

Oz magazine

2013

media kit

film & tv • print • new media • lifestyle

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About Oz Magazine

Since 1993, Oz Magazine has served as a Business-to-Business & lifestyle magazine for and about Atlanta's visual communication, entertainment and media industries.

Oz celebrates the dedicated and accomplished individuals and businesses and their extraordinary creativity. With engaging content, we delve into the creative processes involved in producing all media, and take a look at the trends that are shaping our lives, while highlighting the people who are spearheading their development.

Readership

Oz readers are professionals ranging in age from 25 to 50+ with average annual salaries ranging from \$45,000 to \$110,000.

The owners, partners, and managers of visual communication and entertainment companies, media companies, corporate media and marketing departments read the magazine widely and consistently. Their salaries range as high as \$200,000 annually. Their various titles include Creative Director, Producer, Production Manager, Film Studio Executive, Commercial Producer, Broadcast Production Head and Post Production Owner.

In addition, these readers include the people who work for the many industries that provide essential services for these companies.



OZ PUBLISHING, INC.
404.633.1779
800.705.1121
2566 SHALLOWFORD RD
SUITE 104, #302
ATLANTA, GA 30345
www.ozmagazine.com
www.ozonline.tv
oz@ozonline.tv



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 ShowSouth 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 Magazine is published in print and in an electronic version that can be seen at

www.ozmagazine.com.

We print and distribute 10,000 copies of Oz Magazine bi-monthly, and have tens of thousands of online views.

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Distribution

Oz Magazine prints and distributes 10,000 issues every two months, in addition to averaging 4,000 monthly online visitors.

Direct mail

Oz mails magazines to subscribers and various marketing and communication professionals in businesses and companies who are in a position to utilize the services and products offered by Oz advertisers.

Direct delivery

Oz direct delivers approximately 3,200 magazines. Welcome packs for incoming producers, directors, actors and crew who are filming features and television series across the state contain Oz Magazine. Meetings of professional associations and organizations that serve communication, marketing, entertainment and media professionals receive Oz Magazine. Oz also distributes the magazine at special events, capturing the city's active, affluent and creative demographic.

Around town

Free of charge, Oz distributes the balance of the magazines to film studios, production companies, on production sets, graphic/film/gaming educational facilities and various companies and retail outlets throughout metro Atlanta. These companies and retail outlets tend to cater to the influential creatives, who are involved in communication, art, marketing and media endeavors.

[Click here to view our Distribution list!](#)



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

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.

HOW I GOT INTO THE BUSINESS - Q & A's about how people broke into "the biz," their advice for newcomers, their most embarrassing & proudest moments and their latest projects.

OZ SCENE - Creative's know how to have a good time! Our regular showcase of meeting and party pics!

AD AGENCY CAMPAIGNS - Ad agencies showing their favorite work.

OZCETERA - By far, the most read section of Oz Magazine is OzCetera, a compilation of recent news and hot projects and a bit of gossip...from and about industry leaders.

BEHIND THE CAMERA WITH DREWPROPS - Andrew Duncan, known in the motion picture industry as "Drewprops," writes about the craft of filmmaking from the inside out. He weaves tales of confusing and often embarrassing stories from behind the scenes all from the perspective of the shooting crew, the artists and designers who bring your favorite films to life.



Every issue delivers cover stories and features focused on the latest industry news and trends, and highlights how the Atlanta creative community is staying one step ahead of the curve.



Column examples

HOW I GOT INTO THE BUSINESS

HOW I GOT INTO THE BUSINESS

FRAN BURST-REINARDELLA
Senior Sales Manager
Senior Sales Manager

ROBY MYRNE
Senior Sales Manager
Senior Sales Manager

NOPE FERGUSON
Senior Sales Manager
Senior Sales Manager

TIM MCCARE
Senior Sales Manager
Senior Sales Manager

SCOTT THORPE
Senior Sales Manager
Senior Sales Manager

SORAH CALLISON
Senior Sales Manager
Senior Sales Manager

SCENE

GEORGIA ENTERTAINMENT GALA

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VOICES

VOICES

Everything I Love about Design... I Learned in Business School.

