

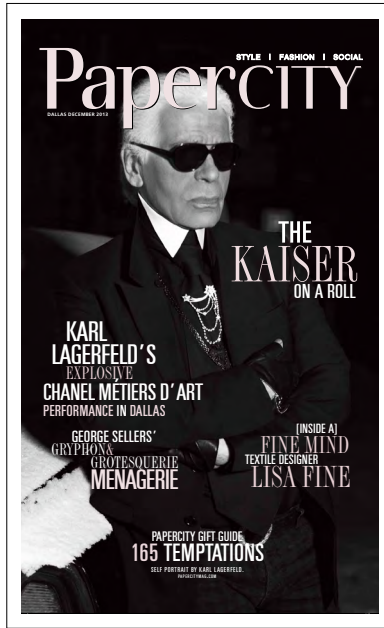
ABOUTUS

A HOST FOR THE CULTIVATED EYE, *PAPERCITY* INVITES READERS INTO A WORLD OF CONNOISSEURSHIP.

MISSION

Every month, *PaperCity* shares a distinctive point of view where social happenings intersect with FASHION, HOME DESIGN, ART and more in a confluence that MAKES STYLE HAPPEN.

Showcasing local tastemakers and exceptional individuals, *PaperCity* is about people and their impact on our unique markets. Every month, the magazine engages audiences through entertaining content that influences consumerism, and empowers readers by placing local style within the national portrait.



HISTORY OF LUXURY

Founded in 1994 in Houston, and extending to the Dallas market in 1998, *PaperCity* has been published longer than any other luxury regional publication and carries more luxury advertisers than any other regional magazine in Houston and Dallas. *PaperCity's* rich brand equity resonates in each print market, as well as online, and is anticipated as a monthly escape into inspiration, aspiration and beauty.



AUDIENCE

Our readers invest in style and luxury goods with intelligence and dedication, representing unparalleled purchase power. *PaperCity* speaks to curious and involved individuals who seek sophisticated experiences and prioritize philanthropic giving, shaping the Houston and Dallas culture, and helping define style.

PAPER CITY BRANDEQUITY



CONTENT VERTICALS

AT HOME WITH PC

DECOR / DESIGN / GARDENS / ARCHITECTURE

FASHION FORWARD

FASHION SPREADS / FASHION NEWS / STYLE PAGES / STORE OPENINGS

ART OF THE MATTER

EXHIBITIONS / PIECES TO ACQUIRE / GALLERIST / ARTIST PROFILES

SCENE AROUND TOWN

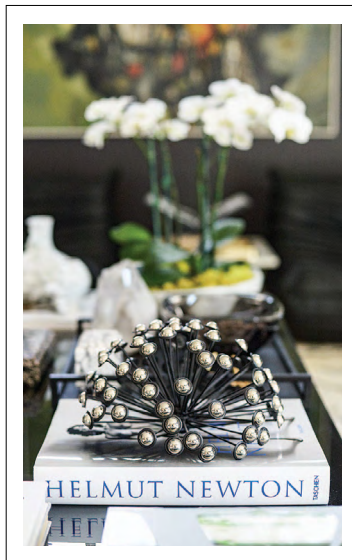
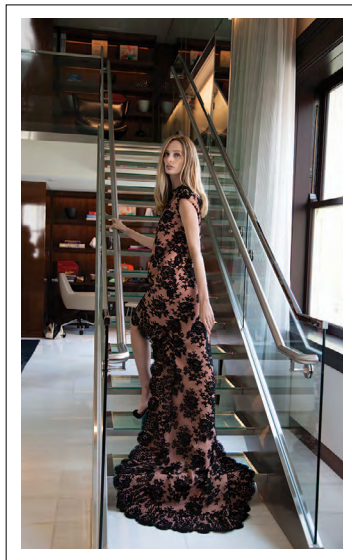
EVENTS / GALLERY OPENINGS / MEDIA SPONSORSHIP

PRINT CIRCULATION & READERSHIP

80,000
ISSUES
PER MONTH IN
DALLAS &
HOUSTON.

160,000
TOTAL
MONTHLY
CIRCULATION
TO TWO OF THE
LIVELIEST
MARKETS
IN THE
COUNTRY.

(SEPARATE MAGAZINES PRINTED
FOR EACH CITY.)



