

# 11:11

⊗ LIVING ⊗ KNOWING ⊗ BEING ⊗

## 2010 ADVERTISING MEDIA KIT

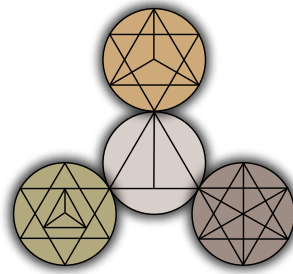


*A Magazine Devoted to the Journey of the Soul*

803-356-1806

[editor@believeSC.com](mailto:editor@believeSC.com)

[www.1111mag.com](http://www.1111mag.com)



# 11:11

⊗ LIVING ⊗ KNOWING ⊗ BEING ⊗

## 11:11 FEATURES POWERFUL VOICES



DEBBIE FORD



DR. ZHI GANG SHA



IYANLA VANZANT



GREGG BRADEN



DR. JUDITH ORLOFF



DR. ERIC PEARL

### MISSION

11:11, a division of BELIEVE...Choices for Conscious Living, is a magazine devoted to the journey of the soul. We introduce our readers to the philosophies, wisdom, and teachings pertinent to self-discovery and personal growth. 11:11 promotes belief in the oneness of all peoples, cultures, and religions in a way that celebrates both our unique differences and striking similarities.

### MARKET

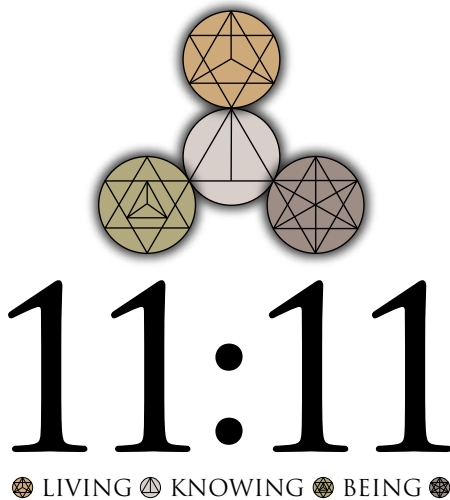
According to Paul Zane, an economist and presidential advisor, "the Wellness Industry will be the next major force in business on the planet, reaching 1 TRILLION dollars by the year 2010." 11:11 readers are part of this rapidly expanding market. Spiritually aware, environmentally conscious and socially responsible, our readers purchase goods and services related to spiritual growth, personal development, health and well being.

### DISTRIBUTION

11:11 is a national bimonthly publication sold by subscription and on newsstands nationwide.

### 11:11 TALK RADIO

Live every Thursday afternoon, 11:11 publisher Simran Singh interviews best-selling authors, leading edge scientists, spiritual leaders and others who are making a meaningful difference in the world. This program is on 7th Wave Network hosted by VoiceAmerica, the single largest producer of original Internet talk radio programming in the world.



## 2010 ADVERTISING RATES

Rate Base 13,000

DISPLAY ADVERTISING	1X	3X	6X	DIMENSIONS
<i>Inside Front Cover</i>	\$1,500	\$1,500	\$1,500	8.875" x 10.125"
<i>Inside Back Cover</i>	\$1,375	\$1,375	\$1,375	8.875" x 10.125"
<i>Back Cover</i>	\$1,650	\$1,650	\$1,650	8.875" x 10.125"
<i>Full Page Bleed</i>	\$1,250	\$1,187	\$1,128	9.25" x 11.25"
<i>Full Page (9 x 11)</i>	\$1,250	\$1,187	\$1,128	8.875" x 10.125"
<i>Half Page Horizontal</i>	\$675	\$641	\$609	8.875" x 5"
<i>Half Page Vertical</i>	\$675	\$641	\$609	4.3125" x 10.125"
<i>Quarter Page</i>	\$375	\$356	\$338	4.3125" x 5"

For Marketplace Ads, Online Sponsor Opportunities or Combination Advertising Packages for 11:11 Talk Radio and 11:11 magazine, please contact your advertising representative.

**Jody Stathakis, Right Brain Marketing** (707) 337-4735 [jody@rightbrainmarketing.net](mailto:jody@rightbrainmarketing.net)

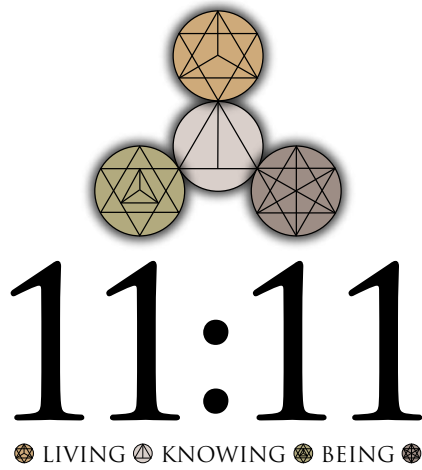


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## AD DESIGN & SPECIFICATIONS

