



THESTANTONMAGAZINE.COM
Media Kit

photo by TSM staff photographer - Janelle Ayala



TSM Staff - Junior, Matthew, Amy, Jessica, and Farzad

Mission Statement

The Stanton Magazine is dedicated to providing a refreshing take on El Paso lifestyle. Our editors seek out the best in local flavor, health, style, grooming, business, and relevant political topics to keep our readers informed and polished. Our modern digital format makes it easy to access our blog posts and articles on the go, whether it be straight from your laptop or mobile device.

The Stanton Magazine is online 24/7 ready and waiting for you to enjoy.



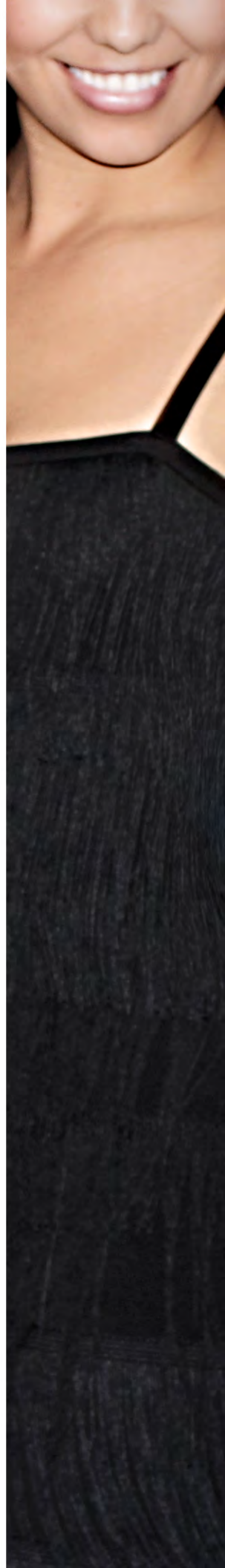


El Paso Market

Median Age	31
Traveled more than 500 miles in a month	25.4%
Household plans to buy a new vehicle next year	9.5%
Have visited a casino last year	35.2%
Plan to switch cellular/wireless carrier next year	9.9%
Personally attended/visited a live theater last year	8.0%
Participated in golf last year	5.2%
Bought any items on the internet last year	44.7%
Usually see a movie opening weekend in a year	12.4%
Did not read any daily newspaper(s) yesterday	61.1%
Accessed the internet last month	60.9%

source: 2010 Census Estimates

“ El Paso is moving to
digital information . ”



Stanton Readers

47%
male

53%
female

26
avg age

91%
single

67%
college educated

 monthly page views 22,000
monthly unique visitors 4,500

 facebook fans ~ 4,000

 twitter followers ~ 700

stats as of April 2011

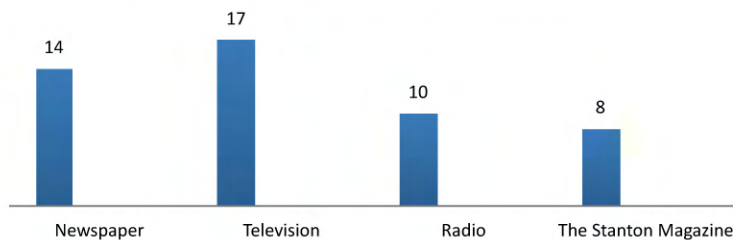


Why Stanton?

Advertising with The Stanton Magazine can provide your business with a unique advantage in any competitive arena. Our audience is highly targeted and our editorial content is specially selected to retain their loyalty and interest.

The most important consideration in advertising with The Stanton Magazine is the **return on your investment**. TSM provides a better price per 1,000 impressions of your advertisements while also ensuring that your advertisement meets the eyes of people who are specific to your demographic, therefore insuring a higher likelihood of increased sales for your business.

Cost Per 1,000 Impressions

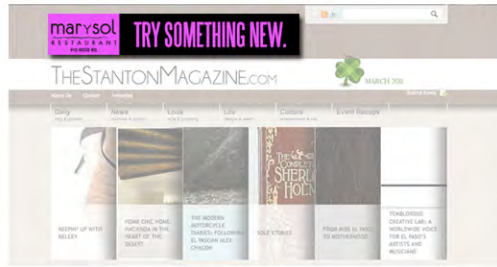


data courtesy of Clear Channel Outdoor

Unique Opportunity

Readers of The Stanton Magazine are young and adept with technology. Provide them with on-the-go access to information about your product or service and realize increased brand recognition and increased sales.

While the Average Household Income in El Paso is 49,937 a quick look at our reader profile shows that with our help, you can target single, college-educated individuals with higher levels of disposable income.

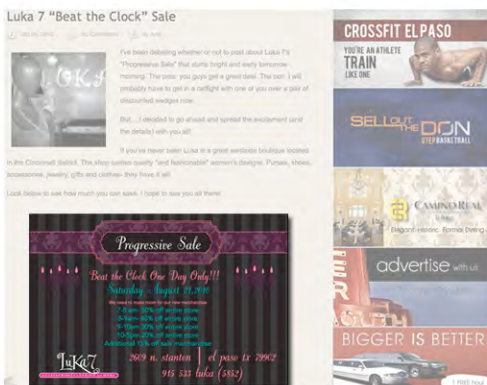


Homepage Banner or Article Footer homepage banner

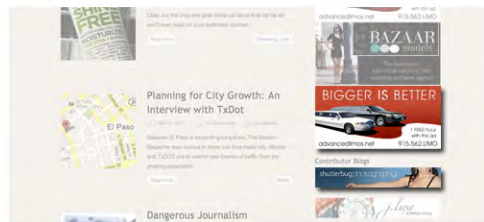


Editorial profile of your business and how it can benefit our readers

Advertising Options



Embedded Ad your ad within an article that appeals to your customers



Side Bar Ads choose between large or small and which categories they appear in



photo by TSM staff photographer - Janelle Ayala

Our Rates

Monthly Ads				
Placement	Size (pixels)	Term Monthly Rates		
		12 mo	6 mo	1 mo
Homepage Banner Header		\$269	\$299	
Homepage Banner Footer		\$224	\$249	
Homepage Sidebar - Large	300 x 150	\$134	\$149	\$300
Homepage Sidebar - Small	300 x 48	\$89	\$99	\$200
Single Category Sidebar - Large	300 x 150			
Single Category Sidebar - Small	300 x 48			
Single Issue				
Placement	Size (pixels)	Single Issue Rates		
Editorial <i>Includes 1 feature story, 1 embedded advertisement, and 1 large sidebar ad</i>	500 x 262 300 x 150	\$425		
Embedded	500 x 262	\$249		
Social Media Promotion				
<i>Let us tell people about you through our newsletter, Facebook and Twitter.</i>		\$49/mo		



THESTANTONMAGAZINE.COM

photo by TSM staff photographer - Janelle Ayala - Ruidoso, NM