



Oz Magazine

MEDIA KIT 2008-2010



Oz Magazine is a business-to-business magazine for and about Atlanta's visual communication, entertainment and media industry.

Oz celebrates the dedicated and accomplished individuals and businesses in Atlanta's visual communication, entertainment and media industry, and their extraordinary creativity. Oz offers comprehensive resources for identifying and hiring the individuals and companies whose creativity and work consistently stand out.

Oz Magazine is a winner. For eight years in a row, Oz took home Gold GAMMA Awards from the Magazine Association of the Southeast including several for General Excellence in the business-to-business category. Oz is also the winner of two merit awards from the Society of Publication Designers, a winner of two Certificates of Distinction from the Show-South Awards, a Silver Flame winner from the International Association of Business Communicators, and winner of four Awards of Excellence from the Printing Industry Association of Georgia, including Best of Category for Bound Publications.

OZ PUBLISHING, INC.

404.633.1779

800.705.1121

2566 SHALLOWFORD ROAD

SUITE 104, #302

ATLANTA, GA 30345

www.ozonline.tv / oz@ozonline.tv



Publishing brings you...

Readership

Oz Magazine is the preeminent Business-to-Business journal for and about Atlanta's visual communication and media industries, as it has been since 1993.

Oz readers are professionals of an average age of 25 to 50 with average annual salaries ranging from \$40,000 to \$90,000. The owners, partners, and managers of visual communication companies, media companies and corporate media and marketing departments read the magazine widely and consistently. Their salaries range as high as \$200,000 annually.

Circulation

Oz Magazine prints and distributes 10,000 issues bi-monthly, every two months.

Distribution

DIRECT MAIL

Oz mails approximately 1,500 magazines to subscribers and marketing and communication professionals in businesses and companies who are in a position to hire the services and equipment offered by Oz advertisers.

DIRECT DELIVERY

Oz delivers approximately 2,500 magazines to the monthly meetings of professional associations and organizations that serve communication, marketing and media professionals.

AROUND TOWN

Free of charge, Oz distributes the balance of the magazines at various companies and retail outlets throughout metro Atlanta. These companies and retail outlets tend to cater to the communication, marketing and media professional.



Publishing brings you...

Editorial

Oz Magazine is about people — the many fascinating people who make Atlanta a major mover in the visual communication industry — and the creative and business hurdles they confront.

Every issue delivers cover stories and features focused on visual communication issues and the people and companies that tackle them. From overnight sensations to inglorious downfalls, from insidious pitfalls to long-term perseverance and success, Oz Magazine brings their stories alive.

Regular columns include:

Voices - Direct from the trenches, these first-person reports come from industry notables and ne'er-do-wells alike. Barely edited, sometimes anonymous, they deliver shameless epistles, shocking admissions, incredible pet peeves, and guaranteed advice.

Legal – Every issue brings advice from Jon Lee Andersen, a savvy and industry-renowned Atlanta attorney, to illuminate the thorny legal issues facing the marketing, advertising and creative industries.

OzScene – Do creatives know how to have a good time? Our regular showcase of meeting and party pics out on the town say Yes!

And by far, the most read section of Oz Magazine is **OzCetera**, a compilation of recent news . . . and a bit of gossip . . . from and about industry insiders.



2009 editorial calendar & advertising deadlines



JANUARY/FEBRUARY 2009

- Cover: The Atlanta Ad Club's Addy Awards Annual
All the award-winning works. Distributed first at the Atlanta Addy Awards Show.
- Feature: So Who Needs a Writer Anymore?
For anyone connecting with a target market, a variety of copywriters share the benefits of their experience.
- Feature: Business Will Boom in 2009
If you are working in or with film and video production, ignore all the rotten financial news!

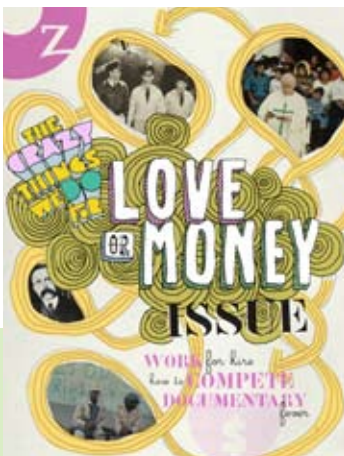
OzCetera and Press Release Deadline: December 1
Ad Reservation Deadline: December 1
Ad Artwork Deadline: December 14



MARCH/APRIL 2009

- Cover: Making More Out of Less
The mad scramble of budget cuts. Silk purses out of sow ears. Lemons into lemonade. Out with the clichés and in with ideas and strategies to beat the economic heat. Or at the very least, commiserate with other creatives.
- Feature: Ten Bits
Ten creatives, ten gizmos. Gotta-have-its and can't-live-without-its from ten Atlanta creatives.
- Feature: Temporary Bliss
Outsourcing creativity: Staffing firms and crewing agencies.

