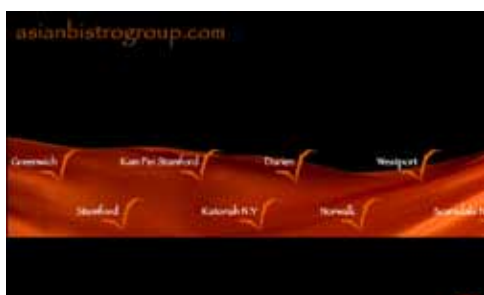


Select Clients



www.mickeysherman.com



www.asianbistrogroup.com



www.lecirquedesigns.com



www.marrycaribbean.com

203 Media Group specializes in web design and development, video, marketing, event planning, and print and television advertising. We are committed to excellence in positioning products and marketing to an affluent client base. Our efforts are focused on local companies and the ability to enhance brand outreach and lead generation with a multimedia approach. One of our many strengths is being able to build a brand and work closely through partnerships to achieve our optimal goal; and that is to build a network using photography, video, and print. We currently have over 80 websites completed in our market with several commercials airing on primetime television.

203 Modern Affluent Living is a quarterly print magazine distributed in Fairfield County, Connecticut. Fairfield County is comprised of some of the most affluent towns and cities located in the United States. *203 Modern Affluent Living's* demographic consists of high-net worth individuals in Fairfield and Westchester counties. 25,000 copies are printed and distributed in this region, of which 4,000 are direct mailed to clients who have an average household income of \$350k or greater. Also included are 2,000 clients who subscribe to the *New York Sunday Times*.

We are rapidly increasing awareness through subscriptions and promotional events. Here are some of the products and services offered:

- Web Design & Development
- Web Optimization
- Ad Creation
- Graphics
- Video
- Internet Outreach
- Print Magazine
- Event Planning (Weddings, Grand Openings, Concerts, Product Launches, etc...)

MISSION STATEMENT

203 Modern Affluent Living will provide captivating content and vivid visuals featuring the modern affluent lifestyle in Southwestern Connecticut, the Greater New Haven area, and Westchester, New York.

OUR GOAL

203 Modern Affluent Living's goal is to inform Fairfield, New Haven, and Westchester County residents of the diverse activities, entertainment, personalities, and lifestyles in our prestigious area. The magazine's content will be relative and engaging and delivered with sophisticated modern style. *203 Modern Affluent Living* promises to give customers the very best inside view on the hippest places to go, most memorable things to do, and highly fascinating people right here in our area code.

PROFILES



203 Modern Affluent Living will profile celebrities, CEOs, and influential people from Fairfield County, Westchester County, and the surrounding areas. Interviews will explore their favorite places to dine, their best kept secrets in the area, and what the region means to them now.

DESTINATIONS



From local five-star hotels to NYC to overseas, *203 Modern Affluent Living* will inform readers on the best places to travel throughout the year, and how to get there in style.

LEISURE



Our coverage and unparalleled insight into the many fascinating activities and entertainment available in the 203 area will leave you feeling you can't wait to experience them.

FINER THINGS



203 Modern Affluent Living will discover and report on the finest goods and services that cater to the modern affluent lifestyle.

HOME



We are pleased to announce that we are including content from *The Modern Estate* magazine, a two-time national award winner for editorial excellence. Luxury-home, architecture, and design content from *The Modern Estate* team will appear in every issue of *203 Modern Affluent Living*.



BONUS DISTRIBUTION

One of the many benefits of advertising with *203 Modern Affluent Living* is the unique liaison this magazine creates between your business and valued customers. In addition to the traditional, proven techniques of distribution, we provide effective and creative ways to put your company in front of customers. *203 Modern Affluent Living* will rapidly increase awareness, subscriptions, and overall distribution through various promotional events.

203 MODERN AFFLUENT LIVING PROMOTIONAL EVENTS

Promotional events are focused on increasing awareness and subscriptions to our magazine and your ads. These events will be held in popular restaurants, lounges, and night time establishments frequented by the customers your business desires.

SPONSORED EVENTS

203 Modern Affluent Living will sponsor a multitude of events which will range in focus, but deliver consistent reach to the customers you covet.

Including:

Holiday Parties, Grand Openings, Re-openings, Fashion Shows, Product Launches, and much more.

203 MODERN AFFLUENT LIVING BUSINESS EXPOSURE EVENTS

This is your chance to showcase your business to potential customers. Our advertising clients and partners will be featured at our business exposures events. Guests will be subscribers and readers who have expressed interest in the participating companies' services and products.

