

C O C O E C O
M A G A Z I N E

WWW.COECOEMAG.COM

MEDIA KIT 1ST QUARTER, 2011

COCO ECO MAGAZINE:

THE WORLD'S ONLY PAPERLESS MAGAZINE DEVOTED TO
ECO-CHIC FASHION, BEAUTY, CELEBRITY & STYLE



"Coco Eco is a fresh collection of gorgeous green fashion, lifestyle tips, interviews and more, aimed at the stylish, modern woman."

Brian Clark Howard,
TheDailyGreen.com

ABOUT COCO ECO MAGAZINE

COCO ECO'S MISSION

Coco Eco Magazine is an international, online, multi-platform eco-chic lifestyle brand celebrating sustainable fashion, beauty, celebrity and culture. Good. Green. Glam.

PROVEN MARKET

Launched in October, 2008, Coco Eco has built up a global, niche audience of 7,300 subscribers with total impressions of over 15,400. As the "Vogue of Green," Coco Eco is on the cusp of the new digital publishing model in which we desire to fuse interactivity to traditional storytelling.

PROBLEMS SOLVED

The green audience is one that advertisers are seeking out as never before. However, a sophisticated digital platform for brand presentation has been lacking. Coco Eco not only provides a quality venue for advertisers, but the mix of cause based, yet eco-chic content that a sustainable women is seeking out today.

Through thoughtfully created, bi-monthly, page turning/interactive/digital issues, Coco Eco Magazine delivers stylish, glamorous, original eco-chic content that resonates with today's woman who desires to look, feel and be her best. Featuring substantive writing about lifestyle, travel and beauty along with celebrity interviews, and the most stylish eco-fashion pictorial as well as editorial, Coco Eco Magazine celebrates the people, places, and style defining the modern green movement.



FOUNDER & EDITOR-IN-CHIEF **ANNA GRIFFIN**

Anna Griffin is the founder and Editor-In-Chief of Coco Eco Magazine, a digital multi-media platform and publication dedicated to eco-chic, sustainable living. A native of London, England, Anna's background includes a career in journalism and broadcasting. Through a combination of tenacity, passion and forward-thinking vision, Anna founded Coco Eco Magazine in Los Angeles in October, 2008.

A woman who speaks her mind with a sense of humor and authentic candour, Anna has moderated and been a panelist for various expos, including, Go Green Expo. She has contributed to on-air radio with NPR, and is a contributing writer for The Huffington Post.

Under Anna's direction, Coco Eco Magazine is the premiere online platform for sophisticated, savvy, stylish and environmentally aware women.



READERSHIP INSIGHTS

Coco Eco is developing the following targeted audience:

SEX:

FEMALE: 88%

MALE: 12%

TARGET AUDIENCE: 22-45 YR

MEDIAN INCOME: \$72,785

EDUCATION:

BACHELOR'S DEGREE: 44%

GRADUATED COLLEGE: 87%

CIRCULATION:

UNIQUE IN MAGAZINE PAGE VIEWS AS OF NOV. 2010: 1,720,741

SUBSCRIBERS:

AS OF NOV. 2010 7,355

AVERAGE LENGTH OF TIME

PER READING SESSION 23 MINS

COCO ECO MAGAZINE IS AN ONLINE ECO-CHIC LIFESTYLE BRAND CELEBRATING SUSTAINABLE FASHION, BEAUTY, CELEBRITY, AND CAUSE.



GEOGRAPHIC REACH:

UNITED STATES: 77%

REST OF THE WORLD: 23%

"This is definitely the slickest and most well-produced virtual green publication on the web — with gorgeous photography, art direction, and brilliant content."

Michael D'Estries, Ecorazzi.com

"Coco Eco Magazine is a great source for everything in fashion that's good for the planet (and glam for you!)."

Ecofabulous.com

WHERE:

UK,
AUSTRALIA,
FRANCE,
ITALY,
GERMANY,
SPAIN,
FINLAND,
SINGAPORE,
PHILIPPINES,
VIETNAM,
HONG KONG,
ARGENTINA,
CHILE,
MEXICO
... and more!

Harnessing the power of the internet as the fastest global communication tool available, Coco Eco Magazine is published in bi-monthly glossy, interactive digital issues, available for viewing from your desktop, laptop, or PDA, making it immediately accessible to our audience.

ADDITIONAL WAYS TO CONNECT WITH READERS:

- Social-Media Outreach
- Contests / Give-aways
- Promotional pages
- Targeted Editorial Content
- Sponsored Columns
- Tailored Advertising Packages
- Event Sponsorship



FASHION EDITOR **EXCLUSIVE ECO-FASHION**

Through 100% sustainable fashion spreads and in depth editorials, readers are introduced to the best of eco-chic fashion and style from around the world.



