

The Free International Bear Community Magazine & Event Guide

Thousands of Print Copies, Plus
Free Web Access for Thousands More

Reaches a Very Desirable Demographic
of **Bears** and **Bear Lovers** Worldwide

Integrated Online Social Network for
Brand Positioning in **Print, Web, and Email**

Now Coordinated with **Live Bear Party Events**

**If You're Not In Here,
Where Are You?**

Who Are The Bears?

What characteristics unify the gay men who call themselves bears? Are they bigger, hairier, older, kinkier, friendlier, rougher, more playful, or different in other ways from the general gay community? **There are as many definitions of a bear as there are bears** and bear-admirers. We don't try to impose our own standards on that diversity.

In addition to our **years participating in and serving the needs of this community**, we have also conducted independent research into the tastes and interests of bears through our social networking website, BearParty.com, which has **thousands of active members**. As a result of that research, and our own observations, BearParty Magazine targets a unique audience of seasoned gay male professionals:

- **These men range in age from their early twenties to their late sixties and above**
- **A significant percentage have higher education and are in advanced career paths**
- **They are active in the bear community**
- **They go out to socialize more than once a week.**
- **They travel recreationally at least once or twice a year**
- **Many are in committed monogamous and open relationships**
- **Just as many are single and actively dating within the community.**
- **They appreciate good food, fine drink, useful gadgets, quality cars, travel, and recreation.**
- **They recognize the close relationship between health and personal comfort**
- **They are interested in information about ways to preserve their active lifestyle**

How Do I Reach Bears?

We have **access to the customers you want to reach**. We are glad to work with advertisers who recognize the value of this special community. This media planning guide should help you get started. Get in touch with us to find out more about mailing list alerts, promotional placement online or in print, sponsored features, targeted flyer distribution, and other ideas to help you reach out to the bears of the world. You can always email us at sales@bearparty.com.

Why Advertise to Bears?

You already know that the gay community represents a significant force in the marketplace, and responds with **appreciation and loyalty to advertisers** who take the time to pay attention.

- **One out of nine couples are in same-sex relationships.**
(2000 US Census)
- **The spending power of the gay community is over \$608 billion a year.**
(Witeck-Combs)
- **78 percent of gay consumers prefer to buy from companies which advertise directly to them.**
(Greenfield Online)
- **89 percent of gay consumers are likely to seek out brands which have advertised in gay media.**
(Simmons)

Much of the advertising and media aimed at the gay consumer focuses on the mainstream 18-25 year old gay man. But as the Baby Boomers and Generation X men who helped create the gay revolution mature, **the population as a whole is getting older**, and their tastes are shifting.

One of the fastest-growing and most under-appreciated demographics in the gay community is **the more established man with the resources** and leisure time to enjoy the good life. Men who have the desire and the capacity to indulge in the pleasures of the flesh and the spirit.

In a word, **bears**.

By advertising in BearParty Magazine, you will gain access to **one of the most desirable market segments** in the gay community. You will be telling these men that you respect their choices, and that you want their business. And you will be **rewarded** for that attention.

Integrated Distribution - In Print, Email, Events, and the Web!

We don't wait for the bears to come to us; we go directly to them. We reach out to these men where they gather. In addition to subscriber distribution and online downloads, we send out **over 10,000 complimentary copies** of each issue to **bear-friendly bars, events, and organizations** in scores of cities all around the world.

We are distributed in hundreds of **bear bars and businesses across the United States and around the world** (including locations in MA, NY, PA, DC, MD, NC, GA, FL, TN, OH, IN, MI, IA, WI, MN, IL, MO, KS, LA, AR, TX, CO, AZ, NM, NV, CA, OR, Canada, Spain, France, Germany, Greece, Belgium, England, Japan, Brazil, Argentina, Australia, New Zealand, Turkey, and Mexico). That is on top of mailings to subscribers, marketing contacts, and **seasonal bear events** around the world.

Ninety percent of distributors responding to our latest survey said that every printed copy received was **picked up by a customer within the first two weeks** of delivery. We are committed to distributing all printed copies of each issue into the hands of actual readers, which means there are **never any back issues!**

We also make the magazine available **for free online to about 10,000 free members of BearParty.com**. Our online interactive magazine is presented in a dynamic Flash format, with 3D page flipping and a complete representation of the magazine as it is distributed in print, including all advertising. For convenience, we also provide a PDF download of the magazine for readers who want to save a copy, or **share it with friends**. Our active **email list has over 8,500 opt-in subscribers**.

We also throw frequent **live parties** in bars where our magazine is carried. Bear Party Events are fun, different, and exciting opportunities for **bears and bear lovers** to get together and have some good food, good music, and good fun, while **doing something good for the community!** Each party benefits a nonprofit organization within the community. We keep the entry cost low and the creativity high. And we always get the hottest bears in town to come and party with us.