DALLAS

256,000 readers

80,000 total circulation

35,000 home delivery

75205, 75225, 75209

Highland Park, University Park — 10,090

75225, 75230 Preston, Hillcrest, Royal — 8,960

75209, 75229, 75220 Mockingbird, Tollway,
Midway, including Bluffview — 5,005

75248, 75252, 75287 Bent Tree,
Frankford Road — 4,085

75214 Lakewood/White Rock Lake — 2,500

75093 Plano (Preston, Tollway, Marsh) — 2,360

76092 Southlake — 2,000

HOUSTON

192,000 readers

80,000 total circulation

35,000 home delivery

77005 West University, Southampton,
Southgate — 10,025

77024 Memorial including West of
Gessner — 8,345

77479 Sugar Land — 3,610

77401 Bellaire (partial) and **77096** Meyerland
(partial) — 3,495

77019 River Oaks, Avalon, Afton Oaks — 3,325

77056, 77057 Tanglewood, Briargrove — 3,200

77380, 77381, 77354 Woodlands — 2,000

77042 Briargrove Park — 1,000

TOTAL COMBINED READERSHIP: 448,000

DISTRIBUTION

PAPERCITY DEPLOYS CONTROLLED DELIVERY TO 35,000 HOMES IN THE HIGHEST-INCOME NEIGHBORHOODS IN AND AROUND DALLAS, AND 35,000 IN HOUSTON. THE BALANCE OF ISSUES IS DISPERSED ON RACKS IN EACH CITY'S HOTTEST RESTAURANTS, CAFES, RETAIL STORES, COFFEEHOUSES, GOURMET MARKETS, BOOKSTORES, HIGH-RISES, HOTELS, HAIR SALONS, SPAS AND MORE. THIS METHOD HAS BEEN USED EFFECTIVELY SINCE 1994. RACKS ARE IN HIGHLY TARGETED, UPPER-MARKET VENUES.

HOME-DELIVERY QUANTITIES ARE THE ISSUE COUNTS DELIVERED IN THE GEOGRAPHIC AREAS AND DO NOT NECESSARILY ENSURE SATURATION OF A NEIGHBORHOOD. NUMBERS AND AREAS ARE SUBJECT TO ADJUSTMENT.

Source: GfK MRI Custom Study, Dallas & Houston, January 2014

READERPROFILE

	DALLAS	HOUSTON
Total Circulation	80,000	80,000
Average Issue Pass Along Rate	2.2	1.4
Total Readership	256,000	192,000
Gender		
Male	35%	28%
Female	65%	72%
Median Age	47.1	45.4
Read 3 out of 4 or 4 out of 4 Issues	88.9%	79.3%

AFFLUENT & EDUCATED

Average HHI	\$219,700	\$244,600
Median HHI	\$145,600	\$248,700
HHI \$150,000+	38.9%	50.2%
HHI \$250,000+	25.9%	36.8%
Median Net Worth	\$585,700	\$1,365,400
Net worth \$150,000+	50.9%	44.1%
Net worth \$250,000+	43%	42.8%
Net worth \$500,000+	37%	36.5%
Net worth \$1,000,000+	24.7%	30.1%
Use A Financial Planner	50%	49.5%
Own Primary Residence	72.2%	81.9%
Median market value	\$461,100	\$649,300
Market value \$750,000+	30.3%	38.4%
Market value \$1,000,000+	21.5%	32.3%
Market value \$2,000,000+	6.6%	10.6%
Plan to purchase (nxt 12 mos)	16.5%	14%
College Degree+	82%	85%
Post graduate degree	25%	33%

ADVERTISER CONVERSION SUCCESS

Reader Visited A Store/Restaurant/Establishment	83.2%	85.6%
Reader requested info on product/service	26.9%	21.7%
Reader bought/ordered a product/service	32.6%	29.8%
Reader cut out an advertisement	24.4%	23.4%
Reader visited an advertisers website	39.2%	36.8%

