10/26/09	11/12/09
11/29/09	11/02/09	11/19/09
12/06/09	11/09/09	11/25/09
12/13/09	11/16/09	12/03/09
12/20/09	11/23/09	12/10/09
12/27/09	DARK	DARK

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THE BUZZ...

Page Six Magazine looks great – CONGRATULATIONS!!! I am TOTALLY addicted to it each week!!! I can't WAIT to read the magazine on Sunday mornings! It is SO MUCH more interesting than the NYT "Styles" section – which seems so "same" and "boring" these days...

— **GENERRA**

"The covers are so beautiful and the stars you're getting are great. It doesn't look like a weekly magazine at all. It looks better than most monthlies!"

— **True Public Relations**

"This is what the L.A. Times magazine wishes it could be."

— **Patricola Lust Public Relations**

Many congrats on a beautifully laid out and fun to read magazine!! Sure an instant HIT!!

— **Douglas Elliman**

"I can't believe the magazine has only been around six months. You've done so much with it in such a short time. I love it!"

— **Baker Winokur Ryder**

THE MAGAZINE LOOKS GREAT — YOUR FASHION COVERAGE BEAUTIFUL — AGAIN: BRAVO!!!

— **Lord & Taylor**

Congrats on Page Six Mag! I have really been enjoying it. Give the Style Section a run for their money... what the Post is doing is a lot more relatable and visually appealing. I especially like "Block Watch."

— **James Jeans**

"I'm a shopaholic, so I know fashion. And I want to buy everything in the magazine's style section."

— **PMK/HBH**

"Everyone in the office is buzzing about the magazine and we're even fighting over who gets to read the issues first."

— **Bragman Nyman Cafarelli**



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SARI DVORIN



Advertising Manager: Sari Dvorin

Sari Dvorin began her advertising sales career in 2000 at American Profile Magazine. In 2002, Sari moved on to Hearst Magazines working on Victoria, Harper's BAZAAR and Marie Claire magazines. After a successful tenure there, Sari moved to a new opportunity in newspapers at The New York Post in 2004.

She was responsible for ad sales in national retail, packaged goods, technology, pharmaceutical and sportswear categories. Her wealth of experience has allowed management to appoint her to a newly created position in November 2007 as Advertising Manager of the new weekly, Page Six Magazine. Sari is a graduate of Syracuse University with a BS in Communications/Journalism.



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MARGI CONKLIN



Editor-in-Chief : Margi Conklin

Margi Conklin is the Editor-in-Chief of Page Six Magazine. Margi holds a BSJ degree from the Medill School of Journalism at Northwestern University. Although she's American, she earned her chops on British glossy monthlies, most recently as the Editor of New Woman, Deputy Editor of In Style, Deputy Editor and Acting Editor of Elle, and Editor of Celebrity Looks. She started out as a reporter at the Journal, a daily newspaper in Newcastle-Upon-Tyne, and then moved to London, where she began her magazine career as Features Editor of the weekly magazine, Take a Break.

In 2006, Margi moved to New York City where she acted as Executive Editor at Harper's Bazaar, before taking the reins at Page Six Magazine.

In planning the launch, Margi assembled a talented group to direct the Magazine's week-to-week coverage. Senior staff members have served as editors and writers for some the industry's most recognized titles including Cosmopolitan, Self, Allure, Mirabella, Nylon, Jane, YM, Seventeen, Redbook, Family Circle, Modern Bride, Teen People, TV Guide, People, TIME and In Touch.



