

# KUNGFU MAGAZINE

Media  
KIT

TAI CHI



**KUNGFU**  
MAGAZINE.COM

Kung Fu Tai Chi Magazine is a Bi-Monthly Magazine (6x per year) and is published by

TC Media, International  
40748 Encyclopedia Circle  
Fremont, CA 94538 U.S.A.

1-800-628-6552 x137 FAX: 510-656-8844

[www.KungFuMagazine.com](http://www.KungFuMagazine.com)  
[Gene@KungFuMagazine.com](mailto:Gene@KungFuMagazine.com)

KungFuMagazine.com serves an average of over a 1.5 million requests per month and has a loyal following of thousands of registered users. All of our visitors share a common trait: an intense interest in Chinese Martial Arts.

If you have a martial arts product, fitness equipment, school, or related website, it makes perfect sense to advertise here and get your message out. We offer both banner and badge ads on our main site, plus banner ads on the discussion forums. See page 3 for rates.

**800 • 628 • 6552 x137** [KungFuMagazine.com](http://KungFuMagazine.com)

# Advertising rates.

## Contract Conditions

Kung Fu Tai Chi Magazine expressly reserves the right to reject or cancel at any time any advertisement which in its judgment does not conform to the standards of the publication. Offers or requests to print advertisements are not accepted by the Publisher until the advertisements are actually published. Advertisers or agencies may not cancel order for advertising and may not make changes in insertion orders after the closing dates listed herein.

All advertisements are accepted and published by the Publisher entirely on the representation that the agency and/or advertiser are duly authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and/or agency, jointly and severally, will indemnify and save harmless Kung Fu Tai Chi Magazine, its officers, and employees, from any loss, liability, or expense (including reasonable attorney's fees) incurred as a result of any claim, proceeding or suit for libel, violation of the right or privacy or publicity, plagiarism, copyright infringement, and any other claim or suits based on the contents of subject matter of such advertisements.

The liability of Kung Fu Tai Chi Magazine for any act, error, or omission for which it may be held legally responsible shall not exceed the cost of the space ordered or occupied by the error. The Publisher will not, in any event be liable for any consequential damages, including but not limited to, lost income or profits. Kung Fu Tai Chi Magazine is not liable for errors in key numbers. Kung Fu Tai Chi Magazine shall not be subject to any liability whatsoever for any failure to print, publish, or circulate any issue or issues, or parts thereof, or otherwise fulfill an order, occasioned because of accidents, fires, strikes, work stoppages, or other circumstances beyond Kung Fu Tai Chi Magazine's control. Unintentional or inadvertent failure of Kung Fu Tai Chi Magazine to print, publish, or circulate advertising shall not operate as a breach of the advertising contract.

Advertiser's orders are acknowledged only by the Publisher's regular printed form (the Acknowledgment), and only the provisions appearing herein and in the Acknowledgment or both shall control.

No waiver or modification of any of the foregoing shall be binding upon the Publisher unless it is in writing and signed by an officer of the Publisher.

## Kung Fu Tai Chi Magazine General Advertising Rates

Rates	1X	3X	6X
FULL PAGE	\$1200	\$1100	\$1050
1/2 PAGE	\$700	\$650	\$600
1/4 PAGE	\$450	\$400	\$375
1/6 PAGE	\$300	\$275	\$250

## Cover Rates

INSIDE FRONT	\$1875
INSIDE BACK	\$1875
BACK COVER	\$2100

## CIRCULATION INFORMATION

Rates are based on an average net paid circulation of 10,000 for the period covered by this rate card.

## DIGITAL CIRCULATION

Kung Fu Tai Chi is also published in a digital format for iPad, iPhone, Mac, PC and Android by Zinio [[zinio.com](http://zinio.com)]. On this digital platform, all websites and email addresses in any print ad are converted to live links, so with only one click, readers will be brought directly to our advertisers' websites. **All active advertisers are also listed on our facebook page (500K+ likes as of AUG 2016).**

## PAYMENT

All Ads must be prepaid. Look at the schedule list.

# IMPORTANT dates on our publishing schedule.

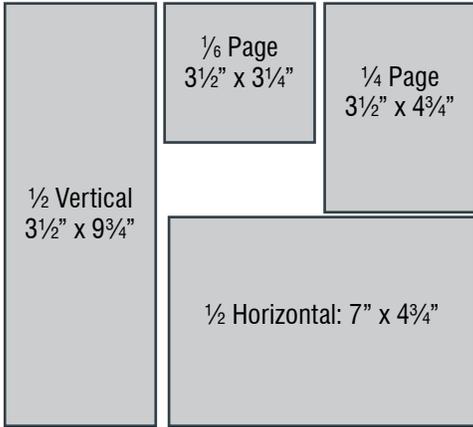
## Kung Fu Tai Chi Magazine - Production Schedule 2017 (bipad 02035)

Date	Artwork* & Payment due	On Sale Date	Issue Code
JANUARY + FEBRUARY 2018	10/12/2017	12/5/2017	170200
MARCH + APRIL 2018	12/7/2017	1/30/2018	170400
MAY + JUNE 2018	2/8/2018	4/3/2018	170600
JULY + AUGUST 2018	4/5/2018	5/29/2018	170800
SEPTEMBER + OCTOBER 2018	6/7/2018	7/31/2018	171000
NOVEMBER + DECEMBER 2018	8/9/2018	10/2/2018	171200
JANUARY + FEBRUARY 2019	10/11/2018	12/4/2018	180200

\* See next page for Artwork specifications.

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# GRAPHIC specifications & layout dimensions.



## Web Banner Ad Rates

Banner Ads appear at the very top of our Web pages, so are highly visible. Our banner ads are industry standard 468 x 60 pixels in size, and can be either GIF or JPEG in format. Flash and Java banners are also available. Prices are subject to traffic, but have averaged up to \$100 a day. Please contact us for a quote. Serious inquiries only.

## Half-Banner Ads

Half-Banner Ads appear to the right of our topmost Banner Ads in the upper right-hand corner of our website. Half-Banner Ads are in between Banner Ads and Badge Ads in size, with a maximum dimension of 288 px width and 60 px height and are GIF or JPEG format. Prices are \$250 for two months.



## Web Badge Ad Rates

Badge Ads appear in-line with our left-side navigation, so they appear side by side with content items that a visitor is reading. Badge Ads are smaller in size, with a maximum dimension of 166 px width and 100 px height and are GIF or JPEG format. Prices are \$150 for two months.

## Mechanical Requirements

- Finish Size: 8 x 10.875
- Bleed Size: 8.5 x 11.375
- Printing Process: Offset
- Binding Method: Perfect Bind

## AD DIMENSIONS

- Full Page Bleed: 8 1/2 x 11 3/8
- Non-Bleed Page: 7 x 9 3/4
- 1/2 Horizontal: 7 x 4 3/4
- 1/2 Vertical: 3 1/2 x 9 3/4
- 1/4 Page: 3 1/2 x 4 3/4
- 1/6 Page: 3 1/2 x 3 1/4

Dimensions expressed in inches.

## SPECIFICATIONS

- Computer files: Minimum 300dpi readable by IBM Photoshop
- All Ads: Must be received as camera-ready artwork.
- Proofs: Progressive proofs for color work. Matchprint preferred but color key acceptable.

## ADDITIONAL CHARGES

Design: \$50.00/per hour charge if ad is not camera-ready artwork.

## CONTACT US

Advertising Director  
Gene Ching  
1-800-628-6552  
40748 Encyclopedia Circle  
Fremont, CA 94538  
Email: Gene@KungFuMagazine.com