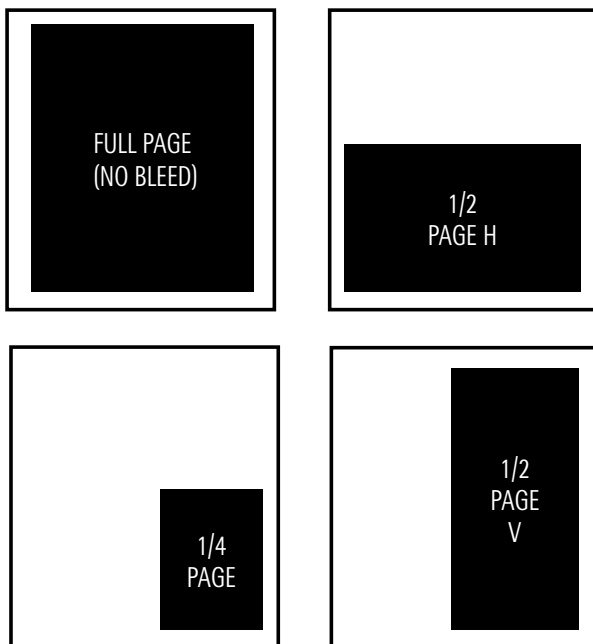
### DIGITAL FILES

Ads should be supplied in an electronic (digital) format using one of the following applications on either Macintosh or PC platforms: InDesign, QuarkXpress, Adobe Illustrator, Photoshop or Freehand. Be sure to include all support files including scans, art files and fonts. The preferred electronic file formats are PDF, EPS or TIF.

### AD DESIGN

Digitally prepared ads need to be submitted by contracting advertiser or representing ad agency according to materials deadline dates listed. Creative design and copywriting services are available. Contact for rates.

Files should be sent to [editor@believeSC.com](mailto:editor@believeSC.com).



## TERMS AND CONDITIONS

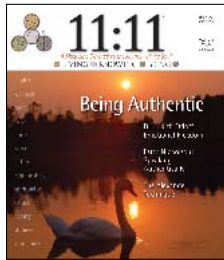
- A. Advertiser may not cancel orders or make changes to an advertisement after the closing dates.
- B. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
- C. Advertising rates are subject to change by the Publisher.
- D. Publisher reserves the right to charge advertisers the cost of production for any materials that do not meet the stated specifications.
- E. A 15% discount for recognized advertising agencies only. Agency must provide an independent billing and creative service to the advertiser.
- F. In the event of a publishing error, the Publisher's liability is limited to a make-good on the advertisement. The Publisher specifically assumes no liability for errors in the key numbers or in type set by the Publisher.
- G. All advertising is published upon the understanding that the advertiser and the ad agency assume full and complete responsibility and liability for advertising submitted, printed, or published.
- H. Copy resembling editorial will be labeled "Advertisement" by 11:11 magazine at its discretion.
- I. Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with set policies.
- J. Contracts and insertion orders that contain incorrect rates or conditions will be inserted and charged at the regular schedule of rates. Such errors will only be regarded as clerical.
- K. Rates charged and discounts allowed are subject to short rate at the expiration of ad schedule.
- L. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
- M. All advertising insertion orders and contracts are accepted subject to the condition that the publisher shall have no liability for failure to execute accepted advertising orders because of an act of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the Publisher's control that prevent the Publisher from partially or completely producing, publishing, or distributing 11:11 magazine or 11:11 talk radio.

# WHAT 11:11 MAGAZINE READERS HAVE TO SAY...



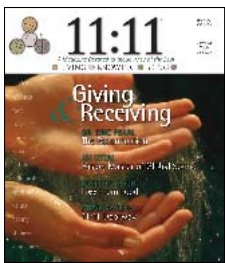
*Simran has a huge heart and 11:11 Magazine does something powerful to help people raise their spiritual consciousness. As a guest on my show, [www.planetary-spirit.com](http://www.planetary-spirit.com) she openly shared intimate spiritual challenges she faced in order to grow. She is the rare individual who takes lemons and makes lemondade. 11:11 is "food" for the soul.*

**Jeff Ferrannini, Boston MA**



*"I received my most recent issue of 11:11 Magazine in the mail last week and want to let you know how great I think the magazine is for many reasons. It's beautifully designed and printed, content-rich, very insightful, spiritually uplifting, and extremely interesting and easy to read. These are just a few of the reasons I love it."*

**Cynthia Legette Davis  
South Carolina**



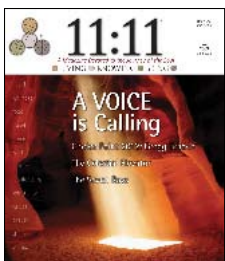
*"Simran Singh brings positive energy into the room, the business, and to the individuals around her. She provides leadership and strength to accomplish goals beyond those previously imagined and skills to the group as a whole. Some persons prescribe to "left brain" versus "right brain" thinking, meaning people can be creative or business focused. Simran's business acumen is a force to be reckoned with; her creativity in evaluating a situation and problem solving demonstrate that multiple solutions to any situation exist. Simran is a leader and a visionary who has strong ethics down to her core values. These ethics and values guide her actions. Simran is an inspiration to those around her."*

**Marianne Bickle, Ph.D., Interim Associate Dean  
University of South Carolina, Chair Department of Retailing  
College of Hospitality, Retail and Sports Management**



*"I love your magazine, and find wisdom and support in each issue. Life is very complicated for us right now, and when I feel frazzled and disconnected, your messages are one tool I use to ground my Self. Thank you so much."*

**Kathy Crowley-Gardner  
Massachusetts**



*"Your magazine is profoundly elegant & highly esthetic. Thank you for your tremendous efforts, attention to detail & your commitment to creating such a superior product."*

**Dr. James B. Hopkins  
Los Angeles CA**

