

BODACIOUS™ MAGAZINE

7095 Hollywood Blvd, Suite 558 Hollywood, CA 90028
PH: 818-523-1303

2007 Media Kit and Rate Card

BODACIOUS™
MAGAZINE

WARNING
EXTREME
READING

Roxxie & Kenzie
Twice The Fun

TABOOS
Anatomy of a BBW

Did You Know?
BBW Worldwide Facts

5 BODACIOUS MODELS INSIDE

FULL FIGURED ENTERTAINMENT

FALL 2006 • USA \$7.99 • CAN \$9.99

0 74470 05791 8 64

VOLUME 2 • ISSUE 1

FALL 2006

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INFORMATION:

Bodacious Magazine – it's everything you ever wanted to know about the larger, curvier lifestyle, from the women who live it to the guys that love it. It's a high gloss adult oriented magazine geared towards men, but also widely accepted by women for its taste and stylish depiction of full-figured women. It has a flavor and style never before met, or seen in the magazine market for publications featuring larger women. This magazine is published quarterly and is setting the standard in which other magazines of this "niche" will follow. Each issue is packed with thought-provoking articles, evocative fiction, straightforward editorials and up-scale erotic photography. Sprinkle in a sense of humor, a touch of madness and just a pinch of naughty is nice, and you'll have one of the most talked about magazines in the mainstream market today.

Photos and Interviews

Classic, tasteful imagery is the hallmark of a Bodacious photo layout. Warm lighting, artistic poses, a suggestive smile and smoldering eyes – it's photography that will stimulate your mind as well as your body. After you've looked... listen – to what our Bodacious women have to say. From secrets and fantasies, to wishes and wants, our models let you know what makes a BBW tick.

Featured Hot Topics

Tackling the sometimes tough subjects and issues that concern the BBW and the men who love them – Bodacious jumps in with both feet where most magazines fear to tread. Controversial and conversational, Hot Topics are always on the mind of the BBW lover and always on the pages of our magazine.

Chatter Box

A serious person-to-person chat about the joys, the pain, and even the mundane. Those everyday moments that make you go, 'hmmm', those titillating tidbits that cry out for comment, those stories that have to be told - Bodacious is your soap box, so step up and speak up about the things that are important to you.

Anatomy of a BBW

Sex Ed class was never so scintillating. Our Bodacious "sexperts" are your guide to the cotton candy playground that is the big, beautiful body. These tips and tricks are designed to help men give more – and in turn, get more – from their BBW lover.

Erotic Stories

Been thinking about those intimate stories? Those things in life that you always hear about, but always wondered where they came from. Now you get to find out where some came from. It's the ultimate fantasy and its right here in the pages of Bodacious. Take a walk on the wild side with erotic tales of BBW action that will have your pulse racing you to the finish line.

Logged On

Need more BBW in your life? Check out Logged On for a "no holds barred" review of some of the hottest sites online. Amateur cams, meet-ups, fresh faces and frank photography – Bodacious is your guide to the BBW community on the net and around the world.

Quickies

Laughter isn't just the best medicine – sometimes it's the only way to get through the day! If you've had a rough one, take a minute to unwind with life's most Bodacious moments – a sidesplitting look at some of the wacky things people do and say.

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WHY BODACIOUS MAGAZINE

Millions of men and women are breaking free of the media's perception deception and embracing the BBW (Big Beautiful Women) lifestyle. Never before, ANYWHERE, has a magazine been so elegantly put together and directly incorporate the elements of this community. What used to be a niche market is now moving into the mainstream and Bodacious is leading the charge. With a never before seen combination of intelligent editorial content and classic, stylized photography, Bodacious is the BBW magazine that will land on the coffee table instead of under the bed. It's time to see full-figured women for what they truly are, Bodacious in every way.

DEMOGRAPHICS AND CIRCULATION

Bodacious magazine is the only magazine showcasing larger women in a more presentable and sexier manner from the other magazines that are already out there. With a cover price of \$7.99 (standard cover price for such magazines), the buyer is essentially pre-qualified as a customer that is already searching for this kind of material, but now has a choice and is willing to pay. Because this is a "niche", our target market is already in place, and has been for years. Studies have showed that 8 out of 10 men who are into this preference have heard about such magazines for showcasing larger women; and 5 out of that 8 do make purchases of such material. Women of all sizes, who are also into this preference, have a magazine that they can be proud to purchase and identify with.

Currently our readership is approximately 50,000+ and is growing steadily as we have implemented various techniques to increase our presence. Of that number we have a solid 68% women readers and our presence is being felt in this market in a positive way. Our online presence has dramatically increased with inception of two very popular online tools namely, Yahoo (our Yahoo group has over 8500 members) and MySpace (our MySpace has well over 5500 members).