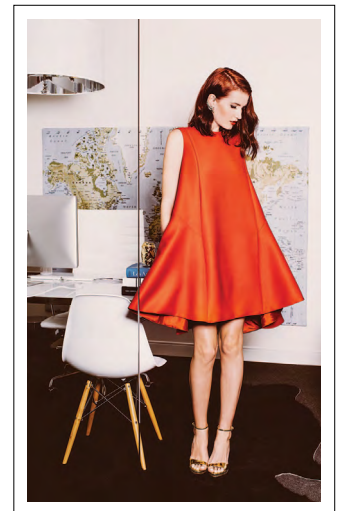
AN EXCLUSIVE READERSHIP

DALLAS

67.1% DO NOT VISIT CULTUREMAP
 69.9% DO NOT READ D MAGAZINE
 46.5% DO NOT READ D HOME
 49.7% DO NOT READ DALLAS MAGAZINE
 32.6% DO NOT READ FDLUXE
 63% DO NOT READ MODERN LUXURY INTERIORS
 50.9% DO NOT READ TEXAS MONTHLY

HOUSTON

42.8% DO NOT VISIT CULTUREMAP
 32.8% DO NOT READ HOUSTON MAGAZINE
 69.9% DO NOT READ HOUSTONIA MAGAZINE
 69.9% DO NOT READ MODERN LUXURY INTERIORS
 59.5% DO NOT READ TEXAS MONTHLY



READERPROFILE, CONT.

FASHION-FORWARD

Planned Spending Women's Clothing (nxt 12 mos)

	DALLAS	HOUSTON
\$3,000+	40.8%	50.2%
\$5,000 - \$9,999	13.6%	16.7%
\$10,000 - \$19,999	6.3%	11%

Planned Luxury Purchases (nxt 12 mos)

	DALLAS	HOUSTON
Watches (\$3,000+)	11.4%	12%
Fine jewelry (\$3,000+)	24.4%	27.4%

HOME DESIGN/DECOR-CENTRIC

Home Design/Interior Enthusiast

	DALLAS	HOUSTON
Extremely interested	38%	33.1%
Very interested	30.7%	30.1%

Planned Luxury Purchases (nxt 12 mos)

	DALLAS	HOUSTON
Art/Antiques (\$3,000+)	21.2%	28.8%
Home appliances/furnishings (\$3,000+)	44.3%	52.8%

WORLDLY TRAVELERS

	DALLAS	HOUSTON
Vacation Outside U.S. (last 3 yrs)	72.5%	76.3%
Traveled in private jet (last 12 mos)	19.9%	20.4%
Own vacation home	17.4%	23.7%

AUTO ENTHUSIASTS

	DALLAS	HOUSTON
Currently Own/Lease A Vehicle	97.8%	99.3%
Median number of vehicles owned/lease	2.4	2.7
Amt spent on most recent vehicle (\$50,000+)	29.1%	36%
Plan to purchase/lease vehicle (nxt 12 mos)	44.9%	45.2%
Plan to purchase/lease new vehicle (\$50,000+; nxt 12 mos)	15.2%	20.1%

SPIRITED TASTEMAKERS

	DALLAS	HOUSTON
Personally Drank An Alcoholic Beverage (last 6 mos)	91.5%	92.3%
Personally Drank An Alcoholic Beverage (last 7 days)	81.3%	83.3%

DIGITAL DEVOTEES

	DALLAS	HOUSTON
Reader Would Visit PaperCity Website	91.8%	93%
Use internet 1 hr+ per day (outside email or IM)	83.2%	84.3%
Research products/services on internet (daily to 2-6x per wk)	83.9%	82.9%
Purchase products/services on internet (daily to 2-6x per wk)	35.4%	43.8%

Additional industry-specific information is available – contact your account manager.



ANNUAL PAPER CITY CHARITY SPONSORSHIPS

PAPER CITY IS THE EXCLUSIVE PRINT-MEDIA SPONSOR of most major galas and events in Houston and Dallas—the magazine is placed in valet-parked cars or gift bags. In turn, the magazine is enjoyed by discerning consumers who invest in luxury items with intelligence and dedication. These are the eyes that you want to see your ad.

HOUSTON

2014 FALL SOCIAL SEASON

SEPTEMBER

Simon Fashion Evening
Baylor College of Medicine Lester & Sue
Smith Breast Cancer Center Stiletto Strut
at Neiman Marcus
Houston Fine Art Fair Kickoff at
Neiman Marcus
Houston Fine Art Fair including
Opening Night
Houston Symphony Opening Night
Houston Antiques + Art + Design Show
including Kickoff
Texas Contemporary Art Fair Fair including
Opening Night and Kickoff
Trina Turk opening parties at Houston
Galleria and The Woodlands
Community Arts Collective Luncheon
The Beacon Come to the Table Chefs' Benefit
for the Homeless