OzCetera and Press Release Deadline: February 6
Ad Reservation Deadline: February 6
Ad Artwork Deadline: February 13



MAY/JUNE 2009

- Cover: Undercutting
Price is only an issue in the absence of value. Still, as more buyers view "creative" as a commodity, price undercutting is a serious issue.
- Feature: The Data Crunch
Put on your green eyeshade and prop up your eyelids with tooth picks. For effective direct marketing, before and after data crunching is where it's at.
- Feature: Stock Media, PART 1
Getting your work into the stock system or starting your own stock service.

OzCetera and Press Release Deadline: April 3
Ad Reservation Deadline: April 3
Ad Artwork Deadline: April 10



2009 editorial calendar & advertising deadlines

JULY/AUGUST 2009

- Cover: Oz Magazine's Creative Index
Oz Magazine's annual showcase of professionals and companies in Atlanta's visual communication industry.
- Feature: Not It!
The coolest work that never made the light of day! Spec work, rejected work and the stories of how work so good could be treated so poorly.
- Feature: Stock Media, PART 2
Stock agency reps and execs and purchasers of stock media share the pros and cons and dos and don'ts.

OzCetera and Press Release Deadline: May 8
Ad Reservation Deadline: May 8
Creative Index Listing Deadline: May 8
Ad Artwork Deadline: May 15



SEPTEMBER/OCTOBER 2009

- Cover: Made in Georgia: The 70th Anniversary of the Greatest Movie of All Time
Announcing, with tongue firmly planted in cheek, the long-awaited remake of "The Wizard of Oz." Financed, produced, cast, crewed and posted completely and wholly in Georgia.
- Feature: Cashing In
Since enacting Georgia's production tax incentives, tracking the economic impact of film, video and digital entertainment production.
- Feature: In the Game
Georgia's digital gaming industry is cutting-edge, cutting checks, and reaping financial rewards and notoriety.

OzCetera and Press Release Deadline: August 7
Ad Reservation Deadline: August 7
Ad Artwork Deadline: August 14



NOVEMBER/DECEMBER 2009

- Cover: Looking Forward, Looking Back
From a myriad of Atlanta creatives. Hilarious, boastful and sensitive anecdotes from 2009. Brilliant, fearless and insightful prognostications for 2010.
- Feature: The Goodies
Oz Magazine's annual look at outstanding creative done for non-profits and charities.

OzCetera and Press Release Deadline: October 2
Ad Reservation Deadline: October 2
Ad Artwork Deadline: October 9





Advertising Rates

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Oz Magazine Advertising Rates All Rates are Per Issue, 4-Color Only

Page Size	Vertical Image Size	Horizontal Image Size	3 Issues	6 Issues
Full Page	8.375 x 10.875	N/A		
1/2 Page	3.5 x 10.375	7.625 x 5		
1/4 Page	1.75 x 10.375	7.5 x 2.5		
1/4 Page (Block)	3.375 x 5	N/A		
1/8 Page	3.375 x 2.5	N/A		
Card Size	N/A	3.5 x 2		

Price is only an issue in the absence of value.
 Call or Email for Rates.
 Tia Powell, Publisher, tia@ozonline.tv
 Gary Powell, Publisher, gary@ozonline.tv

Oz Magazine Prime Positions All Rates are Per Issue, 4-Color Only

Position	3 Issues	6 Issues
Inside Front Cover	SOLD	SOLD
Inside Back Cover	SOLD	SOLD
Outside Back Cover	SOLD	SOLD
Page 1 (opp. inside front cover)	CALL FOR RATES	CALL FOR RATES