REACH THE CUSTOMERS YOU WANT MOST!

When you advertise in *203 Modern Affluent Living*, you are plugging into a network. This network is comprised of affluent businesses and readers who participate in our publication in order to facilitate the relationship between the two. With creative ways to bring advertisers and readers together, our publication is the perfect way to increase awareness and sales.



The 203 Media Group’s internet site, www.203lifestyle.com, is the online portal to the affluent world of Fairfield County and the rest of the 203 region. The website is a destination exhibiting the liveliness within the three counties of Fairfield, Westchester, & New Haven.

Features

- Articles in the print edition of the magazine will direct readers to extended information and related pieces contained on the website.
- Video content including interviews and special events.
- A restaurant directory featuring the best restaurants in the area.
- Event listings showcasing the many activities available to residents and visitors.
- Photo albums displaying 203 Media Group events’ attendants and guests’.
- Captivating blogs provide additional unique content and continual updates in order to engage viewers and create a dedicated audience.
- Newsletters delivering requested content to over 130,000 unique readers.
- Unique advertising opportunities allow businesses to sponsor advertorials, provide integrated content, and showcase products and services through our newsletters.

SPECS: Online ads can be submitted in any of the three ad sizes offered for the site.

STANDARD FILE FORMATS: Ads can be submitted in the following formats:

JPG, GIF, PNG

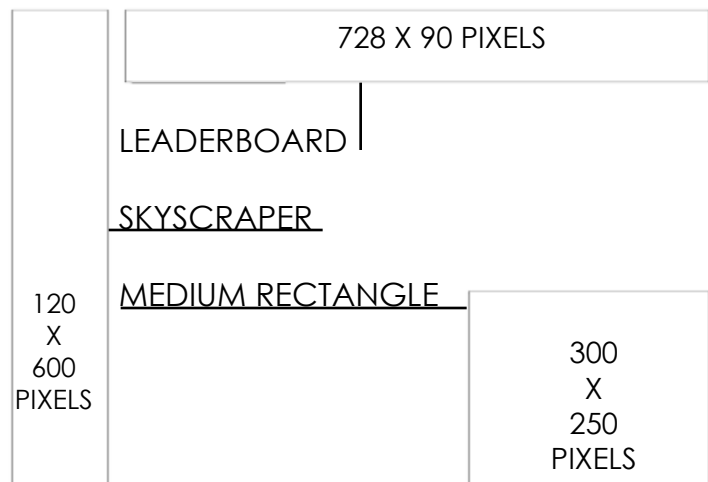
Maximum file size cannot exceed 60KB.

FLASH: Flash ads (SWF) must be submitted with the accompanied FLA file and meet the following guidelines:

Under 100KB, No Sounds, Max. 30secs animation

TRANSFER METHODS:

Please follow the same methods as described on the Advertising Spec + Requirements page.





DEMOGRAPHICS

- 203 Modern Affluent Living is distributed in Fairfield and New Haven Counties, which encompasses Connecticut's most affluent towns and cities.
- 31% of our distributed population is aged 20-45. A goldmine for advertisers!
- 203 Modern Affluent Living can reach the 1.8 million residents of Fairfield and New Haven Counties.
- 32% of our potential readers live in a household with over \$100k in income.
- Our targeted distribution models reach households with incomes over \$200k.
- 203 Modern Affluent Living's target customers are among the wealthiest people in the United States.

Household Income in Fairfield County:

Darien	\$243,966
Fairfield	\$152,650
Greenwich	\$211,603
New Canaan	\$247,220
Stamford	\$115,174
Weston	\$233,441
Westport	\$220,449

Fairfield County **\$128,398**

Data provided by ESRI 2009 Demographic & Income Profile, www.esri.com/bao

DISTRIBUTION

25% Direct mail to high net-worth residents of Fairfield County in the above demographic.

15% Distributed to advertisers and clients of contributors.

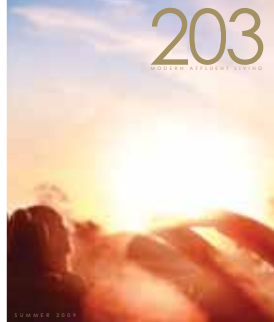
35% Distributed to hotels, physicians' offices, and local businesses in our target demographic.

25% Provided to attendants of special events, subscription fulfillment, and public relations.

