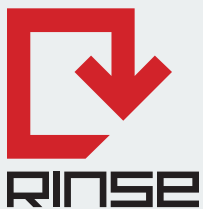


RINSE MAGAZINE
MEDIAKIT
2007



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MediaKit 2007

About Rinse Magazine

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Contact Info

Contact your sales representative:

John Tan, Publisher

Email: john@rinsemag.com

Phone: +1.416.629.4973

Send all promo material to:

Rinse Magazine

346-599B Yonge Street

Toronto ON, Canada M4Y 1Z4

Visit our website online at:

<http://rinsemag.com>

About Rinse Magazine

The breakbeat music family of breaks, broken beats, drum and bass, jungle and hip hop has quietly invaded every aspect of urban culture for over a decade, while going unnoticed by the mainstream news media. Now readily visible in popular music, blockbuster films, television programs and commercials, there is ample evidence of breakbeat's dominance over popular culture.

Documenting the rapid growth of breakbeat culture in North America for over five years, Rinse Magazine delivers upfront and relevant news to this booming market of tech-savvy, music-obsessed individuals. Rinse debuted a brand new look in March 2006, featuring a larger format and expanded coverage of their favorite breakbeat artists, homegrown locals, record labels, comprehensive music reviews, technology reviews and fashion pictorials. The next season of Rinse Magazine starts in March 2007 at the Miami Winter Music Conference.

Distribution

Rinse Magazine publishes five issues per year and distributes over 10,000 copies across the United States and Canada, focusing on major markets in Los Angeles, San Francisco, DC, New York, Miami and Toronto.

Distributed in USA:

Nu Urban Music USA

Nu Urban USA Corporation

2D-649 Morgan Avenue

Brooklyn NY, USA, 112a22,

Distribution in Canada:

Rinse Magazine

346-599B Yonge Street

Toronto ON, Canada

M4Y 1Z4



RNS021 (MAR/APR 2006):

Featuring TEKDBZ, Hospital Records, Trust, GENR8 and Bastard Jazz Recordings, Debut of new format (6.50 x 9.50 in).



CLOCKWISE FROM TOP-LEFT:

RNS025 featuring Gridlok

RNS024 featuring Fort Knox Five

RNS022 featuring Hustlin' Beats Recordings

RNS023 featuring Destination: Beats & Bass



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Demographics

All statistics are cited from our Readership Survey in 2006, which recording over 1000 reader responses.

Age: **18-30+ years old**

Gender: **53%** of our readers are male.

47% of our readers are female.

Buying Habits: **90%** of our readers shop online regularly.

76% of our readers purchase alcohol regularly.

60% of our readers goes to bars and clubs regularly.

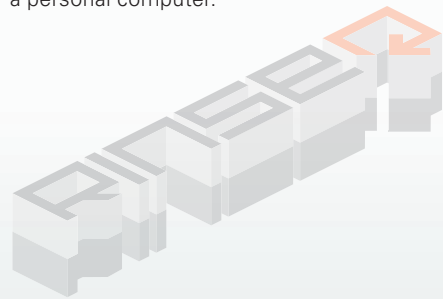
60% of our readers purchases and goes to the movies regularly

Technology: **67%** of our readers own a video game consoles.

70% of our readers own an MP3 music player.

60% of our readers owns a digital camera.

81% of our readers own a personal computer.





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Release Schedule 2007

Five issues are scheduled for release in 2007. Artwork deadlines are subject to change. Please contact your sales representative for more details.

Catalog Number and Issue	Artwork Deadline	Release Date
RNS026 (MAR/APR 2007)	February 01, 2007	March 01, 2007
RNS027 (MAY/JUN 2007)	April 01, 2007	May 01, 2007
RNS028 (JUL/AUG 2007)	June 01, 2007	July 01, 2007
RNS029 (SEP/OCT 2007)	August 01, 2007	September 01, 2007
RNS030 (NOV/DEC 2007)	October 01, 2007	November 01, 2007

Rate Card 2007

All prices listed are effective November 01, 2006. Please contact your sales representative for current offers and promotions.

Advert Type	One Issue	Two Issues*
Two-Page Spread	\$2000	\$1825
Full Page	\$1200	\$1075
Half Page	\$650	\$600
Quarter Page	\$300	\$250
Back Cover	Available upon request**	
Inside Front Cover	Available upon request**	

- * Please see [Terms of Agreement](#) for details on frequency contracts.
- ** Please contact your sales representative for pricing and availability of the Back Cover or Inside Front Cover.





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Advertising Specifications

Please read all advert specifications carefully. Please contact your sales representative on how to deliver your artwork to Rinse Magazine.

Advert	Print Size *		Bleed Size **	
Type	Width	Height	Width	Height
Two-Page Spread	13.00 in.	9.50 in.	13.25 in.	9.75 in.
Full Page	6.50 in.	9.50 in.	6.75 in.	9.75 in.
Half Page	6.50 in.	4.75 in.	6.75 in.	5.00 in.
Banner	6.50 in.	0.75 in.	6.75 in.	1.00 in.
Back Cover	6.50 in.	9.50 in.	6.75 in.	9.75 in.
Inside Front Cover	6.50 in.	9.50 in.	6.75 in.	9.75 in.

* Print size equals actual size or trim size.

** Bleed adds 0.125 inch border along all four edges.

*** To ensure type safety, keep text within a 0.25 inch margin from print edge.

ARTWORK SPECIFICATIONS

01. Save artwork as full color CMYK at 250 DPI (300 DPI recommended).
02. Save artwork in JPEG, EPS or TIFF file formats. Save JPEGs at maximum quality (or 0% compression). Save EPS files with all fonts set as outlines (do not attach fonts). Save TIFF files as flattened images (do not send multi-layered PSDs or TIFFs).
03. For technical help, please contact editor@rinsemag.com.

FILE DELIVERY SPECIFICATIONS

04. Send artwork by post mail or by the Internet. For post mail delivery, please send artwork saved on a Windows-compatible CD or a Windows-compatible ZIP 100 diskette. For Internet file delivery, please send JPEG files only. Please contact your sales representative for more details.
05. To ensure output accuracy, please attach a full color proof (in PDF format) to your artwork. Please see the [Terms of Agreement](#) for more details.
06. No film accepted.



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Terms of Agreement

GENERAL POLICIES

01. Rinse reserves the right to refuse any ad.
02. Placing an order is considered acceptance of the Publisher's advertising policies herein. Advertisers will be presumed to have read this information and there will be no further notice.
03. The Publisher assumes no liability if, for any reason, if it becomes necessary to omit an advert.
04. No cancellations or changes made by the advertiser or its agency will be accepted after the closing date. Cancellations or changes after the closing date are due and billable.
05. No conditions, printed or otherwise, appearing on an order, billing or copy instructions which conflict with the Publisher's stated policies will be binding on the Publisher.
06. Frequency contract clients are required to notify us of any advert changes by the closing date or your last ad will be repeated or the space forfeited. Deadlines may change within a 30-day advance notice period.
07. All frequency adverts that have been contracted must be used within one year.
08. No guarantee of specific advert positioning is made unless otherwise stated in your advertising agreement.

ARTWORK TERMS

09. If the advertiser does not provide acceptable proofs, Rinse Magazine does not assume any liability for the final output of advertisement.
10. Artwork prepared or altered by Rinse in any way is under the complete ownership of Rinse Magazine and cannot be reproduced in total or in part without the written consent of the Publisher. Rinse Magazine assumes no responsibility for the return of artwork.

PAYMENT TERMS

11. Our general payment terms are prepay. For more specific payment terms, please contact the Publisher at john@rinsemag.com.