OCTOBER

Alley Theatre Wild Things: Men's Evening
Society for the Performing Arts Luncheon
Aurora Picture Show Award Dinner
Saks Key to the Cure Kickoff + Weekend
Children's Museum of Houston Gala
The Houston Design Center Fall Market
John Varvatos store opening event
Project Row Houses 20th Anniversary Gala
Holiday Shopping Card

Moore School of Music Luncheon
Art League Houston Gala
Easter Seals Greater Houston The Bash:
A Halloween Happening

NOVEMBER

Alley Theatre Deck the Trees
CancerForward Luncheon
RDA Gala
Catwalk for a Cure and Saks Fifth Avenue
Fashion Show
CDC Art on the Avenue Auction
Contemporary Arts Museum Houston Another
Great Night in November
Glasstire Auction
Holocaust Museum Houston Award Luncheon
Orange Show Center for Visionary Art Gala
Trees of Hope Gala benefitting Star of Hope
Una Notte in Italia benefitting Bo's Place
DiverseWorks' Fashion Fête

DECEMBER

Houston Symphony Magical Musical Morning
Legacy Community Health Services
Holiday Schmooze

2015 SPRING SEASON

JANUARY

Lawndale Art Center The Return of Hair Ball

FEBRUARY

Asia Society Texas Center Tiger Ball

Houston Ballet Ball
Houston Center for Photography Auction
Memorial Park Conservancy The Green Gala
Houston Symphony Maestro's Wine Dinner

MARCH

Alley Theatre Sporting Clays Shoot
The Houston Design Center Spring Market
Houston Symphony Children's Fashion Show
and Luncheon

APRIL

Asia Society Texas Center Spotlight Asia
Contemporary Arts Museum Houston Gala
Lawndale Art Center Design Fair
Moore Society Annual Dinner Concert
Rice Design Alliance Home Tour
Society for the Performing Arts Gala

MAY

Alley Theatre Ball
Blaffer Museum Gala
Heroes and Handbags Brunch
Houston Symphony Ball
Houston Art Car Parade VIPit Party
PaperCity Design Awards at The Houston
Design Center
Holocaust Museum LBJ Moral Courage
Award Dinner

JULY

ArtHouston Citywide Gallery Summer
Open House

DALLAS

2014 FALL SOCIAL SEASON

SEPTEMBER

Crystal Charity Ball Ten Best Dressed Fashion
Show and Luncheon
Private Dinner with PaperCity and
Mario Testino celebrating Alta Moda
at Dallas Contemporary
HARVEST benefitting North Texas Food Bank
Gala Evening Celebrating Qatar Airlines
in Dallas Market
Hublot Opening Event

OCTOBER

Partners Card 2014
Cattle Baron's Ball
ReuNight benefitting The Family Place

NOVEMBER

Flora Award
The Art of Film Wipe Out Kids' Cancer

Fashion Group International Dallas,
Night of Stars with Zac Posen
C.A.R.E. Breakfast

DECEMBER

Crystal Charity Ball

2015 SPRING SEASON

FEBRUARY

Go Red For Women Luncheon benefitting the
American Heart Association of Dallas
Living with Bob: A Salute to Robert A. Wilson
benefitting The Aging Mind Foundation

MARCH

Ronald McDonald House of Dallas Young
Friends Annual Fund-raiser
A Special Evening benefitting LaunchAbility
House of DIFFA (pending)

APRIL

Dallas International Film Festival

Dallas Art Fair Including Opening Night Gala
MTV RE:DEFINE benefitting the MTV Staying
Alive Foundation and Dallas Contemporary
Chick Lit Luncheon benefitting Community
Partners of Dallas
Heroes and Handbags
Greer Garson Gala
Mad Hatter's Tea benefitting Women's
Council of the Dallas Arboretum and
Botanical Garden
Stiletto Strut benefitting The Family Place

MAY

TACA Party on the Green
Centerstage Gala benefitting Dallas
Theatre Center
Callier Cares Luncheon benefitting the Callier
Center for Communication Disorders
Man and Woman of the Year benefitting The
Leukemia & Lymphoma Society (pending)

2015 EDITORIAL HIGHLIGHTS

EVERY ISSUE OF *PAPERCITY* RICHLY REPORTS ON THE WORLDS OF FASHION, HOME DESIGN, ART AND SOCIAL. OUR CULTIVATED, WORLDLY, WITTY CONTENT SHARES A LOCAL PERSPECTIVE ON CONNOISSEURSHIP THAT PLACES OUR MARKETS WITHIN THE NATIONAL LANDSCAPE.