2009/2010 EDITORIAL CALENDAR



PREMIERE ISSUE
 Tennis Star James Blake
 Casino Christmas
 New York Heli Service
 NYC Holiday Shopping Spree
 Winter Wear
 203 Holiday Dining



SUMMER ISSUE
 LaTarte Swimwear
 Dominican Republic
 Spring Fashions
 Wisteria Hill
 Cocktails
 Haute Cuisine



FALL ISSUE
 Matt BonGiovanni
 Louis' Lunch
 Rock Climbing
 Chocopologie
 Hershey Park
 Orlando Developments



WINTER ISSUE
 Rob Mathes
 Mystique
 Barcelona
 Fashion
 Interior Design
 Field House

2010 RATES

4/C RATES	1X	2X	4X	8X
Full Page	\$2,500.00	\$2,400.00	\$2,100.00	\$1,700.00
Half Page	\$1,600.00	\$1,550.00	\$1,450.00	\$1,250.00
Spread	\$3,450.00	\$3,250.00	\$2,850.00	\$2,650.00
Cover 2/3	\$3,325.00	\$2,850.00	\$2,500.00	\$2,350.00
Cover 4	\$4,150.00	\$3,550.00	\$3,100.00	\$2,900.00

2010 ONLINE ADVERTISING RATES

# OF QTRS	1X	2X	3X	4X
Leaderboard (728x90px)	\$250.00	\$215.00	\$195.00	\$175.00
Skyscraper (120x600px)	\$250.00	\$215.00	\$195.00	\$175.00
Medium Rectangle (300x250px)	\$250.00	\$215.00	\$195.00	\$175.00

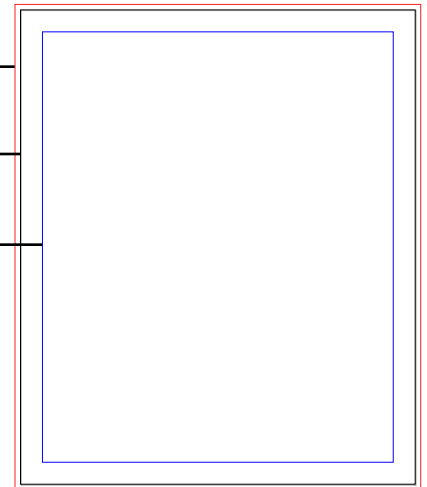


ADVERTISING SPECS + REQUIREMENTS

BLEED - 0.125IN PAST THE TRIM

TRIM - 9IN X 10.875IN

SAFE AREA - .5IN FROM THE TRIM



SPECS: Full page ads in 203 should be 9in. x 10.875in. trim with a .125in. bleed on all sides. For more detailed information see chart above. Note: We prefer fractional ads to be non-bleed. If a fractional bleed ad is submitted, we reserve the right to place a border around it if our layout needs require us to do so.

FILE FORMAT: PDF All fonts and images must be embedded. Images must be CMYK and high resolution (300 dpi recommended). All other ad elements must have their color defined as CMYK. It is highly recommended that PDF files adhere to the PDFX1a standard. PDF should be generated including the bleed and with crop marks set to the trim.

PROOF REQUIRED: Digital materials must also be accompanied by a contract proof that conforms to SWOP (Epson or Kodak approval). If we do not receive a proof that conforms to SWOP, we cannot guarantee accurate color reproduction in the magazine. If you need a proof provided for you, please let us know.

TRANSFER METHODS:
Email: ads@203lifestyle.com

FTP: <ftp.ads.203lifestyle.com> User ID: ads203
Password: 49wallstreet
HTTP: photos.203lifestyle.com

Please direct any issues to Thomas McGovern, 203.354.7128

SENDING PROOFS & MAILING FILES

METHOD: Mail or deliver proofs to the below address. If you are unable to transfer PDF files via FTP, you may send the files on disk to the below address.

ATTN: Thomas McGovern - AD
203 Modern Affluent Living
49 Wall St.
2nd Floor
Norwalk CT, 06850

PRINT ADVERTISING DIMENSIONS

FULL PAGE	SPREAD	1/2 HORIZONTAL	1/2 VERTICAL
Full Page (Trim) 9" x 10.875"	2 Pg Spread (Trim) 18" x 10.875"	1/2 Horizontal (Trim) 9" x 5.406"	1/2 Vertical (Trim) 4.5" x 10.875"
Full Page (Bleed) 9.25" x 11.0625"	2 Pg Spread (Bleed) 18.25" x 11.0625"	1/2 Horizontal (Bleed) 9.25" x 5.656"	1/2 Vertical (Bleed) 4.75" x 11.0625"
Full Page (Live) 8" x 9.812"	2 Pg Spread (Live) 17" x 9.812"	1/2 Horizontal (Live) 8" x 4.906"	1/2 Vertical (Live) 4" x 9.812"

ONLINE ADVERTISING REQUIREMENTS +DIMENSIONS

SPECS: Online ads can be submitted in any of the three ad sizes offered for the site.

