



PEOPLE ARE TALKING ABOUT MAKING BREAD MAGAZINE

- "It's hard to be entertaining about money, but they've pulled it off royally. It's exciting to see such verve jump off the screen." —*Comment from a former finance writer*
- "I've been very inspired by your magazine, and I've been using some of the info and resources you've suggested. I've also been sending your site to all my female friends . . . thanks for **MAKING BREAD.**" —*Unsolicited praise from a reader*
- "Great title . . . I want to be debt-free and able to make purchases with cash only . . . I want to have money saved for a rainy day and know my daughters' education is paid for! My Grandma lives off Social Security and can barely make ends meet . . . I just don't want to be like [her]." —*MAKING BREAD subscriber*
- "I LOVE the title! To me, this magazine is reaching out to EVERY woman! Not just the women making six figures, but to the "college woman," the stay-at-home mom, the woman (like myself) working and living from paycheck to paycheck!" —*Woman who filled out our Reader Survey on the Web*
- "**MAKING BREAD** should make real dough . . . it's strongly targeted to the young financially unsophisticated and has great style, wit, originality and design. The whole enterprise is a breath of fresh air. . . ." —*Former editor of a national food magazine*
- "My response to it was immediate: YES! It's bound to be a huge success. I could have used it big time when I got divorced. I was so scared about having to manage money for the first time that I woke up in bed one morning yelling, "NO! NO! NO!" and scared myself so much that I ran off to a psychiatrist to learn "how to manage money like a man." I'd say that at least 50 percent of my conversations with clients have to do with money issues. What they need are simple, zippy articles that reduce their anxiety about the subject." —*Letter received from a New York City therapist who has many female clients*
- "Like that deodorant commercial says, **MAKING BREAD** is 'strong enough for a man . . . but made for a woman'." —*Unsolicited comment from a male reader*

www.makingbreadmagazine.com

MAKING BREAD MAGAZINE 2005 INSERTION SCHEDULE

Digital magazines have flexibilities that print magazines do not. Dates listed below are optimal. Ads received after the Material Deadline, and even after the On-Sale date, can still be inserted in individual issues for a small additional charge. Past issues continue to be downloaded and read by new subscribers and visitors to our Web site and to www.newsstand.com.

Issue	Material Deadline	On-Sale Date
Jan/Feb 2005	Jan. 12	Jan. 17
March/April	March 9	March 14
May/June	May 11	May 16
July/August	July 6	July 11
Sept/Oct	Sept. 7	Sept. 12
Nov/Dec	Nov. 9	Nov. 14
Jan/Feb 2006	Jan. 11	Jan. 16

Reach Out to the Powerful Female Audience with Your Presence in MAKING BREAD's First Print Edition. • The same savvy finance advice, success stories and savings strategies as our digital edition. • The same demographic as our digital edition. • The same great departments and sponsorship opportunities as our digital edition. (*Print issue contingent upon receiving commitment from 10 advertisers.*)

Rate Base: 180,000 targeted direct-mail copies sent to women 18-55 nationwide. 20,000 on newstand. Subscription card included. Total distribution: 200,000.

Pub Date: June 2005.

Material deadline: February 17.

Price includes placement in six digital issues, plus 365 days of Web site exposure. Call publisher Reggie Owens at 215-670-2470 for details and pricing. MAKING BREAD plans to release print issues on a quarterly basis, starting with this premiere issue.

SUBMISSION REQUIREMENTS

Electronic delivery via e-mail to editor@makingbreadmagazine.com or posted to [ftp.makingbreadmagazine.com](ftp://makingbreadmagazine.com) is preferred. Jpegs, tiffs, PDF's accepted. Files sent via mail on MAC formatted zip disc or CD-Rom should be sent to **Editor, MAKING BREAD MAGAZINE, 1528 Walnut Street, Suite 1925, Philadelphia, PA 19102**. Please label all media with issue date, agency name, contact name, phone number and advertiser.

150 dpi resolution required for images in digital magazine; size of full-page ad is 8.5 x 11. 72 dpi resolution preferred for Web site banners. Rich media formats accepted for both magazine and Web ads. Let us work with you to make the most creative use of this dynamic new medium—the digital magazine.

For further information, call Gail Harlow at 215-670-2471 or e-mail editor@makingbreadmagazine.com.

MAKING BREAD MAGAZINE INSERTION ORDER

ADVERTISING CLIENT

Company _____

Address _____

City _____

State _____

Zip _____

Authorized by _____

Phone _____

Fax _____

E-mail _____

Web site _____

ADVERTISING AGENCY

Company _____

Address _____

City _____

State _____

Zip _____

Authorized by _____

Phone _____

Fax _____

E-mail _____

SPACE RESERVATION

_____ Print edition plus 6 digital issues, beginning with _____, and 12-month exposure on www.makingbreadmagazine.com

_____ Other, as specified

Special Position/Department Sponsorship: _____

Ad Size: _____

Banner size/specifications: _____

ACCEPTED BY

MAKING BREAD MAGAZINE

Name _____

Title _____

Date _____

ADVERTISER

Name _____

Title _____

Date _____

Please Fax Completed and Signed Insertion Order and Terms & Conditions to Advertising Dept. MAKING BREAD MAGAZINE 215-670-2077.

TERMS & CONDITIONS

- MAKING BREAD bundled magazine/Web rates, as published in MEDIA KIT, or agreed upon by publisher, are before agency commission. Agency commission is 15% to recognized agents (on base rates, before production costs for special orders).

- Payment is due at time of on-sale date of magazine in which first ad appears, though linked banner ad may appear on www.makingbreadmagazine.com prior to that date. Beginning 30 days following invoicing, any unpaid balance shall accrue interest of 1.5% per month (subject to change with notification).

- MAKING BREAD ("the Publisher") may cancel or reject any advertising for any reason at any time without liability. Advertisers may not cancel orders for advertising after the material closing dates.

- All advertisements are accepted and published upon representation by the agency and advertiser that they are authorized to grant the right to publish them in MAKING BREAD and on www.makingbreadmagazine.com and that such publication will not violate any law or infringe upon any right of any person or entity. The advertiser and agency jointly and individually indemnify and hold the Publisher harmless from any claims, damages, liabilities, obligations, losses and expenses (including, without limit,

attorneys' fees and disbursements in connection with the publication of such advertisements, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all other claims now known or hereafter devised.

- Any condition on contracts, orders or copy instructions, including those involving placement within an issue of MAKING BREAD or on www.makingbreadmagazine.com shall be treated as a request only. While all best efforts will be made to fulfill such agreements, the publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

- The advertiser and agency are jointly and severally liable for payment of invoices and all other obligations in connection with the advertising contracted for. The Publisher shall not be held liable for any failure to publish any issue or issues because of acts of war, terrorism, strikes, work stoppages, accidents, fires, acts of God, weather or any circumstances not within the control of the Publisher.