OUR CORE CONTENT:

RETAIL RAP: New stores, trunk shows, fashion fêtes and designer appearances.

ART NOTES: A thoughtful overview of upcoming museum and gallery exhibits, special shows, theater, music and more.

ESTEEMED SOCIAL COVERAGE: Notable and stylish individuals, and how their tastes and traditions shape the communities in which we live — and, of course, PARTIES!

RESTAURANT BUZZ: What's opening, new chefs, new menus and what to try around town, with all the taste and none of the critique.

FRONT-OF-BOOK FEATURES: Fashion, home, art, food, travel and more to keep our readers in-the-know.

EDITORIAL WELL-FEATURES: Style pages. Fashion spreads. Home interiors and accessories in *PaperCity Decoration*. Profiles on artists, philanthropists and prominent local individuals. Unique features that invite readers into a luxury world of craftsmanship and beauty.

ISSUE CLOSE-UP

JANUARY

HOME + ART ISSUE

DEADLINES: SPACE Nov. 27
ART Print-Ready Dec. 1 • To-Build Nov. 25
ON STANDS Jan. 1

FEBRUARY

**WEDDINGS
FASHION
TRAVEL**

DEADLINES: SPACE Dec. 27
ART Print-Ready Jan. 1 • To-Build Dec. 27
ON STANDS Feb. 1

MARCH

**SPRING FASHION
HOME + ART**

DEADLINES: SPACE Jan. 27
ART Print-Ready Jan. 31 • To-Build Jan. 25
ON STANDS March 1

APRIL

**FASHION
HOME + ART**

*SPECIAL SECTION (HOUSTON & DALLAS): DALLAS ART FAIR
DEADLINES: SPACE Feb. 27
ART Print-Ready Feb. 28 • To-Build Feb. 27
ON STANDS April 1

MAY

**BEAUTY ISSUE
SUMMER FASHION
HOME + ART**

DEADLINES: SPACE March 25
ART Print-Ready April 1 • To-Build March 26
ON STANDS May 1

JUNE

**WEDDINGS
TRAVEL: SUMMER DESTINATIONS
STYLE**

DEADLINES: SPACE April 27
ART Print-Ready May 1 • To-Build April 25
ON STANDS June 1

JULY

**HOME + ART ISSUE
STYLE**

DEADLINES: SPACE May 26
ART Print-Ready May 31 • To-Build May 25
ON STANDS July 1

AUGUST

**RE-ENTRÉE: Re-entering the Fall Social Season
— Where to Go and What to Do
STYLE**

DEADLINES: SPACE June 25
ART Print-Ready July 1 • To-Build June 27
ON STANDS Aug. 1

SEPTEMBER

**FALL FASHION
HOME + ART, INFLUENCERS**

*SPECIAL SECTION (DALLAS): THE 2014 CRYSTAL CHARITY BEST DRESSED WOMEN OF DALLAS
DEADLINES: SPACE July 25
ART Print-Ready Aug. 1 • To-Build July 25
ON STANDS Sept. 1

OCTOBER

**FASHION
TREND WATCH: TIMEPIECES
HOME + ART**

*SPECIAL SECTION (DALLAS): CATTLE BARON'S BALL
DEADLINES: SPACE Aug. 26
ART Print-Ready Sep. 1 • To-Build Aug. 27
ON STANDS Oct. 1

NOVEMBER

**MEN'S ISSUE
FINE JEWELRY
FALL MEN'S AND WOMEN'S FASHION
HOME + ART, FOOD**

DEADLINES: SPACE Sept. 26
ART Print-Ready Oct. 1 • To-Build Sept. 25
ON STANDS Nov. 1

DECEMBER

**HOLIDAY GIFT GUIDE
FINE JEWELRY
STYLE**

DEADLINES: SPACE Oct. 24
ART Print-Ready Oct. 31 • To-Build Oct. 25
ON STANDS Dec. 1

