

# moose<sup>®</sup>

2018 MEDIA KIT



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## ABOUT THE MOOSE

Moose International is a fraternal and service organization founded in 1888, with nearly one million members in 1,500 lodges in almost every state in the U.S., Canada, Bermuda and Great Britain. Television actor Erik Estrada, golf legend Arnold Palmer, championship NASCAR driver Tony Stewart and philanthropist and radio host Jarrett Payton, son of American football great Walter Payton, are among the more famous Moose members.

Moose charitable efforts in communities nationwide and beyond total approximately \$50-\$70 million annually (including monetary donations and volunteer hours served). The core mission of Moose International includes Mooseheart Child City & School, a 1,000-acre community located 40 miles west of Chicago that assists thousands of children and teens in need; and Moosehaven, a 63-acre retirement community for Moose members near Jacksonville, Florida along the St. Johns River. In addition, Moose Lodges and Family Centers throughout the U.S., Canada, Bermuda and Great Britain host numerous sports and recreational programs.

With a circulation of 800,000+, *Moose* magazine continues to serve as the primary communication tool for Moose International to reach its membership and keep them informed of news, special events, charitable endeavors and other important information regarding the organization. In 2014, the magazine went through a major redesign, resulting in a much more contemporary publication to attract and engage a younger reader demographic and maintain the interest of current members.



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## SUBSCRIBER DEMOGRAPHICS

Famous past members include:  
Ernest Borgnine, Charlie Chaplin, James Stewart,  
Harry Truman and many more.

<b>Sex</b>	<b>Male</b>	<b>60%</b>
	<b>Female</b>	<b>40%</b>
<b>Average age</b>	<b>58</b>	
<b>HHI</b>	<b>Average \$61,052</b>	
<b>Interests</b>	<b>Transportation, Hotels, Resorts</b>	<b>47.82%</b>
	<b>Entertainment, Leisure, Film</b>	<b>39.89%</b>
	<b>Apparel &amp; Accessories</b>	<b>25.66%</b>
	<b>Food &amp; Food Products</b>	<b>25.38%</b>
<b>Marital Status</b>	<b>Married</b>	<b>63%</b>
<b>Education</b>	<b>Attended College</b>	<b>73%</b>
<b>Occupations</b>	<b>Retired</b>	<b>47%</b>

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**Did you know  
Moose magazine  
now reaches more  
than 800,000  
subscribers?**



To inquire about advertising in Moose magazine, please contact Jacqueline Tobin at GLM Communications Inc., (212) 929.1300 or jtobin@glmcommunications.com

**Special rates offered to  
Moose members.**



## RATE CARD

		1x	2x	3x	6x
4 Color	Page	\$15,500	\$14,880	\$14,570	\$13,950
	2/3 page	\$11,700	\$11,230	\$10,998	\$10,530
	1/2 page	\$9,360	\$8,985	\$8,798	\$8,425
	1/3 page	\$6,240	\$5,990	\$5,865	\$5,615
	1/6 page	\$3,430	\$3,290	\$3,225	\$3,085
2 Color	Page	\$12,640	\$12,135	\$11,880	\$11,375
	2/3 page	\$9,480	\$9,100	\$8,910	\$8,530
	1/2 page	\$7,580	\$7,275	\$7,125	\$6,820
	1/3 page	\$5,060	\$4,860	\$4,760	\$4,555
	1/6 page	\$2,765	\$2,655	\$2,600	\$2,490
B/W	Page	\$11,908	\$11,430	\$11,195	\$10,720
	2/3 page	\$8,935	\$8,580	\$8,400	\$8,040
	1/2 page	\$7,145	\$6,860	\$6,715	\$6,430
	1/3 page	\$4,760	\$4,570	\$4,475	\$4,285
	1/6 page	\$2,620	\$2,515	\$2,460	\$2,360
Cover	2nd	\$17,950	\$17,230	\$16,875	
	3rd	\$17,230	\$16,540	\$16,195	
	4th	\$20,280	\$19,470	\$19,065	
Shopper	1" (14 Agate Lines)			\$578	
	2" (28 Agate Lines)			\$1,156	
	3" (42 Agate Lines)			\$1,735	
	4" (56 Agate Lines)			\$2,295	

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## MECHANICAL REQUIREMENTS

### PDF Specifications

*Moose* Magazine uses a PDF workflow for production of our magazine. PDF files must have all fonts and images embedded. Images must be CMYK and high resolution (300 dpi).

