

POKER: A GAME OF SKILL, NOW WITH SCIENTIFIC PROOF

FLORIDA: WHEN THE GAMING DAY IS DONE . . .

Florida's Guide to Casino Entertainment

www.casinopulse.com

CASINO **pulse**

JACKPOT!

2010
Media Kit

Cash in on
the Newest
and Hottest
Promotional
Opportunity
in the
**Florida
Market**



Exposure

Estimated Readership per Issue	200,000
Estimated Monthly Web Site Visits	25,000
Estimated Monthly Web Page Views	500,000

A Look at Our Readers *

Readers Looking for a Place to Play	50%
Readers Who Will Travel Over 2 Hours to Visit a Casino	45%
Readers Who Will Travel Over 1 Hour to Visit a Poker Room	55%
Readers Interested in Finding Travel Information	45%

Games Our Readers Are Most Interested In *

All Games	30%
Slots	25%
Blackjack	10%
Video Poker	10%
Poker	25%

* Source: <http://www.casinopulsemagazine.com/reader-profiles>

Circulation

- 50,000 per Issue

Distribution

- 30,000 to All 7 Florida Turnpike Rest Stops
- 2,500 to Florida Casinos & Poker Rooms
- 5,000 to Poker Bar League Players
- 12,500 to 400 Bars, Restaurants, & Hotels
- 35% Broward
- 25% Miami-Dade
- 15% WPB
- 10% Naples
- 10% Tampa
- 5% Jacksonville

Casino Pulse is the only magazine in the world that covers the Florida gaming industry exclusively.



Printing Specifications

Trim Size: 8-1/4" x 10-3/4"
 Bleeds 1/4 inch on all sides

All Electronic Ad Files must be set up in CMYK at 300dpi, file can be submitted in pdf, jpg, flattened tif or eps files. NO Word, PowerPoint, or Excel files.

Mechanical Information

Publication Trim Size: Width Height
 8-1/4" x 10-3/4"

All Ad Sizes based on a 7" x 10" live matter area.

Ad Size Width Height
 Full Page (non-bleed) 7" x 10"
 Full Page (bleed) 8-3/4" x 11-1/4"
 Spread (non-bleed) 15-1/4" x 10"
 Spread (with bleed) 17" x 11-1/4"

Partial Ad Size Width Height
 1/2 Page Vertical 3-3/8" x 10"
 1/2 Page Horizontal 7" x 4-7/8"
 1/2 Page Island 4-5/8" x 7"
 1/4 Page Vertical 3-3/8" x 4-7/8"

Ad Requirements

In order to meet Turnpike distribution requirements, all coupons in ads must contain an expiration date. The coupon must expire at least three months after the ad appears in the publication. Also, no statement of soliciting membership is allowed in any advertisement.

All ads not meeting our publishing requirements will be repaired by the customer, or by the publisher at the rate of \$75 per hour. Ad design is available for \$250 per ad.

Inquiries

For ad specials and rates contact an ad sales rep via email at ads@casinopulsemagazine.com or via phone at 888.227.1975.

Deadlines

Jan/Feb Issue - Dec 5th
 Mar/Apr Issue - Feb 5th
 May/Jun Issue - Apr 5th
 Jul/Aug Issue - Jun 5th
 Sep/Oct Issue - Aug 5th
 Nov/Dec Issue - Oct 5th