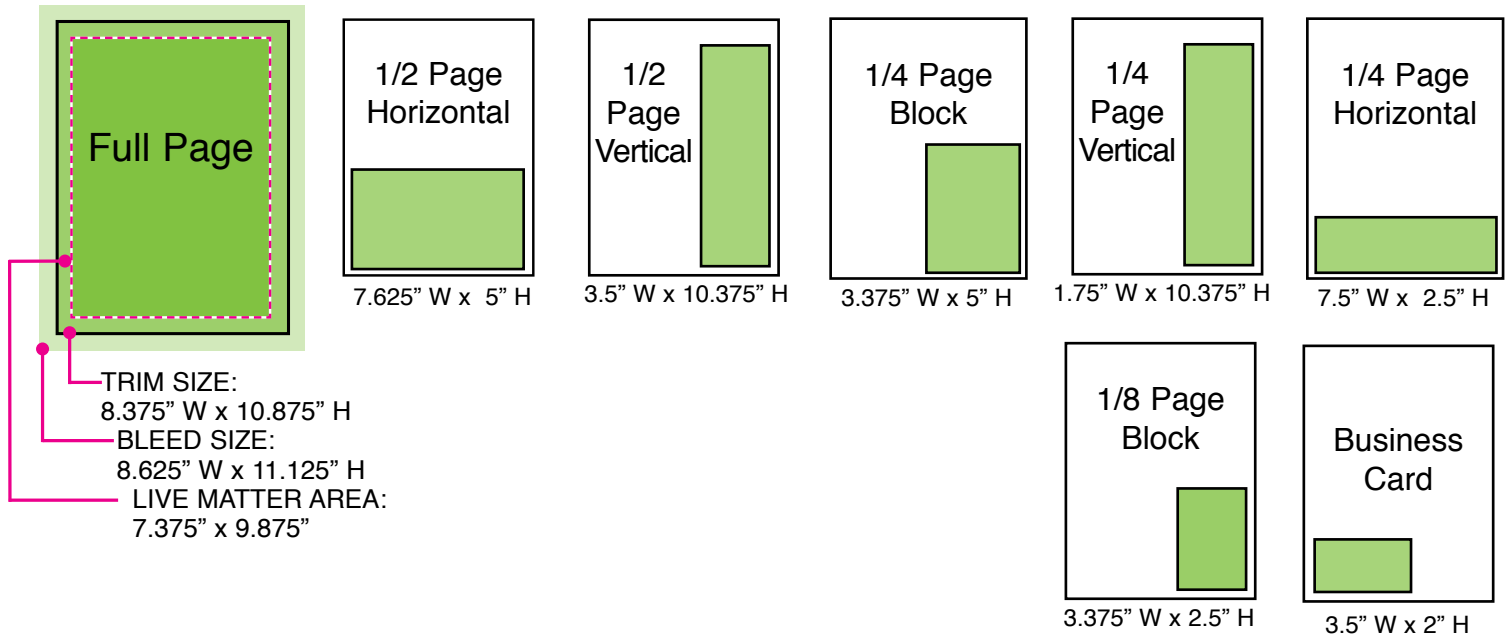
Pre-printed Inserts and
 Blow-Ins – Please Call
 for Rates and Positions

ADVERTISING DEADLINES 2009

ISSUE	Ad Reservation Deadline	Artwork Deadline
January/February	December 1	December 14
March/April	February 6	February 13
May/June	April 3	April 10
July/August	May 8	May 15
September/October	August 7	August 14
November/December	October 2	October 9



Advertising Specifications



Magazine specs:

The page size is 8.375" x 10.875". Please keep all text and important information .25" from all edges. Image Area of each ad is shown underneath diagrams above. The diagrams are not drawn to scale and are included only for visual reference.

Advertising & Mechanical Requirements

The Deadline is 21 days prior to issue date.

Format: All ads are to be supplied digitally via e-mail (production@ozonline.tv), CD, or ftp.

Accepted formats for print and online publication:

Hi-res (300 dpi) .pdf,

Adobe Illustrator EPS files with all fonts converted to outline

Hi-res (300 dpi) Photoshop.tif

An advertising checklist must be completed and returned with artwork.

Advertisers will be billed for the costs of converting material which does not meet the mechanical requirements.

Banner ads: Must be submitted in .jpg or animatead .gif formats, 360 px x 160 px (5 x 2.5) at 72 dpi.

All print advertisements must be accompanied by an accurate color proof and completed ad checklist.

