

Foam



**2012
MEDIA
KIT**

FOAMMAGAZINE.COM

About Us

Foam magazine highlights the new wave of surf culture's influence on fashion's mainstream. We cover progressive individuals and scenes in board sports, music, art and fashion.

Foam celebrates the surf girl as a timeless icon, a forward thinking female who sees the world from a beach-bound viewpoint, searching for new adventures, natural and cultural. The *Foam* female has a sophisticated sense of style and is constantly at the forefront of fashion; she is the trendsetter who inspires others to follow.

With high design values, top photographic and literary talent, and a sense of fun and adventure, our print and digital products consistently reflects the worldwide contemporary surf community.

Foam is available via subscription and newsstand, and is also distributed to select surf retail shops. Every issue is delivered digitally through a sharp, easy-to-navigate virtual page-turning interface, complete with bonus online content highlighting destinations, events and personalities. Bi-weekly e-mail newsletters, daily posts, and interactive contests and promotions round out the electronic experience.



Fast Facts

ACTIVE: Average hours readers spend working out per week: 5

SHOPPERS: 73% of our readers are compelled to purchase products they see in *Foam* magazine, and half of our readers spend more than \$200 per month on clothing

INFLUENCED BY THE MAGAZINE: 84% of our readers use the magazine as a shopping resource

INVOLVED: 50% of our readers rip out the pages of the magazine and put them in places where others will see them

TECH SAVVY: A majority of our readers spend more than 6 hours per week online

INTERESTED IN ACTION SPORTS: 83% of our readers are interested in camps or clinics they can attend, and 93% admire women who participate in action sports

FOAM READERS: Young influential women with money to spend

MEDIAN AGE: 21.5 • Female: 99%

UNDER 21: 33% • Mean Household Income: \$98,000

2012 Editorial Calendar

Every issue contains: **COVER** story featuring a celebrity, musician, surfer, or model, carefully selected to maximize newsstand exposure • **IN THE CURL** an 18 page front of book fashion news section that highlights emerging designers, exciting new product developments, and trend roundups • **CAMP** a home profile on a relevant personality • **ESCAPE** a 4-page travel feature either domestic or international • **EMERGING TRENDS** exclusive interviews and music criticism by journalist Cristina Black on *Foam*-relevant new talent

F44 FEB/MAR 2012: END OF THE WORLD

For the year's much anticipated Nostradamus prediction, *Foam* will produce its own version of a survival guide: chock full of fashion D.I.Y. projects, independent surf board shapers, and the best places to be--and surf--should the world end. Fashion will focus on a comprehensive guide to spring trends.

INSERT: Our annual Beach Guide insert sponsored by Diane's Swimwear
BONUS DISTRIBUTION: MAGIC Trade Show, Agenda Trade Show
EVENT: Fashion Show supporting the Beach Guide

SPACE CLOSED: November 23, 2011
MATERIALS DUE: December 3, 2011
RELEASE DATE: January 17, 2012

F45 APRIL/MAY: LONG LIVE THE SUN

Dedicated to our burning life force--and that which gives us great tans--this issue will focus on environmental issues and of course, what we wear to the beach. As this is our Swim Preview, the fashion stories will deliver new trends in swimwear for the 2012 season, uncovering both independent and mainstream designers.

INSERT: Double Cover
BONUS DISTRIBUTION: Special Newsstand Promotion on West and East Coasts and Hawaii
EVENT: Preview 2012 SWIM!

SPACE CLOSED: January 23, 2012
MATERIALS DUE: January 30, 2012
RELEASE DATE: March 13, 2012

F46 JUNE/JULY: THE VISIONARIES

Timed to the 2012 Olympics, *Foam* will highlight a selection of competing female athletes. We'll also create "Best of" categories in the world of surf--whether that's for "Longest Hold Under" or "Best Butt in a Bikini." Our features will include a list of otherwise under-the-radar personalities who deserve the spotlight, as well as profile more notable celebrities.

INSERT: Summer FUN Guide
BONUS DISTRIBUTION: Miami Swim
EVENT: Jump Into Summer Cover Release Party

SPACE CLOSED: March 26, 2012
MATERIALS DUE: April 2, 2012
RELEASE DATE: May 15, 2012

F47 AUG/SEPT: ROAD TRIPPIN'

An issue devoted to those with an incurable case of wanderlust, we'll create a roadmap of where to go around the world. *Foam* will showcase photo journals that include tours of peoples homes, as well as campsites, and trucks and even rucksacks. Our fashion will say it all: location, location, location.

