



Deek

M A G A Z I N E

2006

media kit



Deek is

an aggressive, bi-monthly foray into Popular Underculture.*

Deek Magazine is the representative of a generation outraged at the offerings of the mainstream. **Deek** is propelled by artists and writers creating their own lifestyle beyond the status quo.

**What we offer: A hand of guidance –
an aggressive, directed alternative
to mediocre living.**

Deek Magazine has a voice. Deek is a leader of the New Cool, the Boastfully Annoyed, the Popular Underculture. Deek is both bane and bastion of youth culture, combining all things smart and dirty, uniting enlightened sensibility with a pornographic world view. Deek is one of the most unique publications you will ever read. Deek is intelligent, creative, edgy and addictive.

**You want Deek.
Deek knows it.
Deek loves it.
Deek loves you.**

* culture outside the contemporary mainstream;
creative insurgence.

Deek supports and thrives in Popular Underculture – the sights, sounds, style, destruction, reconstruction, experimentation that incite the senses.

Editorial

We work thematically.
We take an idea and we run with.
We don't have "issues,"
We don't have "themes."

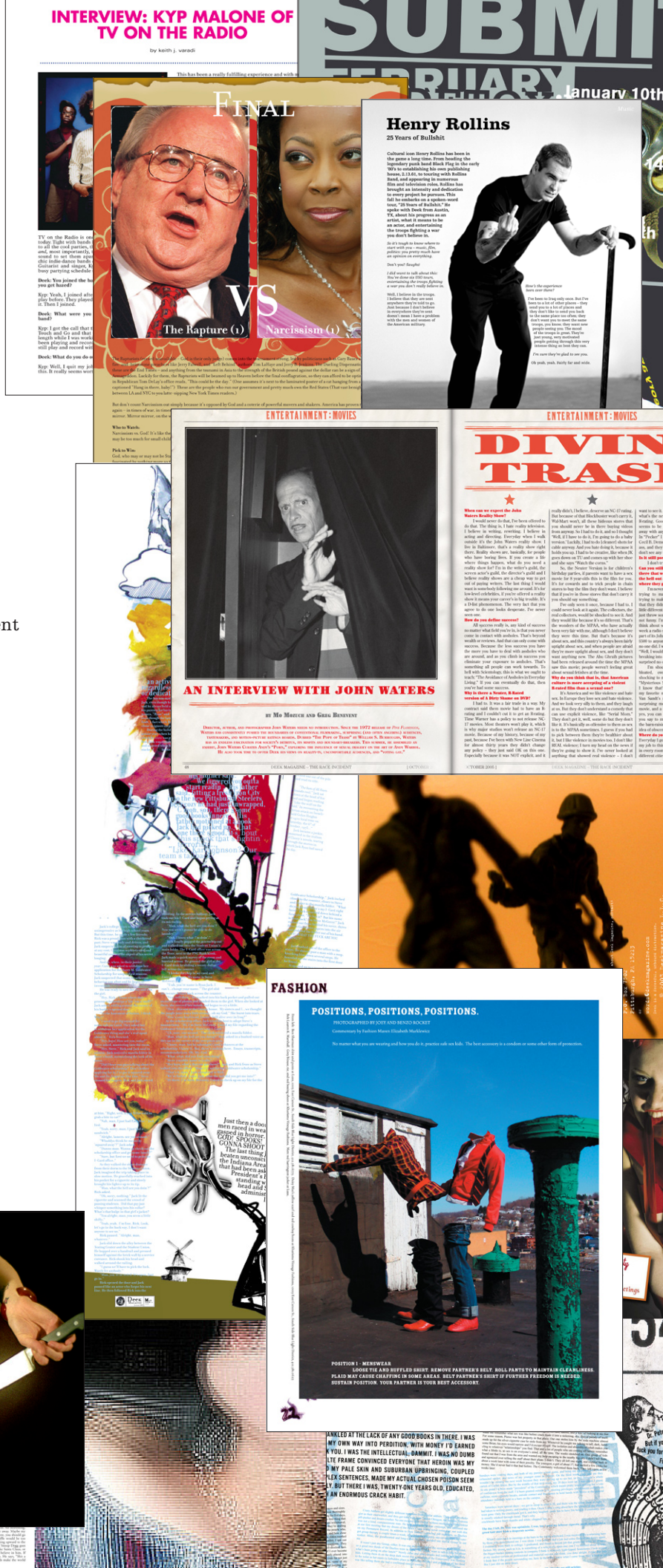
We create Incidents.

Utilizing clever, innovative writing, powerful imagery and post-post-modern design consciousness, Deek changes its face and subject matter with each monthly Incident, while maintaining a unique voice and feel. Every word and every image in Deek is stamped with the Elegant Madness Seal of Approval™ to make sure we're constantly pushing our content to uncompromising new levels. Deek is not a happy-passive artsy everybody-is-special magazine. It works like this:

The Deek formats consists of feature articles, essays, fashion, works from emerging artists, interviews and reviews of underground and alternative music, film, literature, art and performance. We also tackle oft-lived but not oft-discussed matters like "Man and woman meet in a bar, get drunk, go home together, pass out, wake up the next morning, forget each other's names and then awkwardly scramble for something to say."

Deek focuses on one particular topic at a time. Sometimes Deek is serious and presents Incidents such as Politics, Greed and War. Other times, Deek is ill-mannered, flippant and outright ludicrous, covering topics like Celebrity, Race, Sex and general debauchery.

Deek is there when you need to laugh. Deek is there when you need to cry. Deek is also there when you want to laugh at yourself for crying in the first place.