NATIONAL LUXURY BRANDS & PRESTIGE LOCAL PARTNERS

A BIENTOT
ADARA MEDICAL SPA/
DERMATOLOGICAL ASSOCIATION
OF TEXAS
AKRIS
ALLIE BETH ALLMAN & ASSOCIATES
ANTIQUES OF RIVER OAKS
ARHAUS
BACHENDORF'S
BISCUIT HOME
BERING'S HARDWARE
BOTTEGA VENETA
BRIGGS FREEMAN,
SOTHEBY'S INTERNATIONAL
BVLGARI
CADILLAC (REGIONAL)
CALYPSO ST. BARTH
CANTONI
CARL MOORE ANTIQUES
CAROL PIPER RUGS
CARTIER
CASA DE NOVIA BRIDAL
CHANEL
CIRCA LIGHTING
DAVE PERRY MILLER
DAVID BROWN FLOWERS
DAVID LACKEY ANTIQUES & ART
DAVID SUTHERLAND
DAVID YURMAN
DEBOULLE
DENNIS BRACKEEN DESIGN GROUP
DEUTSCH & DEUTSCH JEWELERS
DIOR
DONOHO'S JEWELLER'S
DVF
EILEEN FISHER
EISEMAN JEWELERS
ELIZABETH ANTHONY
ERMENEGILDO ZEGNA
FENDI
FESTONI HOME
FORTY FIVE TEN
FOUND FOR THE HOME
GEORGE CAMERON NASH
GITTINGS
GRAF
GREENWOOD KING REALTORS

HENRI BENDEL
HERMES
HIGHLAND VILLAGE HOUSTON
HIGHLAND PARK VILLAGE DALLAS
HOUSTON DESIGN CENTER
HUBLOT
INTERNUM & DESIGN
INWOOD VILLAGE
IW MARKS JEWELLERS
JAGUAR (REGIONAL)
J. DOUGLAS DESIGN
J. LANDA JEWELRY
J. MCLAUGHLIN
JOHN DAUGHERTY REALTORS
JOHN VARVATOS
THE JOULE
KATE SPADE
KATIE DESIGN JEWELRY
KAY O'TOOLE ANTIQUES
KELLY MITCHELL FINE JEWELRY
KENDRA SCOTT JEWELRY
KUHL-LINSCOMB
LA MARQUE BOUTIQUE
LAGO
LAM BESPOKE
LE CREUSET
LEWIS JEWELERS
LIGNE ROSET
THE LINEN BOUTIQUE
LIZ SPRADLING ANTIQUES
LONGORIA COLLECTION
LOUIS VUITTON
M. NAEVE ANTIQUES
& UNCOMMON LUXURIES
MADISON LILLY RUGS
MARIQUITA MASTERSON
MAC COSMETICS
MATT CAMRON RUGS
MATTHEW TRENT JEWELRY
MATHEWS NICHOLS REAL ESTATE
MARTHA TURNER,
SOTHEBY'S INTERNATIONAL
MESERO
MITCHELL GOLD + BOB WILLIAMS
MONT BLANC
MORE THAN YOU CAN IMAGINE
MOXIE

MRS PK&OZ
NAZAR'S FINE JEWELRY
NEIMAN MARCUS
NORTH PARK MALL
OMEGA
PAST ERA FINE ANTIQUE JEWELRY
PROMEMORIA
QUEEN OF HEIRS JEWELRY
ROCHE BOBOIS
ROBERTO CAVALLI
ROLEX
SAKS FIFTH AVENUE
SALVATORE FERRAGAMO
SAVANNAH HOUSE
SEVEN FOR ALL MANKIND
SHOPBOP
SPACES FOR HOME
STELLA MCCARTNEY
TENENBAUM & CO.
TEXAS BALLET THEATRE
TEXAS CHILDREN'S HOSPITAL
THOMAS MARKLE JEWELERS
TIFFANY & CO
TOD'S
TOM FORD
TOOTSIE'S
TRIBUTE GOODS DESIGN
TRINA TURK
SAKOWITZ FURS
SCOTT + COONER
SEWELL
SIMON (GALLERIA HOUSTON & DALLAS)
SKELTON - ST. JOHN ANTIQUES
AND INTERIORS
ST. BERNARD SPORTS
STANLEY KORSHAK
SUSAN SAFFRON JEWELRY
SZOR COLLECTIONS
UPTOWN PARK
VALENTINO
VAN CLEEF & ARPELS
VERSACE
WEST AVE
WILLIAM NOBLE RARE JEWELS
YLANG 23
ZADOK JEWELERS

SPECS

HOW TO ELECTRONICALLY SUBMIT YOUR ARTWORK: FILE-TRANSFER INSTRUCTIONS USING THE 'MASS TRANSIT' PORTAL

From any Web browser, go to: <http://12.183.220.217>

Username: paper

Password: P@per1

- Click the 'Send Files' tab at the top right.
- Click 'Select Files' button and start selecting the file(s) or folder(s).
- Click the 'Send' button on the right when all your files are selected.