INSERT: Our annual Back to School guide
BONUS DISTRIBUTION: MAGIC Trade Show, Agenda Trade Show
EVENT: Back to School Preview

SPACE CLOSED: May 21, 2012
MATERIALS DUE: May 28, 2012
RELEASE DATE: July 10, 2012

F48 OCT/NOV: ART & MUSIC PREVIEW

A fall preview that covers everything from the year ahead in music to the chatter in the art world, from playlists to exclusive interviews, *Foam* will be a source for who's who in the cultural landscape for our audience.

INSERT: Fall Must Have's
BONUS DISTRIBUTION: NYC Fashion Week Push
EVENT: NYC Cover Issue Release Party

SPACE CLOSED: July 15, 2012
MATERIALS DUE: July 20, 2012
RELEASE DATE: September 3, 2012

F49 DEC/JAN: WINTER 2012

Our annual winter guide features not just the best in snow gear, snow destinations and snowboarders, but also a resort preview for those who prefer to vacation in the sun. The best of both board sports are given their due in this issue.

INSERT: Our annual Holiday Gift Guide
BONUS DISTRIBUTION: Snow and Sun Destinations, Resorts
EVENT: Holiday Bonanza Event

SPACE CLOSED: September 24, 2012
MATERIALS DUE: October 1, 2012
RELEASE DATE: November 13, 2012

Events, parties, fashion shows, art exhibits, and other fun experiences held in collaboration with our *Foam* event partners, per issue release. Some of the 2011 event collaborations have been with: Hotel Erwin, Hotel Angeleno, Standard Hotel, Madewell, Alternative Apparel, Billabong, and Zumiez. Include your brand within an event, find out how!



PRINT ADVERTISING



Print Advertising Rates

	1X	3X	6X	8X	10X	12X
1 PAGE	\$7,160	\$6,302	\$5,730	\$5,558	\$5,391	\$5,283
2/3 PAGE	\$5,728	\$5,556	\$5,389	\$5,228	\$5,071	\$4,969
1/2 PAGE	\$4,367	\$4,236	\$4,108	\$3,985	\$3,866	\$3,749
1/3 PAGE	\$2,926	\$2,837	\$2,753	\$2,670	\$2,590	\$2,538
COVER 2	\$8,305	\$8,056	\$7,814	\$7,658	\$7,505	\$7,354
COVER 3	\$7,518	\$7,292	\$7,073	\$6,932	\$6,793	\$6,657
COVER	\$13,109	\$12,715	\$12,334	\$12,087	\$11,846	\$11,608

Special Advertising Opportunities

	PACKAGES	ISSUES
BEACH GUIDE	\$2,500	Feb/March
SPRING GUIDE	\$2,500	April/May
SUMMER FUN GUIDE	\$2,500	Jun/July
BACK TO SCHOOL GUIDE	\$2,500	Aug/Sept
FALL BONUS GUIDE	\$2,500	Oct/Nov
HOLIDAY GIFT GUIDE	\$2,500	Dec/Jan

- Pull out piece, also in digital form.
- Each item links directly to retailer for purchase

TRIM SIZE: 8.75" x 10.75"	1/3 VERT TRIM SIZE: 2.4" x 10"
LIVE AREA: 8.25" x 10.25"	1/2 HORIZ TRIM SIZE: 8" x 4.875"
FULL PAGE SPREAD BLEED: 17.75" x 11"	1/2 VERT TRIM SIZE: 3.75" x 10"
LIVE AREA: 17" x 10.25"	2/3 VERT TRIM SIZE: 5.125" x 10"
FULL PAGE BLEED: 9" x 11"	1/4 PAGE TRIM SIZE: 3.75" x 4.875"
LIVE AREA: 8.25" x 10.25"	1/6 PAGE TRIM SIZE: 3.75" x 3.175"

Send Ads to:

foamads@madavor.com or
Foam, Ad Traffic Manager,
85 Quincy Ave, Suite 2
Quincy, MA 02169

For ads bigger than 10MB,
please contact Laura Finamore
at 617-315-9150 or
lfinamore@madavor.com for ftp instructions



Specifications

Binding Method: Perfect Bound.
Printing: Web Offset. Full Page ads,
Full-page bleed ads
must be submitted at 9 x 11". Finished
pages are ultimately trimmed to 8.75" x
10.75" with some mechanical deviance.
Text MUST be placed at least .25"
inside of this trim edge on all sides, and
.375" inside each full-page bleed edit
to avoid accidental cropping (this "safe"
area is 8.25" x 10.25" centered on the
page).

