

# PRICK

THE WORLD'S FIRST FREE TATTOO AND PIERCING LIFESTYLE MAGAZINE

## ABOUT US

PRICK magazine is the world's first FREE tattoo and piercing lifestyle publication. Established in 2000 as an independent Atlanta publication, PRICK now reaches a nationwide audience. Our growth is a result of word-of-mouth buzz and a strategic distribution network attuned to local and regional markets. Our distribution area grows every month as PRICK gets spread throughout cities nationwide and internationally. The entire issue of PRICK is also available for free as a downloadable online PDF. PRICK has appeared on television on TLC's *Miami Ink* and A&E's *Inked*.

Every month PRICK magazine delivers exclusive interviews with today's top tattoo artists, piercing articles, famous ink, tattoo convention coverage, features on bands, music CD & DVD reviews, hot ink girls, hot rod/car showcases, clothing and product reviews, and much more. We fit as many events, articles and photos that we can into every issue.

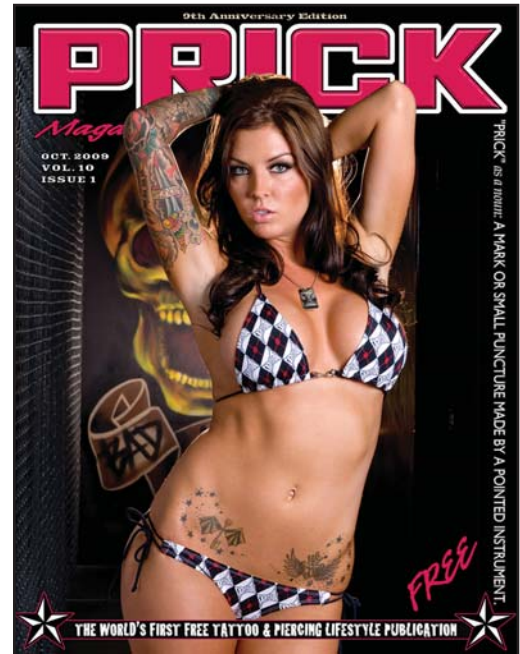
## DISTRIBUTION INFORMATION

PRICK is distributed in all major markets nationwide. PRICK can be found saturated throughout Florida, Georgia, North Carolina and Texas. PRICK is also distributed in Boston, Chicago, Columbus, Detroit, Denver, Las Vegas, Los Angeles, New Orleans, New York City, Philadelphia, Phoenix, Portland, Richmond, St. Louis, Salt Lake City, San Francisco, San Diego, Seattle, and many additional locations nationwide.

PRICK is available for free at tattoo and piercing shops, music venues, restaurants & bars, record stores, clothing stores, salons, indie shops and other retail stores. We can be found in each town's specific target market hot spots.

## DEMOGRAPHICS

Our core readership is males and females between the ages of 18 and 40 who are interested in the tattooed and pierced lifestyle. Our readers include professional tattoo artists and piercers, musicians, skaters, gear-heads, artists and more. Approximately 36% of those ages 18-25, and 40% of those ages 26-40 are tattooed.



<b>READERSHIP</b>	100,000
<b>FREQUENCY</b>	Monthly
<b>SIZE</b>	8.375" x 10.75"
<b>ISSUE COST</b>	FREE
<b>MARKET</b>	USA & International
<b>FORMATS</b>	Print, Online, PDF
<b>PUBLISHER</b>	Chuck B., Inc.
<b>ESTABLISHED</b>	September 2000

## CONTACTS

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## PRINT SPECIFICATIONS

### FULL PAGE

Size  
(with bleed - centered)  
8.875" x 11.25"

Size (no bleed):  
7.625" x 10"

### HALF PAGE HORIZONTAL

Size: 7.625" x 4.925"

Full Page (with bleed) : 8.875" w x 11.25" h  
 Full Page (no bleed) : 7.625" w x 10" h  
 1/2 Page Vertical: 3.725" w x 10" h  
 1/2 Page Horizontal: 7.625" w x 4.925" h  
 1/4 Page: 3.725" w x 4.925" h  
 1/8 Page: 3.725" w x 2.275" h

## PRINT ADVERTISING RATES

AD SIZE	COLOR	B&W
Back Page	\$1,000	N/A
Full Page	\$800	\$500
1/2 Page	\$450	\$300
1/4 Page	\$300	\$200
1/8 Page	\$150	\$100

## PRINT CLOSING DATES & AD MATERIALS DEADLINE

ISSUE 2009	CLOSING DATE	MATERIALS DUE	DISTRIBUTION
January	December 15	December 17	January 1
February	January 15	January 17	February 1
March	February 15	February 17	March 1
April	March 15	March 17	April 1
May	April 15	April 17	May 1
June	May 15	May 17	June 1
July	June 15	June 17	July 1
August	July 15	July 17	August 1
September	August 15	August 17	September 1
October	September 15	September 17	October 1
November	October 15	October 17	November 1
December	November 15	November 17	December 1

## WEB SITE AD RATES

Banner Size	1 Month	3 Months
1/4 Banner	\$25	\$45
Standard	\$75	\$180
Vertical	\$75	\$180
Leaderboard	\$125	\$300

## WEB SITE AD SPECS

Banner Type	Dimensions (pixels)
1/4 Banner	120 x 60
Standard Banner	468 x 60
Vertical 1/4 Page	165 x 350
Leaderboard	728 x 90

## WEB SITE TRAFFIC

Prickmag.net delivers more than **575,000 visits** per month from over **385,000 unique visitors**.

## PRINT/WEB AD COMBO RATES

**Save money** and greatly increase your ad's exposure by choosing print/website ad combos. Combo advertisers receive greater discounts on print and website ad rates. Contact us for more information.

## AD DELIVERY SPECS

1. Disc Specifications: CD/DVD-R/+W.
2. Images in TIFF, PDF, EPS, or JPEG formats are accepted. Images must be saved at a resolution of at least **300 dpi**.
3. Color images in CMYK format. Black & White images in grayscale format.
4. Additional \$50 charge for ad design fee.
5. *PRICK* must approve of all ads before publication.
6. Payment is due at time of ad submission. To make a credit card payment, go to [www.prickmag.net/webpay](http://www.prickmag.net/webpay)
7. Please make all checks payable to: **PRICK MAGAZINE**
8. By E-Mail: Send ads to [ads@prickmag.net](mailto:ads@prickmag.net)  
Ads larger than 9MB need to be sent via FTP. Contact us for server information.