



GlamorGirl

Southwest's Only Adult Entertainment Monthly

GlamorGirl Magazine Rates and Specification 2014

Public Relations



Communicating your business image or message to the adult consumer is our business. From getting your press releases printed to helping promote your events to reproducing your advertisements, GlamorGirl gets your message to adult buyers.

- **Public Relations is Our Business**



Company Profile



GlamorGirl launched in 2001 as the first regional free adult magazine to include: full color gloss covers, true adult centerfolds, journalism covering a full spectrum of adult related issues, dvd reviews, cartoons, Vegas show reviews, regional adult events & adult product reviews. All printed in a high quality all-gloss format since Spring 2004.



SG Group's President Rich Hansen has helmed the creation of the only regional free adult magazine with true adult content, brought to a finely focused adult buying audience. GlamorGirl is the most complete regional adult entertainment source in the Southwestern United States.

- **A Successful Track Record Running Over a Decade**

Who We Are

- GlamorGirl is distributed monthly to all major regional gentlemen's clubs in all of Southern California, Las Vegas & Phoenix.
- GlamorGirl distributes through regional adult retail stores including all Southwest Romantix and Castle Megastores, two of the nation's largest adult retail chains.
- GlamorGirl distributes heavily at all major regional adult tradeshow & events including ED/StorErotica Expo & AVN Expo.
- GlamorGirl's photo and editorial content is provided by top national professionals, many who have credits in top national magazines such as Penthouse & Playboy.

What We Do



We have for worked years to gain strategic placement in regional adult establishments for the benefit of our advertising clients.

- **Plan and implement ad strategies**
- **Successfully target regional markets**
- **Reproduce quality print products**
- **Publish news and press releases**

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General Information



Frequency

GlamorGirl is published monthly, 12 issues per year by SG Group Ltd.



Closing-Release

Release date is the 2nd Friday of each month. The closing date for advertising is the 1st Monday of the previous month or following business day.



Distribution

GlamorGirl's distribution covers a wide range of adult businesses benefitting many types of adult oriented products and services.

Monthly Circulation



Circulation Guarantee of GlamorGirl is 12,000 per edition,

GlamorGirl is free of charge to the public through major gentlemen's clubs in the Southwest U.S. and at adult retail shops including all regional Romantix and Castle Megastore retail outlets and at all major regional adult tradeshows.



Frequency Rate Table

Full Color Advertising

Ad size	x1	x4	x6	x12
Full	\$590	\$560	\$530	\$460
1/2	\$300	\$290	\$280	\$260
1/4	\$170	\$165	\$160	\$150
1/8	\$100	\$95	\$90	\$80

Black & White Advertising

Full	\$390	\$360	\$330	\$260
1/2	\$200	\$190	\$180	\$160
1/4	\$110	\$105	\$100	\$90
1/8	\$75	\$70	\$65	\$50

Mechanical Requirements

TRIM SIZE: 9" x 6"

PAPER: #80 gloss throughout,

NO COLUMNS: 4

WIDTH COLUMNS: 2 1/4" inches

BINDERY: Single fold, saddle stitched

COLOR AVAILABLE: 4 color process

SCREEN: 133 line

MATERIAL: Digital image files at 300dpi. Jpeg, Tif or EPS image files on CD or DVD may be mailed to us. Jpeg or PDF files may be sent as e-mail attachments to: art@sg-grp.com.

Full Color



4-color CMYK is available on any size ad for an additional charge already calculated into the color rate chart.

Cover Reservations

Covers must be reserved 3 (three) months in advance, 2nd and 3rd covers are an additional \$150, the 4th cover is an additional \$200. (ask about cover availability)

Standard Sizes

In Inches: width x depth

1. Full Page, Full Bleed: 9" x 6.187" (includes 1/8" trim space on all sides)
2. Full pg border: 8.5" x 5.75"
3. Half pg (vertical) 4.5" x 6.187" (includes 1/8" trim space on all sides)
4. Half pg (horizontal) 9" x 3.1"
5. Quarter pg (box) 4.25" x 3.1"
6. Quarter pg (strip) 2.25" x 6.187" (includes 1/8" trim space on all sides)
7. Eighth pg (vertical) 2" x 3"
8. Eighth pg (horizontal) 4.25" x 1.5"

Standard Layouts



Advertising Specifications



Full page Full Bleed



Full page



Half page (vertical)



Half page (horizontal)



Quarter page (box)



Quarter page (strip)



Eighth page (vertical)



Eighth page (horizontal)

Our Address



SG Group Ltd.
14621 Titus Street Suite 219
Van Nuys, California, 91402

Phone: (818)787-5501
Fax: (818)787-5504

e-mail: sggroup@sg-grp.com

Office Staff

Publisher
Rich Hansen
Phone: x2
rich@glamorgirl.net

Contributing Editor
Jon Mann
Phone: x1
sggroup@sg-grp.com

Communications
Ms Suzuki
Phone: x1
news@glamorgirl.net

Sales Managers
Karina Morrison
Phone: x3
sales@sg-grp.com

Contributing Writers
Dr. X
Ron Williams
Scott Lee
Phone: x1
sggroup@sg-grp.com

Layout and Design
Rich Hansen
Phone: x2
sggroup@sg-grp.com

2014 Ad Art Deadlines

February edition	January 29th, 2014
March edition	January 29th, 2014
April edition	March 26th, 2014
May edition	March 26th, 2014
June edition	May 28th, 2014
July edition	May 28th, 2014
August edition	July 30th, 2014
September edition	July 30th, 2014
October edition	September 24th, 2014
November edition	September 24th, 2014
December edition	December 3rd, 2014
January 2015 edition	December 3rd, 2014