BEAUTY EDITOR **SPOTLIGHT ON BEAUTY**

In an ever-changing sea of beauty products, with new green lines emerging everyday, our beauty column highlights the best eco brands on the market.



EDITOR **CELEBRITY HIGHLIGHT**

The celebrities found in the pages of Coco Eco are the modern faces of living green, each doing their part for the planet.



EDITOR **MEN WE LOVE**

We introduce our readers to that new breed of man: The Eco Warrior who's out there changing the world.



TRAVEL EDITOR **ECO CHIC CITY GUIDE**

Featuring where to stay, eat, shop, and enjoy in the leading cosmopolitan cities on the planet.



EDITORIAL CALENDAR 2010

ISSUE	AD CLOSE	ART DUE	LIVE
JAN/FEB 2011: THE RAINFOREST ISSUE	12.21.10	12.28.10	01/15/11
MAR/APR 2011: THE HUNGER ISSUE	03.01.11	03.01.11	03.15.11
MAY/JUNE 2011: THE WILDLIFE ISSUE	04.30.11	04.30.11	05.15.11
JUL/AUG 2011: THE WATER ISSUE	06.30.11	06.30.11	07.15.11
SEPT/OCT 2011: THE WOMEN ISSUE	08.31.11	08.31.11	9.15.11
NOV/DEC 2011: THE S. AMERICAN ISSUE	11.01.11	11.01.11	11.15.11

RATE CARD
VALID THROUGH
MAR, 2011

MAGAZINE RATES



MAGAZINE	1x	3x	6x
Advertorial spread*:	\$ 4,206	\$ 2,944	\$ 1,682
Double Page Spread:	\$ 3,365	\$ 2,355	\$ 1,346
3/8 + Full Spread:	\$ 2,243	\$ 1,570	\$ 897
Full Page:	\$ 1,682	\$ 1,177	\$ 672
3/8 Ad (3.375"w X 11"h)	\$ 599	\$ 419	\$ 239

* Production charges additional

SOCIAL MEDIA RATES



MEDIA	
Sponsored Twitter	\$29 per tweet
Sponsored Facebook	\$35 per posting

BANNER AD RATES



468 X 60
pixels



300 X 250
pixels

BANNER ADS	1x = two months
468 X 60 pixels	\$ 375 per issue (two months)
300 X 250 pixels	\$ 575 per issue (two months)

ADDITIONAL ASSISTANCE

- Exclusive sponsorship of a series of webisodes.
- Elite advertisers can have their products featured in sponsored webisodes pending Coco Eco approval.
- Social-Media Interactive Campaigns
(such as game development, quiz development, and targeted connections to key influencers)
- Contests / Give-aways
- Sponsored Columns
- Event Sponsorship
- Tailored Advertising Packages

INSERTION ORDER 2011

This is your contract and invoice. By signing, you agree to accept the terms of payment and conditions listed below.

Sales Rep

Business Name

Date Ordered

Address State Zip

Ad Due Date

Phone

	ISSUE
<input type="checkbox"/>	JAN/FEB 2011
<input type="checkbox"/>	MAR/APR 2011
<input type="checkbox"/>	MAY/JUNE 2011
<input type="checkbox"/>	JUL/AUG 2011
<input type="checkbox"/>	SEPT/OCT 2011
<input type="checkbox"/>	NOV/DEC 2011

E-Mail

Contact Name

Signature Date

	AD NOTATIONS
<input type="checkbox"/>	New Ad
<input type="checkbox"/>	Repeat Ad
<input type="checkbox"/>	Repeat same ad each issue
<input type="checkbox"/>	Call each month for ad instructions

AD TYPE & SIZE	3x	6x	FREQ	RATE
<input type="checkbox"/> Advertorial spread* Production charges additional (17"w x 11"h)	<input type="checkbox"/> 3x Diamond Bonus	<input type="checkbox"/> 6x Diamond Bonus		
<input type="checkbox"/> Double Page Spread: (17"w x 11"h)	<input type="checkbox"/> 3x Gold Bonus	<input type="checkbox"/> 6x Gold Bonus		
<input type="checkbox"/> 3/8 + Full Spread	<input type="checkbox"/> 3x Silver Bonus	<input type="checkbox"/> 6x Silver Bonus		
<input type="checkbox"/> Full Page (8.5"w x 11"h)	<input type="checkbox"/> 3x Bronze Bonus	<input type="checkbox"/> 6x Bronze Bonus		
<input type="checkbox"/> 3/8 Ad (3.375"w x 11"h)				
<input type="checkbox"/> Promo Page: 5.5"h x 8.5w"				
<input type="checkbox"/> Promo Page: 5.5"h x 4.25w"				
<input type="checkbox"/> Promo Page: 4.25"h x 2.75w"				
<input type="checkbox"/> Banner Ad: 468 X 60 pixels				
<input type="checkbox"/> Banner Ad: 125 X 125 pixels				
<input type="checkbox"/> Sponsored Twitter				
<input type="checkbox"/> Sponsored Facebook				
<input type="checkbox"/> E-Newsletter: 468 X 60 pixels				

TOTAL _____

CONDITIONS

-) Artwork must be in the requested format and must be received by publication due date. If quality of artwork does not meet design requirements, it will be redesigned for a fee. Expenses because of untimely art work submission shall be paid by Advertiser as extra work.

