



# **Phenom Magazine Media Kit 2011 (July Issue)**



# Phenom | Magazine Advertising

## Profile | Circulation

Phenom, The Magazine for Volleyball Payers, is the newest addition to the AVCA publication list. Phenom is a lifestyle magazine geared towards the 13-18 year old volleyball player and features volleyball related articles as well as lifestyle layouts with topics ranging from fashion apparel, accessories, skin care, health, nutrition, and more. For the July 2011 issue, the AVCA will print copies to be distributed at AVCA High School Clinics and distribute approximately 70,000 athletes via e-mail located in all parts of the country. The magazine will also be posted on the avca.org.

As more and more youth turn to the internet for the latest news, Phenom also has an electronic edition with exciting graphics and user interaction capabilities. Advertisers can engage the viewer with enhanced video ads and hyperlinks to their website of choice. Advertisers may also have the opportunity to develop an advertorial/branded content with text and pictures to relay a company message (space permitting) The AVCA is excited about this player addition magazine and feel it will continue to be an excellent avenue for our advertisers to reach such a coveted demographic of educated young women.



## Pricing | Submission Specifications

### Preferred Color Position Rates

Size	Rate
Back Cover	\$3,500
Inside Back Cover	\$3,000
Inside Front Cover	\$3,250

### Color Rates

Size	Rate
Full Page	\$2,250
Half Page	\$1,400
Quarter Page	\$750
Branded Content (Article + Logo)	\$1,750

### Digital Enhancements

Size	Rate
Digital Presenting Sponsor	\$1,500
(*Ad on first page in digital version)	

### Mechanical Requirements

Ad Size	Non-Bleed	Bleed
Full Page	8.375 x 10.875	8.625 x 11.125
Half Horizontal	7 x 4.875	
Half Vertical	4.625 x 7.25	
Quarter Vertical	3.5 x 4.75	

\*Requirements subject to change

**Ad Space Deadline: 7/1/11**  
**Material Deadline: 7/8/11**

For advertising information or to secure a contract, please contact

Toby Bishop at 859-219-3560,  
[Toby.bishop@avca.org](mailto:Toby.bishop@avca.org)

### Submission Specifications

All Advertisements need to be provided in one of the following formats. (Hard copy proof and contact name must be included with the file.)

- Quark Xpress document with all links and fonts on zip 100 disc or CD-Rom
- Ad saved in Adobe Photoshop (.eps or .tif) format on Zip 100 disc or CD-Rom
- Ad saved in Adobe Illustrator with all fonts outlines on Zip 100 disc or CD-Rom
- All materials not requested to be returned will be discarded after one year
- If a new copy of instructions or specifications are not received by copy deadline, the publisher reserves the right to repeat a previous ad.

Send Materials to:  
[Toby.bishop@avca.org](mailto:Toby.bishop@avca.org)