STANDARD FILE FORMATS: Ads can be submitted in the following formats:

JPG, GIF, PNG

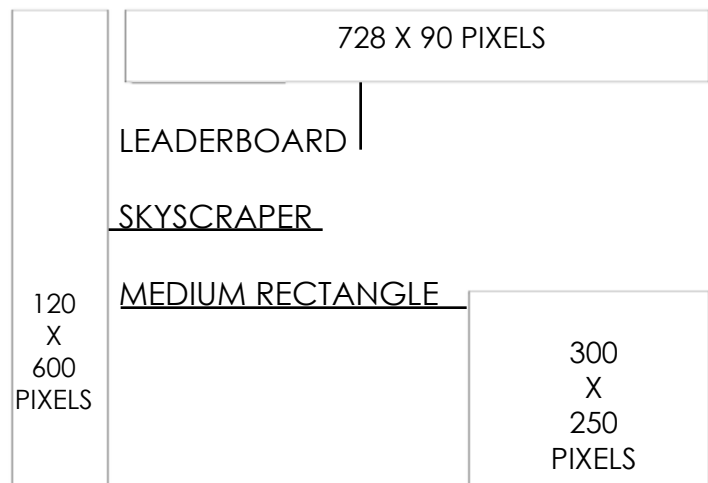
Maximum file size cannot exceed 60KB.

FLASH: Flash ads (SWF) must be submitted with the accompanied FLA file and meet the following guidelines:

Under 100KB, No Sounds, Max. 30secs animation

TRANSFER METHODS:

Please follow the same methods as described above.





TERMS, CONDITIONS, & CONTRACT

ADVERTISER: _____ CONTACT: _____

BILLING ADDRESS: _____

PHONE: _____ EMAIL: _____

<i>203 Modern Affluent Living</i>	1x	2x	4x	8x
Ad Size				
Rate				

NOTES: _____

- **50% Balance due on contract via credit card or check, remainder due at publication street date.**
- **5% discount offered for full payment at contract signing.**
- All rates are net agency commission.
- Advertiser may not cancel after ad is submitted.
- All submitted advertising must meet Ad Specification Document.

PAYMENT - Payment for all space, production and position changes is due on publication street date. A finance charge of 1.5% will be applied to all invoices unpaid 30 days from street date. Advertisers more than 60 days late with their payment to 203 Media Group, LLC. must pay outstanding invoices or submit cash with copy before any additional insertions will be accepted. Advertiser and agency are jointly and severally liable for all invoices. The Publisher will not release the advertising agency from liability even if a sequential liability clause appears in the submitted contract, insertion order, purchase order, etc. If an agency is past due exceeding 90 days, 203 dictates that the client be directly notified of the past due situation and be informed that the client is together and severally responsible for the deficient amount detailed. Failure to pay balance will result in credit card number provided being charged for remainder of balance including finance charges. Publisher will not be held accountable by any conditions appearing in a contract or an insertion order that are in conflict with the Publisher's policies.

SHORT RATES AND REBATES - Frequency discounts are based on the number of insertions placed within a twelve month period from the date of the first insertion. Advertisers will be responsible to pay whole amount on street date of first advertisement publication, failure to pay total balance will result in ad rate prorated to single-issue rate.

CANCELLATIONS - Cancellations can be received up to and including the published materials due dates. The Publisher reserves the right to repeat an advertiser's previous advertisement or charge for the space, if acceptable material is not submitted by this deadline.

PAYMENT OPTIONS

By Check:

Made to: **203 Media Group, LLC**

Mailed to: 49 Wall ST., 2nd Floor, Norwalk CT 06850

VISA/MASTERCARD:

Billing Name: _____

Address: _____

Card #: _____

Exp. Date: _____ Security#: _____

Signature: _____

ADVERTISER SIGNATURE: _____

DATE: _____

203 MEDIA GROUP LLC SIGNATURE: _____

DATE: _____

203 Modern Affluent Living
 49 Wall Street, 2nd Floor, Norwalk Connecticut 06850
 Office: 203.354.7128 Fax: 203.413.6402
 Advertising: John Estrada, 203.354.7128, john@203lifestyle.com
 www.203lifestyle.com