By Bob Foster

I loved graphic design for most of the 1980s years I practiced it.

It took becoming a client for me to realize that I was the one who didn't get it.

Without compromising business, smart edge, design is built and experience—but without design, business cannot bring its vision to life.

THINK THE LARVED WITH DREWPROPS

GIVE ME THE BARREL!

Don't let your business get lost in the crowd.

It's time to get noticed. It's time to stand out. It's time to be the one who everyone remembers.

Don't let your business get lost in the crowd.

It's time to get noticed. It's time to stand out. It's time to be the one who everyone remembers.

BEHIND THE CAMERA WITH DREWPROPS



Editorial Calendar

FEB/MARCH 2013

COVER: Live Streaming: The Next Seismic Shift

FEATURE: Greening the Set

OZCETERA AND PRESS RELEASE DEADLINE- **JANUARY 8**

AD RESERVATION DEADLINE- **JANUARY 8**

AD ARTWORK DEADLINE- **JANUARY 15**

APRIL/MAY 2013

COVER: Blood Ties – Couples & Families in the Creative Media

FEATURE: Toon Time – The Wacky, Zany POW of Animation Studios

FEATURE: Goat4Sale - The Ad That Crashed the Super Bowl

OZCETERA AND PRESS RELEASE DEADLINE- **MARCH 8, 2013**

AD RESERVATION DEADLINE- **MARCH 8, 2013**

AD ARTWORK DEADLINE- **MARCH 15, 2013**

JUNE/JULY 2013

COVER: Platform Liftoff: Branded TV Apps

FEATURE: Party Like a Left Brainer- Cool Things To Do in Atlanta

FEATURE: DIY – The Make it Yourself Crowd

OZCETERA AND PRESS RELEASE DEADLINE- **MAY 3, 2013**

AD RESERVATION DEADLINE- **MAY 3, 2013**

AD ARTWORK DEADLINE- **MAY 10, 2013**

AUG/SEPT 2013

COVER: Lurking Around the Corner – The Unforeseen Monsters

Found by Indy Filmmakers

FEATURE: The Trials of Life - The Internship

FEATURE: Quiet on the Set, and Busy on the Press – Printers and Designers Working With Film & TV Productions

OZCETERA AND PRESS RELEASE DEADLINE- **JUNE 21, 2013**

AD RESERVATION DEADLINE- **JUNE 21, 2013**

AD ARTWORK DEADLINE- **JUNE 28, 2013**

OCT/NOV 2013

COVER: High Performance, Low Mileage – Young, Hot Purveyors of Creative Excellence

FEATURE: A Story to Tell . . . A Script Writer in the Making

FEATURE: Working With a Smile - Funny and Weird Days at Work

OZCETERA AND PRESS RELEASE DEADLINE- **AUGUST 30, 2013**

AD RESERVATION DEADLINE- **AUGUST 30, 2013**

AD ARTWORK DEADLINE- **SEPTEMBER 6, 2013**

DEC/JAN 2013- 2014

COVER: TBA

FEATURE: TBA

OZCETERA AND PRESS RELEASE DEADLINE-
OCTOBER 18, 2013

AD RESERVATION DEADLINE- **OCTOBER 18, 2013**

AD ARTWORK DEADLINE- **OCTOBER 25, 2013**



Display Ad Rates

Specifications:

All Rates are Per Issue, 4-Color Only

PAGE SIZE	VERTICAL IMAGE SIZE	HORIZONTAL IMAGE SIZE	3 ISSUES	6 ISSUES
Full Page	8.375" W x 10.875" H	N/A	1,915	1,490
1/2 Page	3.625" W x 9.875" H	7.375" W x 4.875" H	1,435	1,120
1/4 Page	N/A	7.375" W x 2.375" H	840	655
1/4 Page (Block)	3.625" W x 4.875" H	N/A	840	655
1/8 Page (Block)	N/A	3.625" W x 2.375" H	480	375
Card Size	N/A	3.5" W x 2" H	160	115

Special Positioning: Add 15%!