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AD RATES & SPECIFICATIONS

Bodacious Magazine only accepts full, half and quarter page advertising spots. We do this because; we try to maximize your ad spot to get the full attention from our readers. We don't want you lost in a maze of tiny ads. Plus, each issue runs quarterly so your ad has a longer lifespan. The base rate for a single page, single issue is **\$2,500**. Substantial discounts can be received for purchasing multiple pages or by purchasing recurring advertising. Advertising must be approved by the publisher for the discount.

2006 Advertising Rates

Four-Color Ad Rates per insertion (includes color charge)

Regular Page Rates with Discounts for Recurring Ads

	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$2,500	\$2,200	\$2,000	\$1,800
Half Page	\$1,900	\$1,700	\$1,500	\$1,000
1/4 Page	\$ 700	\$ 650	\$ 625	\$ 600

Cover Rates

Please call for Cover Spots Availability (818-523-1303)

Cover 2 (Inside Front Cover)	\$4,600
Cover 3 (Inside Back Cover)	\$3,000
Cover 4 (Back Cover)	\$3,500

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MECHANICAL REQUIREMENTS

Advertising must be submitted as electronic data or mailed to us on CD/DVD and all elements must be placed at 100% size. All fonts and graphics must be embedded into files.

MAGAZINE TRIM SIZE:	8.5 X 11
FULL NON BLEED:	8.25 X 10.75
FULL BLEED:	8.75 X 11.25
LIVE OR SAFETY AREA:	8 X 10.5
1/2 PG HORIZONTAL:	8.25 X 5.25
1/2 PG VERTICAL:	3.875 X 10.75
1/4 PG VERTICAL:	4.125 X 5.25

Acceptable File Formats

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Quark, PDF, TIF, EPS or uncompressed .jpg files only.

Illustrator Files:

- Save Illustrator Images/Documents as Illustrator EPS files.
- Convert all fonts to outlines
- Embed all images

Image Preparation

- Save all images as either EPS, TIF or PDF files
- Avoid using Jpegs, Gifs, or any other low-resolution modes to save images in
- Save with 8bit MAC preview with Binary encoding

Platform

MAC

Media Transport

CD ROM/DVD ROM, ZIP (100M), FTP server (Label your file with your company name, and place in the folder of the current issue).

Proofing and Production Charges

PROOFING

SWOP (Standard Web Offset Press) certified color proofs. We will not be responsible for color or any other deviation from original files without a SWOP color proof. Proofs should accompany the file and should not be folded. Contents of the package should be identified on the outside as to the magazine name, issue and advertiser.

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PRODUCTION CHARGES

Design and production assistance is subject to an hourly charge plus additional stripping, proofing and film charges. Other production charges include resizing the ad to meet our required specifications, strip-ins or deletions requested, any altering of file in order to make ad meet bleed size requirements or printing specifications. Publisher is not liable for reproduction quality on mechanicals which require camera work.

Send to the address below on a CD or data-DVD to:

Bodacious Magazine
7095 Hollywood Blvd # 558
Hollywood, CA 90028

Deadlines

Payment and artwork must be received on or before the following:

Spring Issue	March 1st
Summer Issue	May 30th
Fall Issue	September 30th
Winter Issue	December 21st

Design Fees

If you do not have the graphic capabilities to create a full page layout our graphics department can create a custom layout for you. Design requests must be made no later than 45 days prior to any deadline. Design fees begin at \$75/hour plus photography costs. All ads must be paid in full before design work begins.

General Policy

We routinely perform checks on all submitted files. However, we cannot be responsible for errors in copy or images, including but not limited to:

- Typographical errors, misspellings, and incorrect information.
- Too dark or too light artwork.
- Incorrect color in backgrounds screens, tints and graduations.

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2007 Schedule of Issues and Publication Timeline

Issue	Space Close	Artwork Due	@ Printer	Ship Date	On Stands
Spring	March 1 st	March 1 st	March 3 rd	March 15 th	April 3 rd
Summer	May 23 rd	May 30 th	June 1 st	June 14 th	July 3 rd
Fall	Sept 28 th	Sept 30 th	Oct 3rd	Oct 20 th	Nov 7 th
Winter	Dec 21 st	Jan 28 th	Feb 30 th	Jan 19 th	Feb 5 ^{th/07}

Editorial Calendar/Contents

Spring Issue

Is BBW a Fetish? Preference vs. Fetish, what's your desire.

Summer Issue

Anniversary Issue – We revisit our achievements, ups and downs, and future goals.

Fall Issue

BBW in Porn - it's a BIG industry. See why Big Girls are taking over the mainstream market. We follow several BBW porn and web stars.

Winter Issue

Interracially Mixed – Once a Taboo, now a way of life. The two color issue (still undecided). This issue will be completely two color toned.

The above information is subject to change.