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CURRENT ADVERTISERS

20th Century Fox	Duane Reade	Lord & Taylor	Prudential Douglas Elliman
ABC	Estee Lauder	Macy's	Rothman's
American Academy of Dramatic Arts	Etienne Aigner	Manhattan Auto (Jaguar & Range Rover)	Royal Velvet
American Express	Filene's Basement	Marshalls	Sagatiba
Bantam Dell Publishing	Focus Features	Mercedes Benz	Sean John
Bebe	FOX	MGM Foxwoods	Shecky's
Bloomingdale's	FOX Searchlight	MODO Sunglasses	Sprint
BMW	Fragoli	Museum of Modern Art	Steve Madden
Brazil Tourism	Gap	NBC	Swatch
Broadway Shows	Ghurka	New York & Company	Target
Calvin Klein	H&M	New York Aquarium	Theory
Cingular	I love NY	New York Sports Club	Travel Impressions
Coach	Iceland Air	Newport- Shampoo	Uniqlo
Cover FX Skincare	JetBlue	Nikon	Universal
Crunch Gym	Jill Stuart	Nutri-system	US Airways
Da Silvano	Johnson & Johnson	NY Wine Expo	Vitamin Shop
Danskin	Jordache	Paragon Motors	Weatherproof
Disney	La Bella haircare	Philippe Chow	Westside Market
Door Store	Loehmann's	Portables Unlimited	
	London Fog		

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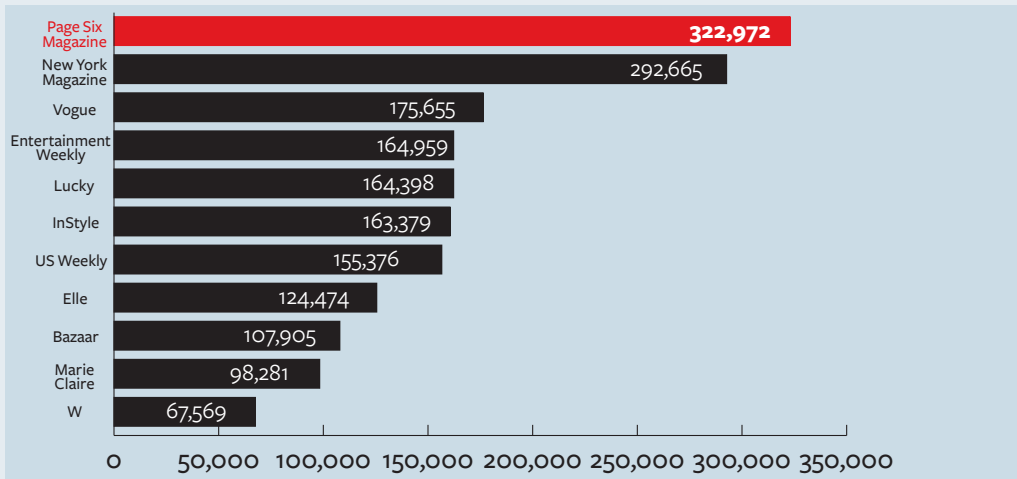
CIRCULATION

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Circulation

Page Six Magazine is the circulation leader in the New York market. Page Six Magazine is found weekly in the Sunday New York Post.

Circulation Chart



Source: Magazines; Publishers Statements 12/31/07, Page Six Magazine - ABC Audit 9/30/07 NY DMA



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CONSUMER PURCHASING POWER

When it comes to spending power, the New York DMA is #1

DMA	Household	HH Rank	Total Consumer Buying	Entertainment Expenditures	Electronics Expenditures	Female Apparel	Drugs, Health & Beauty Aid Sales
New York	7,582,300	1	\$416,670,185	\$5,904,547	\$16,826,087	\$14,541,126	\$28,564,166
Los Angeles	5,735,600	2	\$308,706,001	\$4,079,759	\$12,524,549	\$10,836,017	\$17,013,179
Chicago	3,497,600	3	\$190,910,150	\$2,538,557	\$7,603,970	\$6,402,122	\$10,230,070
Philadelphia	2,969,100	4	\$159,051,528	\$2,047,622	\$6,353,287	\$5,237,324	\$11,688,706
San Francisco	2,488,100	5	\$152,641,920	\$2,297,990	\$6,102,095	\$5,137,739	\$7,423,404
Dallas	2,413,400	6	\$126,362,999	\$1,620,124	\$4,953,329	\$4,176,098	\$5,088,623
Boston	2,405,600	7	\$136,762,525	\$1,872,269	\$5,435,574	\$4,513,146	\$8,477,070
Washington D.C.	2,332,600	8	\$140,767,554	\$2,101,750	\$5,545,221	\$4,801,245	\$5,758,680
Atlanta	2,249,000	9	\$119,275,166	\$1,548,195	\$4,705,435	\$3,970,483	\$5,779,298
Houston	2,027,300	10	\$104,691,875	\$1,335,134	\$4,096,557	\$3,553,917	\$4,437,229

