

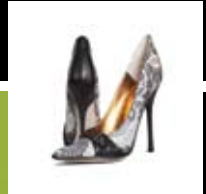
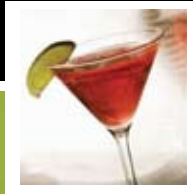
Advertising with Significance



BIAO

Enriching Life in Kansas City

2008
MEDIA KIT



“More than **half** of readers took action on magazine ads... **51%**”

BIAO: Enriching Life in Kansas City...

The word “Enrich” means: To add greater value or significance to; to make finer in quality. This is the very mission of BIAO Magazine, to enrich the lives of people in Kansas City. BIAO focuses on the 22 to 40 age group, recognizing the significance of their purchasing power. Articles spotlight businesses, fashion, interior design, wellness, attractions, and events that make Kansas City such a great place to live. BIAO truly styles a fashionable life in KC.



...or had a more favorable opinion about the advertiser because of magazine advertising.”

Source: Affinity's VISTA Print Effectiveness Rating Service, 2006.

Top 10 Reasons to Advertise in BIAO Magazine:

- 1 Largest Circulation of its Kind in Kansas City**

BIAO Magazine is a free publication that is strategically placed where our readers frequent all over the KC Metro area: Dentist offices, doctor's offices, aesthetic spas, salons, day spas, car dealership waiting rooms, weight management facilities, gyms, boutiques, tanning salons, cafes and restaurants, coffee shops, libraries, hotel lobbies, trade shows, and directly mailed to strategically picked neighborhoods.
- 2 Prime Positioning**

Each full color, high-gloss edition of BIAO Magazine encompasses a layout that adds to the effectiveness of each advertisement. When an advertisement is placed next to copy, the ad is more likely to be remembered. BIAO believes in this principle and designs the layout with this in mind.
- 3 Reader Retention**

BIAO Magazine offers many opportunities for reader interaction with columns such as Silhouette Seeker and Town Topic. This reader interaction coupled with a local cover and local shopping guide ensures readers will be drawn back each issue.
- 4 Free Recognition on BIAO Magazine Website**

Each BIAO Magazine Advertiser, with a signed contract, will receive recognition as well as a website link on the BIAO Magazine website.
- 5 Keep Shopping Dollars in KC**

BIAO Magazine believes its advertisers are what make Kansas City such a great place to be. Therefore, BIAO is dedicated to spotlighting local businesses with informative and effective metro-wide exposure.
- 6 Lowest Rates in KC**

That is right, look no further, get the most for your advertising dollar with BIAO Magazine.*
- 7 Advertiser Guide**

In every edition of BIAO Magazine, there is an Advertiser Guide directing customers straight to your door. This benefit is given to all contract Advertisers.
- 8 Busy B's Section**

Gain additional exposure by submitting pictures of key public relation events to BIAO Magazine for publication in the Busy B's section. This added benefit will be given to all contract Advertisers.
- 9 KC Hot Spots Calendar**

Keep your customers informed of upcoming sales and special events via the BIAO Magazine Hot Spots Calendar, a feature in every edition of BIAO Magazine. This benefit is provided to all contract Advertisers.
- 10 Selfless Acts of Beauty**

BIAO Magazine is founded on the principle of sharing the gifts we were given. Therefore, in every edition of BIAO a local charity will be spotlighted, and a portion of the proceeds of the advertising dollars will be donated to this charity. True beauty is outwardly reflected through the doing of good for others.

* When compared to other free full color, complete KC Metro coverage magazines, targeting 22-40 age group as of 6/1/2007.

60,000 + Readers Per Issue

Focused Distribution

BIAO Magazine encompasses a distribution strategy which focuses not only on quantity, but also quality of readers. Reaching the 22-40 age group of upper middle to affluent class readers of the Kansas City metro area is the targeted distribution. This is why a tiered distribution strategy comprising of hand-picked neighborhoods for direct home delivery, strategically-placed indoor and outdoor distribution stands, allocation at pertinent consumer trade shows, and delivery to over 600 high-traffic retail and service venues when all combined, result in an extremely effective quality readership. Rest assured, consumers from Johnson County to Lee's Summit and Lawrence to Independence will know all about your business.



BIAO Magazine is "The Official Magazine of the Kansas City Brigade" at the new Sprint Center, Kansas City's premier entertainment venue. BIAO Magazine is distributed at every home game, a potential viewership of 16,000+ fans per game, as well as being placed in the coveted suites of the Sprint Center.

Complete distribution strategy is exercised twice for each edition of BIAO Magazine.



Advertisement Submission

All ads must be electronically submitted in one of the following programs:

1. Adobe InDesign
2. Adobe Illustrator: All fonts must be converted to outline
3. Adobe Photoshop: EPS, JPG, and TIF are accepted
4. Adobe Acrobat: PDF Format

All graphics must be high resolution, 300 dpi, CMYK, and submitted at final size, 100%. Include all fonts, logos, and images with layout applications in a file. Be sure to include both printer and screen fonts. All bleeds are .125".