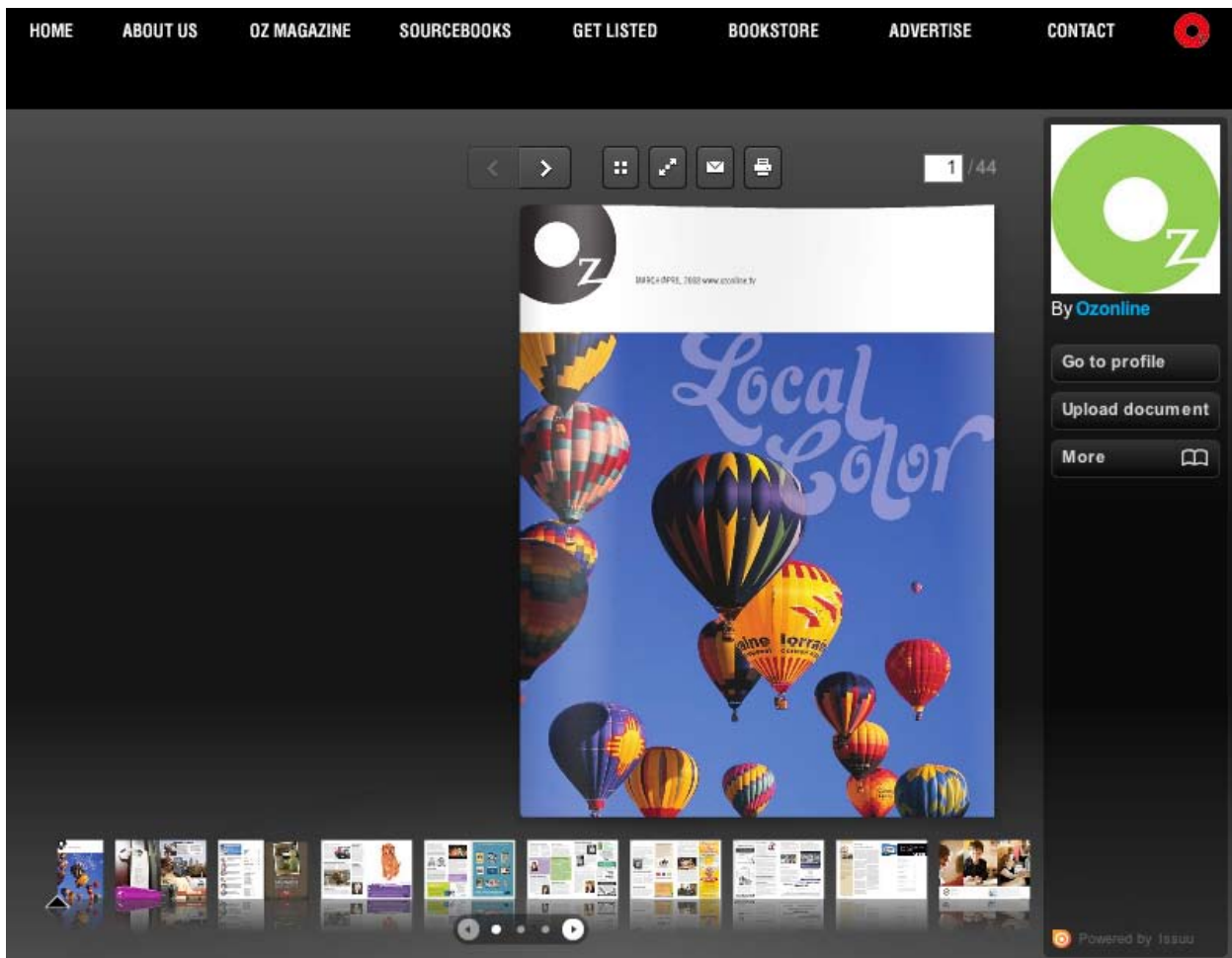


Oz Online...

ozonline.tv

Oz's website receives over 800,000 visitors per year. All that Oz publishes, everything you need to see, can be found here. And now with the online magazine image, Oz is able to bring customers an even richer online experience in viewing the magazine.

View, zoom, email stickies to potential clients—See You In OZ!





In addition...

Film & Video Directories

Oz publishes film and video directories annually, working with the respective state and regional film commissions represented by the titles below:

- The Georgia Film & Video Sourcebook
- The Virginia Production Services Directory
- The Charlotte Regional Film & Video Guide
- Memphis/Shelby County Film & Video Guides
- The North Carolina Online Film & Video SourceBook

