

HORRORSHOW™

What Screams are Made of™

ABOUT THE MAGAZINE

HorrorShow is a unique horror-themed publication covering a wide range of topics related to the genre, with a primary emphasis on special effects, makeup, and sculpture; latex masks and vintage collectibles; and horror films. Each quarterly issue of HorrorShow is at least 80 pages and is printed in full-color on premium quality paper stock.

CIRCULATION AND DISTRIBUTION

10,000 copies across the U.S., Canada, and internationally. HorrorShow is found in all major bookstore chains—Borders, Barnes & Noble, FYE—with additional distribution through Diamond Comics, Ubiquity, and in Canada through Speed-Impex. Each issue of HorrorShow has a shelf life of at least three months, giving your advertisement the highest possible amount of exposure.

WHO SHOULD ADVERTISE?

- Special Effects Suppliers & Studios
- Halloween & Haunt Industry Suppliers
- Art, Special Effect, and Makeup Schools and Programs
- Motion Picture Companies and Film & DVD Distributors
- Horror Retailers
- Toy, Model Kit, and Collectibles Manufacturers
- Convention Promoters
- Horror-Related Media (Books, Music, Posters, etc.)
- And more...

FOR BOOKINGS CONTACT:

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ADVERTISING RATES & SPECS — 2007/2008

	1x	2x	3x	4x
FULL PAGE	\$726	\$684	\$654	\$600
HALF PAGE	\$484	\$456	\$436	\$400
QUARTER PAGE	\$242	\$228	\$218	\$200

COVER PLACEMENTS

	1x	2x	3x	4x
BACK COVER	\$1210	\$1140	\$1090	\$1000
INSIDE FRONT	\$1189	\$1126	\$981	\$900
INSIDE BACK	\$968	\$912	\$812	\$800

Standard rates based on number of issues within one year. All print ads come with a free weblink on the HorrorShow website for the three-month ad period.

CLOSING DATES

	ADS DUE	ON SALE
ISSUE 8	DEC. 15, 2008	JAN. 15, 2009
ISSUE 9	MAR. 15, 2009	APR. 15, 2009
ISSUE 10	JUN 15, 2009	JUL. 15, 2009
ISSUE 11	SEPT. 15, 2009	OCT. 15, 2009
ISSUE 12	DEC. 15, 2009	JAN. 15, 2010
ISSUE 13	MAR. 15, 2010	APR. 15, 2010
ISSUE 14	JUN 15, 2010	JUL. 15, 2010
ISSUE 15	SEPT. 15, 2010	OCT. 15, 2010

MEASUREMENTS

	WIDTH X HEIGHT
FULL PAGE	8.5" x 11" (add .125" to all sides for bleed)
HALF PAGE	7.5" x 4.625" (horizontal) 3.4163" x 9.375" (vertical)
QTR PAGE	3.4163" x 4.625"

All ads must be supplied electronically in Mac compatible format via e-mail or on CD. Ads must be supplied as PDF files at 300 dpi. Please inquire about additional file formats. E-mail files to Dan@TheIllustratedPress.com.

SEND FILES & CHECKS PAYABLE TO:

HORRORSHOW MAGAZINE

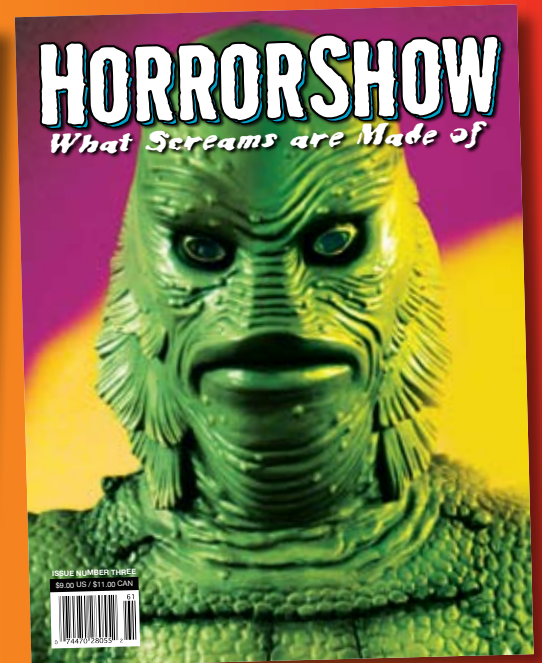
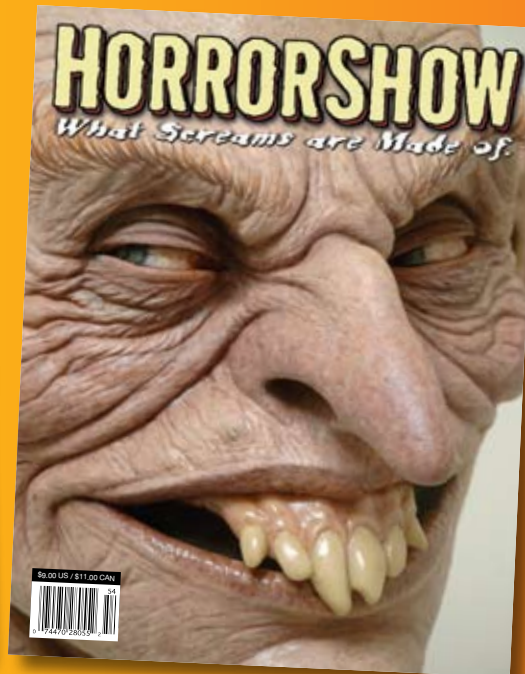
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IF ITS
IN HORROR, ITS IN
HORRORSHOW!

MEDIA KIT
2008-2009