Prime Positions:

POSITION	3 ISSUES	6 ISSUES
Inside Front Cover	2,415	2,010
Inside Back Cover	2,065	1,720
Outside Back Cover	2,690	2,245
Page 1 (opp. inside front cover)	2,065	1,720

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

Advertising Deadlines:

ISSUE	AD RESERVATION DEADLINE	ARTWORK DEADLINE
Feb/March	January 8	January 15
April/May	March 8	March 15
June/July	May 3	May 10
Aug/Sept	June 21	June 28
Oct/Nov	August 3	September 6
Dec/Jan 2013-14	October 18	October 25

CONTACT US:

Diane Lasek
404.551.4333
diane@ozonline.tv

Tia Powell
404.633.1779
tia@ozonline.tv



Artwork Specifications

Send artwork and design proofs to: production@ozonline.tv.

For files too large for email, please email design@ozonline.tv for .ftp information.

CD/DVDR files may be sent via snail mail to the address provided below.

NAME: _____

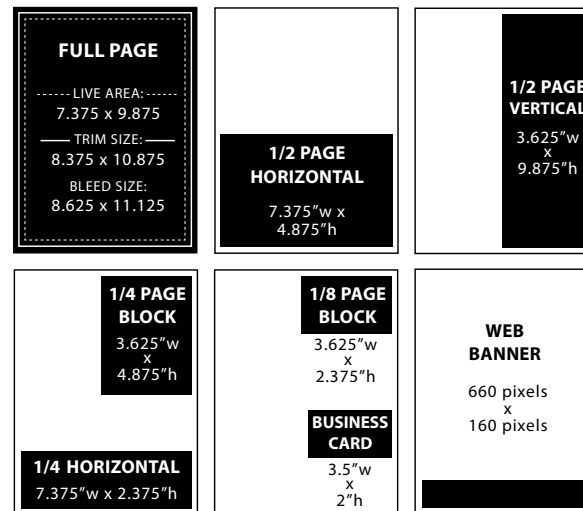
ADVERTISER: _____

PHONE: _____ AD SIZE: _____

DATE: _____ SIGNATURE: _____

PLEASE READ:

- All artwork must be accompanied by this completed checklist.
- **Follow specs carefully.** keep all pertinent info within the image area.
- For large areas of black in a color ad, we suggest a built black - 30 C, 30 M, 30 Y, 100 K.
- **Advertisers will be billed \$50 per hour** for the cost of converting materials not meeting the mechanical requirements.
- Cropmarks may be placed on proofs and match prints, but must not be placed on files for print.



Please keep all critical text and graphics within the live image area.

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THE FOLLOWING TO BE COMPLETED BY THE DESIGNER:

1. FOR COLOR ADS:

- ___ Is the entire ad CMYK?
- ___ Is there a minimum of 300 DPI?

2. FOR FULL PAGE ADS

- ___ If you have specified a bleed, does your ad run at least 1/4" beyond the trim area?
- ___ If you have specified no bleed, is your ad at least 1/4" from the trim line?

3. FORMAT

- Is the final file in MAC format? (check one)
 - ___ Hi-res .pdf? (we prefer a hi-res PDF created from InDesign or Illustrator)
 - ___ Illustrator .eps with all fonts converted to outlines? (NO .AI FILES)
 - ___ Photoshop .tif? (NO .PSD FILES)

Is the final file in PC Format? (check one)

- ___ Hi-res .pdf? (we prefer a hi-res PDF created from InDesign or Illustrator)
- ___ Illustrator .eps with all fonts converted to outlines? (NO .AI FILES)
- ___ Photoshop .tif? (NO .PSD FILES)

4. SIZE/ORIENTATION SUPPORT

- ___ Does the ad match the size you specified?
- ___ Does your ad match the orientation you specified?

5. BANNER ADS

- ___ Is your file in Macintosh Format? (web ready .jpg or .png files or animated .gif files only)
- ___ Is your banner ad at 72 dpi screen minimum?
- ___ Is your image size 660 pixels by 160 pixels?

QUESTIONS ABOUT YOUR AD?

Call the Art Department at: 404.633.1779



Social Media

www.facebook.com/ozmagazine
www.facebook.com/ozpublishing



www.ozonline.tv



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