Solid Bear Focus

We do not allow our focus to extend to the broader gay community. We have a **very specific niche** and we respect it. BearParty Magazine is made available by subscription, and distributed for free at a **hand-picked network of bear bars** and adult retail stores in cities across the United States and around the world. We only partner with bars which speak directly to the interests of the bear community. Each of our primary distribution points has established a reputation as a **key regional destination for bears** and bear-lovers.

BearParty Magazine Background

We know what the bears like, because we are the bears. As the founders of CyberBears, LLC, we've built **one of the largest media businesses in the bear community** over the past five years. We did it by giving these men just what they want, through subscriber adult websites, social networking sites, hosted live events, syndicated photo galleries, streaming video, almost 40 original DVD titles, and now a print publication.

Content and Format

BearParty Magazine is a convenient, digest-sized print publication distributed for free at hundreds of bear bars, clubs, and events across the United States and around the world. Each glossy, full-color issue includes bear comics, bear galleries, features on bear-friendly events, celebrities, trends, products, and news. BearParty Magazine is adult-oriented, and includes mature themes intended only for adults, but to accommodate broad community standards the magazine includes no full nudity or explicit imagery.

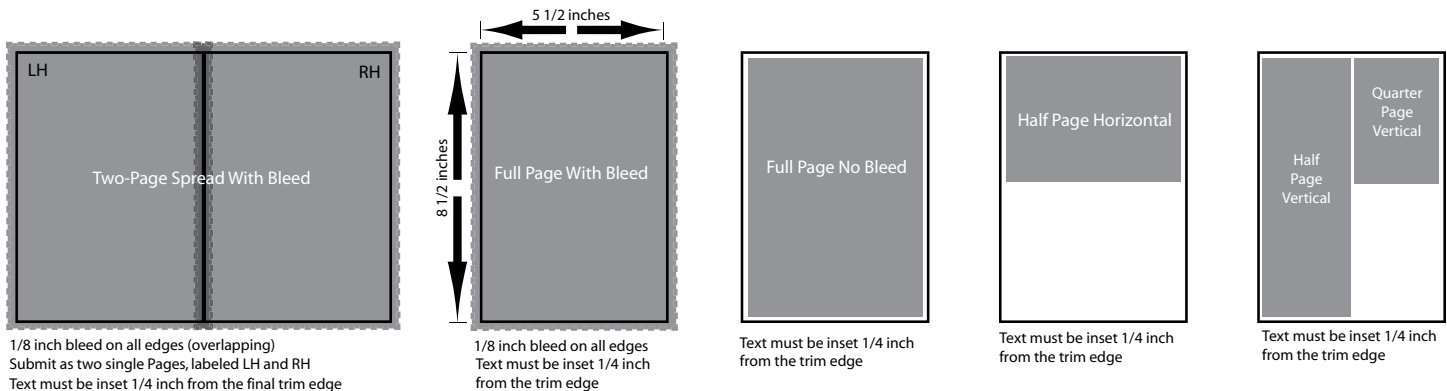
BearParty Magazine is **targeted directly to the needs and interests of bears** and bear admirers. Each issue of BearParty Magazine is filled with pictures, articles, and advertisements which speak to the bears as bears. We divide our editorial content into relevant sections such as:

- **Interviews and Profiles of noteworthy bear community members**
- **Drink Recipes, Drinking Lore, and Bar Snapshots**
- **Community Party and Event Directory**
- **Tourist Guides and Local Travel Tips**
- **Health, Fitness, and Safe Sex Tips**
- **Food Ideas and Restaurant Reviews**
- **Bear-Friendly Style and Grooming Advice**
- **Video, Music, and Media Reviews**
- **Reviews of DVD's, Gadgets, and Lifestyle Product Reviews**
- **Event Photos from around the world**
- **CoverBear Galleries**
- **BearParty Classifieds**

Pricing Options Per Insertion for Brand Advertising

Placement	Once	Twice	Quarterly	Dimensions (W" x H")
Full Page	Priced to Meet Your Needs			5.5 x 8.5
Half Page Vertical	Priced to Meet Your Needs			2.625 x 8.25
Half Page Horizontal	Priced to Meet Your Needs			5.5 x 4.125
1/4 Page Vertical	Priced to Meet Your Needs			2.625 x 4.125
Flyer Distribution (per 25,000)	Priced to Meet Your Needs			per page up to 5.5 x 8.5
Classified Display (per vertical inch)	Priced to Meet Your Needs			2.625 x 1
Classified Display (from web banner)	Priced to Meet Your Needs			2.625 x 0.5 (468 x 60)
Classified per text line (2-line min)	Priced to Meet Your Needs			40-char/line (25-char title)

- Discounts for each ad are offered in exchange for multiple consecutive issue commitments.
- All advertising space is subject to availability, and is reserved and sold on a non-refundable/no-cancellation basis.
- Flyers are supplied by the advertiser, after artwork approval, and must be received two weeks before street date.
- Preferred placement requests within the magazine will be considered, when available, for a premium
- Full-page space on the inside back cover, inside front cover, center spread, and the outside back cover, are offered when available at graduated premiums over the basic per-page ad rates.
- Payment for full run of classified ads is due in advance by the associated issue space date below for the first ad.
- Display ads may be paid on a per-issue basis, but each ad must be paid by the associated issue space date below.



