



ABOUT US

PAIN Magazine quickly established itself as a must read for professional tattoo artists, piercers and other body modification professionals. PAIN magazine is the only true trade publication exclusively serving this industry. PAIN maintains steady growth, keeping pace with the growing popularity of the tattoo and piercing industry. PAIN has a readership of over 36,000 and a circulation of approximately 12,000. The magazine is mailed to 9,000 tattoo and body piercing studios across the United States, with 1,000 copies delivered throughout Canada. The remaining 2,000 copies are sent to jewelry stores, gift shops, clothing stores, and a variety of other counter-culture venues. PAIN advertisers tell us their display ads consistently bring in more orders than advertisements placed in other tattoo and piercing publications. PAIN magazine's artistic, informative and professional format offers the best buy per advertising dollar

PAIN MAGAZINES ONLINE

The online magazine generates 60,000 readers monthly. Online readers are directed to the Web site through Pain's printed pages, as well as through many other resources. PAIN magazine's many online advertising options guarantee monthly exposure to over 60,000 readers who are active in the tattoo and piercing community worldwide.

PAIN online advertising options include a full-size digital representation of your most recent advertisement in PAIN. You can also run a simple banner ad with a link to your Web site. There's also the option of being included in PAIN's Phone Directory.

CREATIVE SERVICES

At PAIN Magazine we maintain a highly experienced, full-service, design and production department to assist you in meeting your creative needs. We can design and build your advertisements, catalog, packaging, corporate identity, logo, business cards, letterheads and more. Call and ask for rates and estimates on your next project.

BE OUR FRIEND

Check us out on MySpace: www.myspace.com/painmagazine

CIRCULATION

Monthly Readership	36,000	Misc. Counterculture Venues	2,000
Monthly Circulation	12,000	Tattoo and Body Piercing Studios	9,000
Canadian Tattoo and Body Piercing Studios	1,000		

AD SIZES AND DIMENSIONS

Full page non-bleed	7.75" x 10.125"
Full page bleed	8.625" x 11.125"
	Allow .125" bleed on all sides
3/4 pg. vertical (full page jr.)	5.174" x 10.125"
half page vertical	3.812" x 10.125"
half page horizontal	7.75" x 5"
quarter page	3.812" x 5"
spread w/bleed	17.25" x 11.125"
	Allow .125" bleed on all sides
spread no bleed	16" x 10.125"

PAGE DIMENSIONS

- Trim: 8.375" x 10.875"
- Allow .25" safety margin for all critical text
- Bleed: 8.625" x 11.125"
- Allow .125" bleed on all sides
- Image Area: 7.75" x 10.125"

PAPER STOCK

Cover stock: 80# 150-line screen
 Inside stock: 50# 133-line screen

PAIN Magazine

BUSINESS-TO-BUSINESS TRADE MAGAZINE

Media Kit

Monthly Advertising Rates

BLACK AND WHITE RATES

	3 Issues	6 Issues	12 Issues
1/4 page	\$240 per month	\$215 per month	\$195 per month
1/2 page	\$315 " "	\$285 " "	\$260 " "
2/3 page (full page junior)	\$475 " "	\$425 " "	\$375 " "
Full page	\$660 " "	\$600 " "	\$560 " "

FULL COLOR RATES

RIGHT SIDE PLACEMENT IS AN ADDITIONAL 10%. ADD \$50 FOR FULL BLEED.

	3 Issues	6 Issues	12 Issues
Business Card (Subject to availability)	\$105 per month	\$99 per month	\$95 per month
1/4 page	\$400 " "	\$375 " "	\$350 " "
1/2 page	\$600 " "	\$575 " "	\$500 " "
2/3 page (Full Page Junior)	\$825 " "	\$775 " "	\$725 " "
Full page	\$1150 " "	\$1100 " "	\$995 " "
2 page adjacent	\$1850 " "	\$1750 " "	\$1650 " "

PREMIUM PLACEMENTS*

*FULL COLOR ONLY. SUBJECT TO AVAILABILITY.

	3 Issues	6 Issues	12 Issues
Pages 5-20	\$1250 per mo	\$1200 per mo	\$1100 per mo
Center spread	\$3000 " "	\$2750 " "	\$2500 " "
Inside back spread	\$3000 " "	\$2750 " "	\$2500 " "
Inside front spread	\$3500 " "	\$3250 " "	\$3000 " "
Back cover	\$3500 " "	\$3250 " "	\$3000 " "

SPECIAL SPONSORSHIP PROGRAMS**

**ASK ABOUT DETAILS AND CONDITIONS

Front Cover sponsorship	\$3000 (per month)
Professor Pain Contest 1/2 page sponsorship	only \$300 plus \$200 of product

ONLINE MAGAZINE RATES

OVER 60,000 READERS MONTHLY.

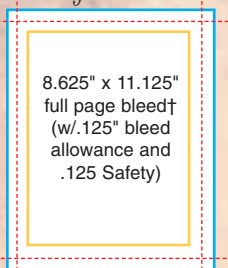
	3 Issues	6 Issues	12 Issues
Marketplace Advertisement	\$200 per month	\$150 per month	\$100 per month
Banner w/link	\$200 " "	\$150 " "	\$100 " "
Phone Directory	\$45 " "	\$35 " "	\$25 " "
All Three	\$250 " "	\$200 " "	\$150 " "

PAGE SIZES

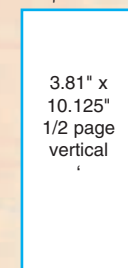
Double Page Spread†



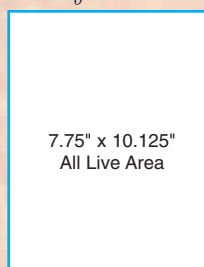
Full Page Bleed



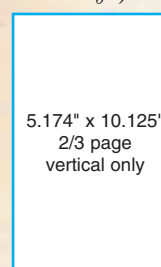
Half Vertical



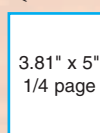
Full Page No-Bleed



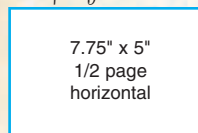
Full Page junior



Quarter Page



Half Page Horizontal



PUBLICATION DEADLINE SCHEDULE

Cover Date	Materials Due	Delivery Date Targeted Circulation
January	October 22	December 20
February	November 22	January 20
March	December 22	February 20
April	January 22	March 20
May	February 22	April 20
June	March 22	May 20
July	April 22	June 20
August	May 22	July 20
September	June 22	August 20
October	July 22	September 20
November	August 22	October 20
December	September 22	November 20

CONDITIONS

- ALL advertisements are on a pre-pay basis unless credit terms have been approved.
- Prices and rates subject to change without notice. Rates listed do not constitute an offer to sell advertising space.
- Advertisers may not cancel orders for advertising materials due.
- Guaranteed positions will be forfeited on ads arriving after ad due date. Contact your ad representative if a materials extension is necessary.
- Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- No ads will be run without a signed contract.
- The previous ad will be picked up when no materials have arrived by the ad due date for contracted advertising space.
- It is the responsibility of the advertiser to have all ad materials in by the printed deadline for each issue.
- PAIN Magazine shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue, or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
- PAIN Magazine reserves the right to reject any ad for any reason at any time.

We Accept Visa, Mastercard and Discover Cards



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www.painmag.com • www.myspace.com/painmagazine