

Questions? Contact your account representative or call **313.223.3333**

Strut – The perfect advertising vehicle.

What's Strut?

It's metro Detroit's magazine for women. Produced by Signature Media, the award-winning magazine publishing division of Detroit Media Partnership, *Strut* celebrates local women and their lives, loves, work, attitudes and passions.

Just one look at our distinctive cover tells you *Strut* is unique in the metro Detroit market. With art on every page, including within our stylish ads (designed at no extra charge for advertisers), *Strut* stands out among local magazines.

Every month, readers enjoy local essays; profiles of metro Detroit women making a difference; original paintings and photography; up-to-the-minute fashions and jewelry from local shops; the latest home furnishings; scrumptious recipes and easy entertaining ideas from local chefs; exercise, health and beauty trends; an extensive local events calendar; and much, much more.

Where is Strut?

Each month, **100,000** copies of *Strut* are distributed throughout Oakland, Macomb, Wayne and Washtenaw counties. Half are delivered along with the *Detroit Free Press*, right to the homes of women who are some of the market's best consumers. The other half are picked up from racks in more than 400 of the area's finest bookstores, cafes, coffee shops, spas, boutiques, grocers, universities, etc.

Strut's home-delivered copies go to hand-picked neighborhoods with the greatest concentration of women in the *Strut* target demographic, women ages 30-54, with household incomes of \$50,000 and higher. Distribution is especially weighted toward neighborhoods surrounding retail business areas.

Strut's racks are in high-traffic locations where women work, shop and play.

Who are Strut's readers?

Research tells us that *Strut* strikes a chord with women who are:

- **Intelligent, independent, adventurous!** They're open to visiting new shops and restaurants, trying new activities, traveling, etc.
- **Do-ers and decision-makers!** They're white-collar professionals/entrepreneurs. Many are active in community and political causes. They're also supporters of the local arts/cultural scene (attend concerts, visit galleries and museums, etc.).
- **Intelligent, independent, confident!** They believe in continuing personal growth and self-improvement. They read books and magazines, belong to fitness clubs, take classes and attend lectures.
- **Willing and able to buy!** They're consumers of upscale goods and services (spa and salon services, fine wines, art, etc.).

Retail Rates (Color included)

	Open	3x	6x	12x
Full Page	\$2,299	\$1,954	\$1,839	\$1,724
1/2 Page	\$1,264	\$1,075	\$1,012	\$948
1/4 Page	\$690	\$586	\$552	\$517
1/8 Page	\$399	\$340	\$320	\$300

Placement guarantee \$250

Premium Position Retail Rates (Color included)

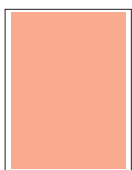
	Open	3x	6x	12x
Inside Front	\$2,499	\$2,124	\$1,999	\$1,874
Page 3	\$2,499	\$2,124	\$1,999	\$1,874
Inside Back	\$2,399	\$2,039	\$1,919	\$1,799
Back	\$2,799	\$2,379	\$2,239	\$2,099
Double Truck	\$3,398	\$2,889	\$2,719	\$2,549

ISSUE COVER DATE SPACE DEADLINE

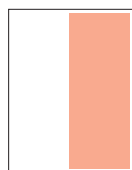
August 2007	July 10, 2007
September 2007	August 7, 2007
October 2007	September 11, 2007
November 2007	October 9, 2007
December 2007	November 8, 2007
January 2008	December 4, 2007
February 2008	January 8, 2008
March 2008	February 5, 2008
April 2008	March 4, 2008
May 2008	April 8, 2008
June 2008	May 6, 2008
July 2008	June 3, 2008

All rates include FREE AD DESIGN!

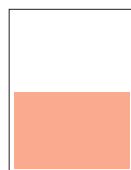
***Strut* is distributed the first week of each month.**



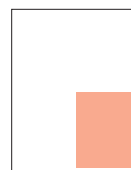
Full Page
9.667" x 11.25"



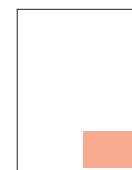
1/2 Page Vertical
4.75" x 11.25"



1/2 Page Horizontal
9.667" x 5.5"



1/4 Page
4.75" x 5.5"



1/8 Page
4.75" x 2.75"

rate card / distribution / demographics