### InDesign Specifications

1. Please use Macintosh Type 1 fonts whenever possible. All fonts must be supplied. A collect for output should be performed to ensure all images are supplied.
2. Eliminate all spot colors from your file, including PMS colors. Specify all colors as CMYK and eliminate all unused colors.
3. Be sure to convert all color images from RGB to CMYK. Make sure all grayscale images are truly grayscale, and not CMYK or RGB.

Please read these directions over carefully. Feel free to contact us to insure that your PDF fully meets our requirements.

Size	Width	Height	Agates
Full Page, Live Area	7.4375	9.75	420
Cover/Full Page Bleed	8.1875	10.5	420
2/3 pg	4.625	9.75	280
1/2 isl	4.625	7.4375	210
1/2 H	7.4375	4.625	210
1/3 V	2.312	9.75	140
1/3 SQ	4.875	4.625	140
1/6 pg V	2.312	4.625	70

Final trim size is 7.9375" x 10.25": bleeds extend. 125" beyond trim.

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## 2018 PUBLISHING CALENDAR

Issue	Order closing	Materials Due	In-Home
Feb/Mar	12/13/2017	12/21/2017	2/19/2018
April/May	2/9/2018	2/19/2018	4/9/2018
Jun/July	4/20/2018	4/30/2018	6/18/2018
Aug/Sept	6/13/2018	6/18/2018	8/6/2018
Oct/Nov	8/20/2018	8/27/2018	10/15/2018
Dec/Jan	10/15/2018	10/22/2018	12/10/2018

For more information contact:

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SEND CREATIVE MATERIAL TO:  
[creative@glmreps.com](mailto:creative@glmreps.com)



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## COPY & CONTRACT REGULATIONS

- A. Rates guaranteed against increase for 90 days after acceptance of order.
- B. All copy subject to approval.
- C. All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the Publisher harmless from and against any loss and expense resulting from claims or suits base upon the contents or subject matter of such advertisements including without limitation, claims or suits for liable, violation of right of privacy, plagiarism and copyright infringement.
- D. No cancellations accepted after close date.
- E. Prior to accepting any advertising from new advertisers we will need:
  - 1. Bank reference.
  - 2. The names of 2 publications in which you have advertised before if at all possible.
  - 3. A brief summary of your company.
  - 4. A check in full payment for your first ad.
- F. No cancellation of cover or other premium positions accepted  
Card inserts are also non-cancellable.
- G. Cancellation of contract space forfeits advertisers right to benefit from frequency discounts.
- H. No rate holders accepted.
- I. When change of copy is not received by closing date, previous copy will be used.
- J. Advertising agency must submit complete name, address and phone numbers of the clients who are advertising, along with the principles of the company advertising and a description of the company's activities.

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## COPY & CONTRACT REGULATIONS

- K. No deduction allowed for error in provided key numbers.
- L. “Til forbid” orders do not hold rate.
- M. Only bona fide orders for definite schedules accepted by Publisher to hold rates.
- N. Should an account become delinquent, GLM Communications Inc. shall demand immediate payment in full. Should the agency or account be placed for collection, a 25% collection charge will be added to the billable amount of the advertising statement.
- O. The word “Advertisement” must be prominent on any ad that appears to be editorial matter. This is required by publishing industry ethics.
- P. The magazine accepts no responsibility to advise an advertiser of any competitive advertising situations in any issue. No make goods, rebates, or discounts will be granted.