We highly recommend that users who send files to us on a regular basis download the MassTransit Plug-in (located at the top right corner of the screen) for sending and receiving files. It will allow you to select multiple files and folders at one time to send, rather than selecting one at a time.

Alternate Upload System: If you are unable to upload files, contact reynel@papercitymag.com.

E-mail: Please DO NOT send graphic files through e-mail.

AD SIZES W/BLEED	WIDTH	HEIGHT
Full Page Bleed*		
Bleed	11.875"	19"
Trim	10.875"	18"
Safety	10.375"	17"
Super Junior Bleed*		
Bleed	8.842"	19"
Trim	8.342"	18"
Safety	8.092"	17"

* Bleed optional on Full Page and Super Junior Ads only.
* Do to the design and printing process that PaperCity incorporates, the final printed size of an ad could be nominally larger or smaller than the specs outlined herein.

AD SIZES W/NO BLEED	WIDTH	HEIGHT
Full Page	10.375"	17"
Super Junior	8.092"	17"
Junior Page	8.185"	12.574"
1/2 Horizontal	10.375"	8.55"
Magazine Page	8.18"	9.694"
1/3 Page	8.18"	7.439"
1/4 Page	5.065"	8.55"
1/8 Page	5.065"	4.15"

PRODUCTION NOTES:

Color: All ads must be CMYK. RGB and PMS (Pantone Matching System) colors are not acceptable.

Images: All images must be in CMYK or Grayscale mode at 300 dpi saved as TIFF or EPS. JPEGs and image files using indexed color, RGB mode or LZW compression will not output correctly.

Ink density: Maximum ink density for any CMYK image should be 280%.

Fonts: Please include all fonts used in your layout. Do not stylize fonts in Quark XPress as this may cause them to output incorrectly.

Intervention: Clients submitting files incorrectly will be billed any extra charges required for proper image reproduction.

Shipping: 3411 Richmond Avenue, Suite 600 • Houston, TX 77046 • 713.524.0606 • Please send all artwork to your account manager's attention.

SUBMISSION GUIDELINE FOR DIGITAL MATERIALS

General:

PaperCity is printed via heat-set web offset at 150 lpi on 45-pound gloss web offset stock.

Acceptable Media:

PaperCity accepts CD and DVD only. Film is NOT accepted.

File Types Supported:

We accept Native Quark XPress, Adobe InDesign, Adobe Illustrator and Adobe Photoshop files as well as CT, TIFF, EPS and PDFx1a files.

PaperCity only accepts Native files for the **Macintosh platform**. Any files prepared on the Windows platform must have all fonts converted to outlines. (Note to Quark users: XPress does not support this option.) PDFs created in graphic applications are not press-ready PDFs.

Transparency settings and overprint can sometimes be an issue. Most of these issues occur during plating. To avoid these potential problems, it is important to provide a contract proof with any PDF. Problems will be evident on the proof.

Required Proof:

In order to maintain the most accurate color reproduction in our publication, we prefer a calibrated, GATF/SWOP-approved proof with color bars and marks. **These proofs include:** Matchprint (digital or analog), Creo Proof, Polaroid Proof, Kodak Approval. For more information about GATF/SWOP standards, go to: www.swop.org/

Due to the nature of the printing process and paperstock that *PaperCity* incorporates, color may vary somewhat from preferred proofs.

Unacceptable proofs include but are not limited to: HP 5000, Epson5000/9000/10000, Inkjet and Color Laser Copier. These devices do not meet GATF/SWOP standards.

***PaperCity* will discard artwork after one year of run month. Artwork will be withheld until account is current.**

Please supply a SWOP-certified proof. We cannot guarantee SWOP standard color matching with a non-contract grade proof. If a proof is not supplied, we cannot assume liability for omissions, misprints or font defaults. If you have any questions, please call us for specifications prior to submitting your file.

PaperCity

M A G A Z I N E

LARGE FORMAT.
LARGE CIRCULATION.
LARGELY READ.

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