Disclaimer: *Foam* will inspect cli-
ent's digital ads. If additional work is
necessary to ensure proper output of
ad, additional production charges may
apply. If delays occur due to missing or
non-compatible resource or fonts, late
fee may be charged or the ad may be
refused. Before sending, scan your disk
for viruses.

We accept the following formats: IN-
DESIGN, EPS, TIFF, JPEG and PDF
files. Ads must be CMYK, 300 dpi or
better. Please include or embed all fonts
and images.

AD CREATION FEES

FULL PAGE: \$80
2/3, 1/2 & 1/3 PAGES: \$50
1/4 and 1/6 PAGES: \$30

DIGITAL ADVERTISING



We have targeted each segment of our audience, serving content uniquely tailored for the various segments of our market: sport, instructional, culture and lifestyle, and community. We can create packages to hone in on exactly the user profile that makes the most sense for your brand.

WEB STATS: foammagazine.com
200,000 Unique Viewers, 550,000 Page Views,
30,000 Newsletter Subscribers

Website Advertising

ZONE	SIZE (PIXELS)	RATE
BIG BOX	336x280	3 mos = \$620/mo 6 mos = \$525/mo 12 mos = \$420/mo
	300x250	3 mos = \$580/mo 6 mos = \$490/mo 12mos = \$420/mo
	300x600*	3 mos = \$845/mo 6 mos = \$720/mo 12 mos = \$545/mo
RECTANGLES	180x150	3 mos = \$450/mo 6 mos = \$340/mo 12 mos = \$255/mo
LEADER	728x90	3 mos = \$700/mo 6mos = \$620/mo 12mos = \$550/mo

*300x600 size offered on interior pages only

- Maximum initial download fileweight: 40K
- Recommended animation length: 15 seconds
- Accepted file types: swf, jpg, gif
- Production Guidelines:
RICH MEDIA If you are supplying a Flash swf file, an embedded link and a gif or jpg alternative must be included. Madavor Media uses the IAB ad standards & creative guidelines: http://www.iab.net/iab_products_and_industry_services.
PUBLISHER DISCRETION Madavor Media, at its sole discretion, reserves the right to refuse ad materials that detract from the user experience of its sites or are not in keeping with the spirit of its brands.
- Share of voice: 5 advertisers max per zone.
- Roadblocks and homepage sponsorships may be available. Contact a sales rep for details.

Newsletter Advertising

SIZE	RATE
180x150	\$500

- Maximum initial download fileweight: 40K
- No animation, additional sizes may be available upon request
- Accepted file types: jpg, gif



Special Advertising Opportunities

- Editor's Picks – Sponsor our Editor's Picks section – the ultimate brand association for your products
- Custom sweepstakes – Build buzz around your product by partnering with us on a sweepstakes promotion
- Much more – Contact a sales rep for more details on any of these opportunities or to craft a custom package for your brand.

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Further information

Billing Policy: Upon credit approval, all payments are due upon receipt. All advertisements under \$250 must be prepaid. Prepayments (if required) are due by the material due date and can be made via check, money order or credit card. Publisher reserves the right to charge \$15 each time for declined credit card. Advertisers and agencies are held jointly and severally liable.

Protection Clause of Publisher: All advertisers and/or their advertising agency(s) assume total and complete liability for the copy in their advertisements and warrant the same does not infringe on the trademark or copyright of others. The advertiser and/or agencies hold the publisher harmless from any and all liabilities and claims which may arise from such infringement and agrees to indemnify and to reimburse the publisher for any costs incurred by the publisher as a result of said infringement. Advertisers assume complete responsibility for copy and artistic content.

General Information: All advertisements are subject to the terms of the current rate card. New rate cards may be issued at any time and invalidate any prior rate cards. Publisher reserves the right to reject any advertisement they choose. Publisher reserves the right to place the word "advertisement" in any ad that resembles editorial matter. Cancellations must be made in writing and will not be accepted after closing dates for reservations. Space will be billed as reserved. Publisher's liability is limited to the cost of the ad or portion thereof.