-) While every effort will be made to ensure accuracy in publication of ads, in the event that there is a gross error in ad not caused by Advertiser, Advertiser will receive full credit towards next publication. Gross errors include: wrong phone numbers, wrong addresses if the business is location based etc.

-) Publisher shall be excused for any delay in completion of the contract caused by acts of nature, acts of the Advertiser or the Advertiser's agent, labor trouble, accidents, acts of public utilities, public bodies, extra work, failure of the Advertiser to make progress payments promptly, or any other contingencies or delays unforeseen and beyond the reasonable control of Publisher.

-) Both parties agree that should any conflict arise they will subject the conflict to binding arbitration according to the rules of the American Arbitration Association and the venue shall be Los Angeles County, California. If any party becomes involved in arbitration or if any legal proceedings arise out of this contract or the performance thereof, the party entitled thereto shall be awarded reasonable costs for attorney's fees.

-) The Publisher reserves the right to refuse any advertising that the Publisher deems inappropriate or out of context with the scope or content of the publication, or for any other reason the Publisher decides.

MAGAZINE PRODUCTION SPECS:

Advertorial spread:	17"w x 11"h
Double Page Spread:	17"w x 11"h
3/8 + Full Spread:	8.5"w x 11"h AND 3.375"w X 11"h
Full Page:	8.5"w x 11"h
3/8 Ad:	3.375"w X 11"h

Coco Eco Magazine is a digital publication. We accept *digital files only* and require *high-resolution (200 DPI)* PDF, or JPG files at either exact size or with a bleed. Bleed is NOT required. Please send double page spreads as a single file and not individual pages.

BANNER & E-NEWSLETTER SPECS:

486x60 pixels	(Both web site and e-newsletter)
300x250 pixels	(web site only)

Please send ads in as 150 DPI, RGB, JPG format

SPONSORED TWITTER & FACEBOOK SPECS:

Once a schedule of sponsored tweets or posts has been secured, all messages must be submitted to Coco Eco. All Tweets or Posts MUST be user centered, meaning the reader is provided information that benefits that reader's life. Twitter messages must be 110 characters or less so that the message can be re-tweeted with ease. Facebook postings must be 230 characters or less with up to one photo.

PRODUCTION CHARGES: Coco Eco Magazine provides design and production services at \$120 an hour. Advance proofs must be requested by ad materials deadline. Alterations may result in additional charges. If an advance proof is not requested, the publisher is not held liable, and the client or agency assumes all responsibility.

FTP INFORMATION: Digital ad files may be submitted upon approval by our production department. Please contact karen@coco-ecomag.com for approval and ftp upload information.

TERMS: Ad artwork is not returnable. We prefer you send your materials via e-mail or FTP, but if you prefer to send a CD and would like your materials returned, please supply us with all return materials including a self-addressed envelope with adequate postage or Fed-Ex envelope with Fed-Ex airbill (with account number) attached.

PAYMENT: Advance payment is required for advertisers.

LATE FEE: All ads received after the Art Due Date will be charged a \$200 late fee.

CONTRACT: A signed contract must be received by Coco Eco Magazine before an ad may run.

This is your contract and invoice. By signing, you agree to accept the terms of payment and conditions listed above.

Business Name

Contact Name

Signature

Date

OUR RELATIONSHIP OBJECTIVE

Coco Eco actively seeks to develop a collaborative relationship with each advertiser so that we can bring greater value to you by meeting your advertising needs and helping active new opportunities to connect with your target audience. By working together to solve each marketing problem, we hope to assist you in building your brand in meaningful ways.

Please take a moment to review the following questions so that we can work with you in developing short and long-term advertising plans. Our Sales Director, Lynn Bershtel, will schedule a 20 minute review of your needs to see how the Coco Eco brand can help build your company.

ADVERTISER QUESTIONNAIRE

-) What is currently working with your advertising campaigns?
-) What target audience are you seeking to sell your products too and why?
-) What is your biggest problem in reaching and retaining consumers?
-) What type of social-media fan do you currently have or desire to have?
-) What past marketing practices worked and did not work?
-) How have you been embracing new technology and advertising methods?