

handbook

Media Kit and Rate Information - 2010



t h e a l t e r n a t i v e q u a r t e r l y

handbook

Handbook Magazine

584 Castro Street, #541 San Francisco, CA 94114
tel. 415.608.9544 email: email@handbookmen.com

What we're about:

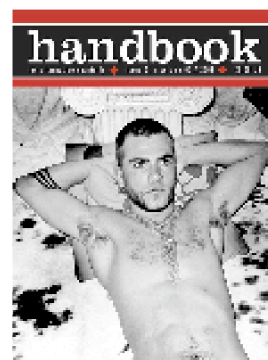
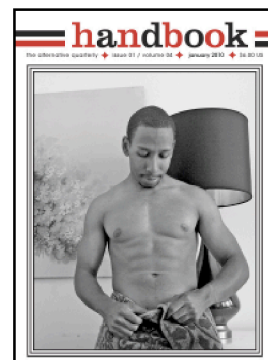
Handbook Magazine is the quarterly queer "zine" best described as:

- Artistically raw
- Editorially informal
- Historically black & white

Here is where we pay homage to the days of vintage beefcake with an alternative, modern twist. The concept was to take an alternative thinking, primitive modern male and mix in elements reminiscent of our past. Add the rough quality of black and white photography, interesting interview subjects, informative regular features and what you have is Handbook.

What you will find in each issue:

- 3 "Nude Guy" featured pictorials
- Interesting, cutting edge interview subjects
- A political perspective covering a range of important issues that effect all of us
- An old and new independent album reviews
- The popular "Handbook Dick" pages
- Stories covering subjects such as Queer Artists, Gay Gladiators, The New Generation of Fetishist's, and Our Beefcake Past
- Handbook "F-r-iction" - dirty words for your reading pleasure



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C **urrent demographics:** (100 readers polled)

Age:

53% - between 35 - 45yrs
47% - between 23 - 34yrs

Annual income:

52% - 30k - 40k
34% - 40k - 100k
14% - under 30k

Education:

59% - attended a 4 year college
31% - attended an arts college
10% - did not attend college

Similar publications purchased:

48% - Style/scene/culture publications
35% - Nude photography art books
30% - Various current male publications

R **eadership feedback:**

“It’s sexy, clever and insightful. If Handbook had two feet and a heart beat I’d same sex marry it!”

- **Marke B.**, *Guardian - Culture Editor*

“Handbook is definitely going to be a collectors item.”

- **Steven Miesel**, *Business owner*

“I am a big fan of this queer zine. I am also a huge fan of vintage beefcake and this is a perfect modern interpretation.”

- **John Waters**, *Film maker & cult celebrity*



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C **urrent and past advertisers:**

- Manhunt.net
- Smutjunkies.com
- Lavendar Lounge
- The Magazine
- 440 Castro
- Powerhouse Bar
- Auto Erotica
- Straight To Hell
- Printed Matter Inc.
- The Guardian
- The Seventh Heart
- Rough Gods
- Antebellum Gallery
- EROS
- Past Perfect Collective
- Sui Generis Clothing
- Yankboy.com
- Studioguyz.com
- Monument

D **istribution and issue dates:**

Handbook premiered January 2007 and continues to be a huge success. Currently, Handbook can be found at various book sellers and news stands throughout the U.S. and Europe. From San Francisco, Atlanta and New York to Australia, Madrid and Hamburg, Handbook is now reaching 1000 readers. Handbook also has an online presence at www.handbookmen.com where sales are available to more collectors of this leading queer zine.

Issue months: January - April - July - October



Advertising Insertion Order

Handbook Magazine

584 Castro Street, #541 San Francisco, CA 94114
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Date: _____

Account: _____

Contact: _____

Address: _____

Phone: _____

Fax: _____

Issue Number/s: _____

Issue Date/s: _____

Ad Size: _____ Rate: _____

Person authorizing ad: (please print) _____

Signature: _____



Please make checks payable to Handbook Magazine **Deadline for ad materials March 15th, 2010**

Contract Terms:

All ads must be paid for in full at time of contract agreement. The publisher reserves the right to change advertising rates and conditions set fourth on the Ad Submissions Guidelines page at any time, in which event the advertiser may amend or cancel the contract as of the date the rate condition change takes effect. Price reductions due to copy changes are not granted.

The publisher shall have the right to hold the advertiser and/or it's advertising agency jointly and severally liable for such moneys as are due and payable to the publisher for advertising that advertiser or its agent ordered and that was published. It is agreed that the advertiser/agency will indemnify and save the publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisements.

The publisher accepts no responsibility for typographical errors in advertisements submitted. All claims for errors in advertisements must be made within 5 days of publication and claims for errors will be considered only for the first insertion of the advertisement containing the error. An error that does not materially affect the value or content of an advertisement is not subject to error allowance. Rate adjustment, if granted, will only be for the portion of the ad that was in error. It is agreed that there are no refunds of any kind.



Ad Submission Guidelines

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File types: .eps, .tiff or .pdf and must be saved at 300 dpi. Please make sure all type is converted to outlines if using Illustrator. Photoshop files must be flattened. All ads must be saved as grayscale.

(Color option - inside front and inside back cover two color ad is black plus Handbook red (cmyk percentages: (c-10%, m-100%, y-100%, k-18%))

All files: Send completed files to email@handbookmen.com



Handbook ad sizes and rates:

(Ad size is exact and without a trim edge so a bleed is not necessary).

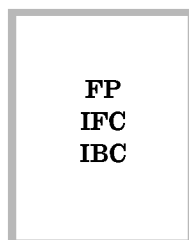
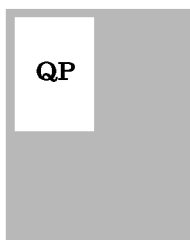
Quarter page - \$175 (2.55" w x 3.6" h)

Half horizontal - \$325 (5.25" w x 3.6" h)

Full page - \$450 (5.25" w x 7.4" h)

Inside front cover - \$600 (5.25" w x 7.4" h)

Inside back cover - \$525 (5.25" w x 7.4" h)



Please call 415.608.9544 if you have any questions or would like to inquire about multiple run discounts. Thank you for your ad submission.