Source: Demographics USA, 2007

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ONLINE

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PRINT & ONLINE PACKAGE

Page Six Magazine Online:

Extend your brand exposure with a print-online package:

- Reach over 11.3 Million Unique Users
- 27 Million Page views in Entertainment/Celebrity/Fashion Channel
- National Online audience

The Page Six Magazine reader is:

- 91% Female
- 69% 25-54
- 64% College educated
- 51% HHI above \$65K

Page Six Magazine Online Sponsorship:

- Fixed Roadblocks (300x250, 160x600, 728x90)
- 100% Share of Voice
- Custom Skin
- \$10,000 Net/Week



Source: Page Six Magazine reader survey, Omniture HBX October 2008

Please contact your New York Post representative or
Patrick Purcell: 212-930-8191 • ppurcell@nypost.com
for more information on this Package!



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MECHANICAL SPECS

Digital specifications

- All files must be supplied as PDF/X1a.
- One color proof to SWOP standard generated from the final file to be supplied with each file.
- Images used must be SWOP standard CMYK or grayscale (no RGB images) TIFF or EPS (no JPEG) at 300 dpi. Do not embed ICC profiles.
- Use Type 1 or Open Type fonts, do not use TrueType fonts.
- Total ink coverage should not exceed 300%.
- Include standard trim and bleed marks with the file, these should be 1/8" outside trim area.
- Required types safety: 3/8 inch from trim on all sides
- DPI 300 + Line Screen 150

Shipping information - Digital files can be sent via the following options:

Adtransit.com

This service is provided by Ad Transit. New users must contact Ad Transit at 1-800-254-6533 for more information or go to <http://www.adtransit.com>

AP-Adsend

This is a service provided by the Associated Press. Anyone not familiar with this service and would like additional info should contact AP at -800- adsend or go to their website <http://www.apadsend.com>

Fast Channel

This is a website where you can download your PDF file for a minimal fee charged by Fast Channel. For more info, call 617-489-2990 or go to their website <http://www.addirect.com>.

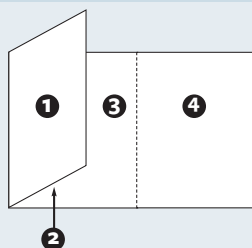
NYP Ad Delivery Site

This is a free download site. For registration call the Publications Manager at 212-930-8263.

Hard Copy Can Be Sent to:

Publications Manager
New York Post, 1211 Avenue of the Americas - 9th Floor, New York, NY 10036

Gate Fold Production Specifications



DIGITAL SPECIFICATIONS

Distiller Setting: PDF/X1a
Crop marks must be .25" outside trim

1 Outside Gate

Trim: 7.5" x 10.5"
Live Area: 7" x 10"
Bleed: 7.75" x 10.75"
Name file: o_gate.pdf

3 Inside Front Cover

Trim: 7.625" x 10.5"
Live Area: 7.125" x 10"
Bleed: 7.875" x 10.75"
Name file: ifc_gate.pdf

2 Inside Gate

Trim: 7.5" x 10.5"
Live Area: 7" x 10"
Bleed: 7.75" x 10.75"
Name file: i_gate.pdf

4 Page 1

Trim: 7.875" x 10.5"
Live Area: 7.375" x 10"
Bleed: 8.125" x 10.75"
Name file: page1_gate.pdf

Contact Information

For any additional information or assistance with the creation or transmission of your files, please contact Publications Manager at 212-930-8263.

Deadlines:

Reservations - 16 days prior to issue date. Materials - 10 days prior to issue date.

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