Who's Reading Deek?

The Deek reader is independent, educated, and opinionated.

They are frustrated with the shortcomings of mainstream media.

They are outraged at the self-indulgent hipster alternative.

They've picked up Deek because they know that Deek can be trusted – that Deek will keep them stay ahead of the curve.



- 85%** buy clothes monthly
- 82%** buy music monthly
- 76%** purchase books or magazines monthly
- 82%** go to the movies monthly
- 92%** go to a concert monthly
- 72%** visit a bar or club weekly
- 77%** eat out weekly
- 78%** read daily
- 95%** use the internet daily
- 86%** email daily
- 85%** own a cell phone
- 91%** are college-educated or in college

- 66%** identify as male
- 89%** are between 21-40 years old
- 16%** are between 18-24 years old
- 23%** are students
- 6%** are self employed
- 45%** identify as artists or musicians
- 68%** identify as single
- 90%** think Deek is insane
- 90%** think Deek has a good sense of humor
- 88%** have saved at least one issue of Deek
- 88%** have passed Deek to at least one friend

Deek has a unrivaled relationship with its readers. Beyond accepting submissions for publication, Deek actively recruits models from their readership to fill its pages. From editorial to fashion, Deek makes every effort to include **real people** in the spreads (casting calls have received thousands of eager responses). Guest designers and illustrators are invited to work on layouts for feature articles. This direct reader connection is the foundation for reader loyalty – everybody wants to get involved; everybody wants a piece. It's their magazine too.



Next Incident: Brutality
Release Date: February 24, 2006
Ad Deadline: February 10, 2006

Advertising

We know our readers. We've identified our niche market. Advertising in Deek gets directly to the right audience. In addition to the print options listed, foldouts, multi-page spreads and tear-outs are also available. Sponsorship on added inserts like compilation CDs and DVDs can help you reach them in more ways than one.

We even extend Deek online to offer our print content on DeekMagazine.com. Our website averaging **200,000 users** per month offers web-exclusive content and daily updates in every section of the site. A variety of interactive banner and text ads among other new web advertising options are available to suit your marketing and promotional needs. Call or email us for rates and packages.

We're glad to assist in your efforts. Contact advertising@deekmagazine.com for any questions or ideas you may have.

You can send us your ad or have Deek design it for you. Deek provides design services for all independent and local advertisers, without charge. With our designers having organized successful ad campaigns for organizations ranging from Piper's Pub and Avalon Exchange, to WOED, Carnegie Mellon University, and Artist Image Resource, Deek Magazine is committed to working with you to create effective presence. Advertisers wishing to use ads designed by Deek in outside publications are required to pay a release fee to be determined per piece for each syndicated ad. If you do your own ad, the best way to send is via PDF in CMYK. As for other format requirements:

CMYK or Grayscale

Deek prints in CMYK and assumes no responsibility for RGB to CMYK conversion discrepancies; if your ad is black and white, please save it in Grayscale.

Adobe InDesign

We run InDesign version 4 (CS2). Package all fonts and images and shove them in folders. Convert fonts to outlines to play it safe. Don't scale image sizes in InDesign - Deek is not responsible for translational errors in scaling.

Image files must in .TIFF or .EPS format

Minimum resolution of 300dpi, maximum of 600dpi, anything less and it may look dodgy, especially if you send via JPEG. If you're curious about anything else related to ads, contact our art department at: art@deekmagazine.com.

Distribution

Utilizing the classic methods of word of mouth and hand-to-hand transfer while supporting readership through our free website, Deek's distribution model has allowed for continuous growth since 2003.

Print readership is 125,000 and growing.

40,000 issues hit the streets at Deek drop points in lifestyle locations around the country, with an average read-through rate of 3 people.

Instead of a shotgun sales approach aiming for supermarkets and megacenters, we've found our readers and put the magazines directly in the places where they lurk - for free. Readers pick them up and pass them around spreading Deek organically, virally, growing 5% with each issue we've printed.

Carried by small boutiques and major players such as Tower Records, Deek has maintained a 90% pick up rate that most magazines could only hope to have. Printed in limited editions and highly coveted, every issue of Deek is seen.

Page Size	Insertions				
	Open	2	3	6	12
Outside Back Cover	3000	2670	2580	2310	1770
Inside Back Cover	2250	2002.5	1935	1732.5	1327.5
Inside Front Cover	2250	2002.5	1935	1732.5	1327.5
Full Page	1750	1557.5	1505	1347.5	1032.5
Half Page	975	867.75	838.5	750.75	575.25
Third Page	750	667.5	645	577.5	442.5
Quarter Page	625	556.25	537.5	481.25	368.75

Full w/Bleed
9" x 11.5"

Full Inset
8" x 10.75"

Half Horizontal
8" x 5.3125"

Half Vertical
3.9375" x 10.75"

Third Vertical
2.5833" x 10.75"

Third Horizontal
8" x 3.5"

Quarter
3.9375" x 5.3125"

Page size is 8.75 in x 11.25 in

Ad placement is on a first-come first serve basis. Guaranteed ad placement is subject to a 15% surcharge on the applicable or contract rate. Priority in placement goes to advertisers placing full page ads. Minimum ad size for placement guarantee is 1/2 page.

Contract rates only apply to advertisements placed in consecutive issues.

Any registered not-for-profit organization will receive a 33% discount on in-magazine rates. Discount rates only apply to completed contracts.

All payments are due within 30 days of publication. Interest charge of 8.5% per month will be added to accounts delinquent past 30 days. Deek holds the right to reclaim on losses for breach of contract.