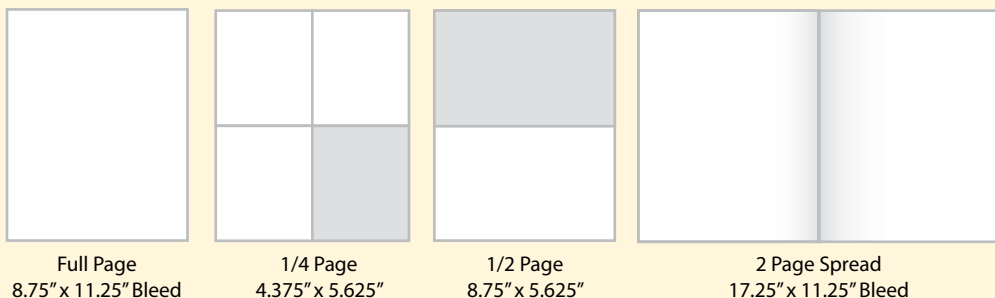
Submitting a printed ad is recommended for color matching. BIAO Magazine is not responsible for ads that do not follow the submission guidelines, or for ads that are sent without proofs. BIAO Magazine will charge additional fees for ads requiring any modifications such as corrections or additions. No advertising will be accepted past the Advertiser Submission Deadline. The previous issues ad will be used in this occasion.

Printed ad should be sent to: BIAO Magazine, Attention: Ad Submission, 18977 W. 160th Terrace, Olathe, KS 66062.

Email ads to: addesk@biaomagazine.com, with "Advertiser Name and Publication Date" in the subject line of the email. Please double-check for correct email address as BIAO Magazine is not responsible for lost emails.

Ad Design Charges

\$65 per hour with a minimum of one hour. Includes one soft pdf proof. Any changes must be submitted within one business day, with changes being billed at the ad design rate.



"Studies show that magazines are the strongest driver of purchase intent and boost other media's effectiveness.

Source: Marketing Evolution, 2006.

"84% of adults ages 18 + read magazines."

Source: MRI Fall Studies, 2001 and 2006.

2008 Full Color Rates

Each rate encompasses 2 months of publication.

Frequency	1/4 Page	1/2 Page	Full Page	2nd Page Spread
6x	\$600	\$925	\$1590	\$2650
3x	\$625	\$995	\$1750	\$2940
1x	\$750	\$1225	\$2050	\$3300

Frequency	Page 3	Inside Back Cover	Inside Front Cover	Back Cover
6x	\$1725	\$1890	\$2200	\$3150
3x	\$1895	\$2075	\$2425	\$3450
1x	\$2250	\$2500	\$2925	\$3995

Note: Complete distribution strategy is exercised twice for each edition of BIAO Magazine, generating new readers for the entire 60 day shelf life.

Issue	Publication Date	Advertisements Due
March/April 2008	March 1	February 11
May/June 2008	May 1	April 14
July/August 2008	July 1	June 16
September/October 2008	September 1	August 11
November/December 2008	November 1	October 13

"Consumers enjoy magazine advertising more than advertising in any other media."

Source: Roper Public Affairs, 2005; Dynamic Logic Ad Reaction 4, 2005.

Editor's Picks:

Cover Package:

Includes the fashion cover look, fashion breakdown and a ½ page ad: \$2,500.

Advertorial Package:

Includes space for a 500 word article, provided by advertiser, and a ½ page ad: \$2,000.

"People trust magazine advertising the most, more than any other media."

Source: Hearst Magazine Engagement Factor Survey, 2005.

- Contracts must be consecutive issues.
- Rates effective December 1, 2007.

"Adults who read magazines heavily are affluent, educated and employed in professional positions more so than heavy television viewers."

Source: MRI Fall Studies 2006.

BIAO Magazine's distribution covers the **entire Kansas City Metro area** for maximum exposure.



Creating Opportunities... Recognizing Excellence

Bearin' Your Spirit, the parent company of BIAO Magazine, received national certification as a Women's Business Enterprise by the Women's Business Development Center, WBDC, Chicago, Illinois, a regional certifying partner of the Women's Business Enterprise National Council (WBENC).

WBENC's national standard of certification implemented by the WBDC is a meticulous process including an in-depth review of the business and site inspection. The Certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women.

By including women-owned businesses among their vendors, corporations, and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

About WBENC

The Women's Business Enterprise National Council is the nation's largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 US companies and government agencies that rely on WBENC's certification as an integral part of their supplier diversity programs.



MEMBER



MEMBER



Thank you for supporting women-owned businesses.

BIAO



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www.biaomagazine.com

BIAO

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MAIN OFFICE

18977 West 160th Terrace
Olathe, Kansas 66062