Editorial Calendar and Deadlines

Issue	Payment	Artwork	Street
Winter, 2010	December 7	December 15	January 15
Spring, 2010	March 7	March 15	April 15
Summer, 2010	June 7	June 15	July 15
Fall, 2010	September 7	September 15	October 15

Prices listed will be honored for all issues above. Payment is due on or before final date of space reservation for each issue. Penalty for late payment or returned check is ten percent of total due for each month or portion thereof, compounded. Artwork not received by the deadline may, at the publisher's discretion, be replaced with older artwork when available, or alternative content.

Advertising Specifications

FILE REQUIREMENTS: All submissions should be uploaded to our servers or sent on CD to arrive no later than the artwork deadline. Camera-ready artwork must be 300dpi, CMYK color, and in PDF or TIFF format

FLYER DISTRIBUTION: Advertisers must supply 25,000 single-sheet flyers printed at the advertiser's expense on paper or card stock, and delivered at the advertiser's expense to BearParty Magazine at least two weeks before the street date for the target issue. All artwork must be approved in advance by BearParty Magazine. Contact us for additional pricing details on flyer design and printing.

CLASSIFIED ADS: Each text-only classified advertisement must consist of a minimum of two lines. The first line may consist of up to 25 characters (letters, numbers, punctuation marks, or spaces) of bold headline text. Each additional line may consist of up to 40 characters of plain text. Ads may be highlighted in red for an additional fee per issue. Web banner display ads may be submitted as JPEG or GIF files 768 x 60 pixels.

FULL PAGE BLEED REQUIREMENTS: Full page ads and spreads may be full bleed. If you want your ad to bleed, your artwork must extend beyond the measurements listed by an additional 1/8" on all sides. Text and critical visual elements need to be inset an additional 1/4" from the trim point for a page 5.5" wide by 8.5" high to allow for trimming. All measurements are for fitting purposes only, and are subject to layout requirements.

CONTENT: We do not publish images or advertisements which show simulated or actual sexual acts or exposed frontal nudity, which promote illegal activities, or which imply that models are under the age of 18. We reserve the right to refuse or modify any ad for any reason. Advertisements which may appear to be editorial may be visibly labeled as advertisements by the publisher. Advertisers are wholly responsible for any material presented for publication, including any potential damages or fees. Check your files carefully for accuracy before submitting them. The publisher assumes no liability for the content of any advertisement.

Contact Information

BearParty Magazine

A CyberBears, LLC Publication

3435 Cesar Chavez, Suite 206

San Francisco, CA 94110

Tel/Fax: 415 680-2371

website: www.bearpartymagazine.com

Editor-in-Chief, Mike Zillion

editor@bearpartymagazine.com

Creative Director, Ken Slater

creative@bearpartymagazine.com

General Sales and Customer Support

sales@bearpartymagazine.com

Sr. Account Executive, David De Jesus

ddj@bearpartymagazine.com

Account Executive, Teddy Brent

tbrent@bearpartymagazine.com

Account Executive, David Johnson

djohnson@bearpartymagazine.com

BearParty Magazine Advertising Insertion Order Form

PAYMENT FOR INITIAL INSERTION IS REQUIRED

UPON SUBMISSION OF ORDER

Please Print Clearly

DATE SUBMITTED = M: _____ /D: _____ / Y: 20 _____

ADVERTISER/COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ COUNTRY: _____

PHONE: __ (____) _____ - _____ FAX: __ (____) _____ - _____

EMAIL: _____ @ _____ . _____ URL: HTTP:// _____ . _____

AD SIZE SPECIFICATIONS: _____

PRICE PER INSERTION: _____ INITIAL ISSUE: _____ CONSECUTIVE INSERTIONS: _____

ADVERTISER AGREEMENT:

1. The publisher of BearParty Magazine (Publisher) is CyberBears, LLC of San Francisco, California. The Publication (Publication) is BearParty Magazine. The Advertiser (Advertiser) is the company identified in the form above and confirmed with an authorized signature below. The Specifications (Specifications) are the details provided by Publisher to Advertiser explaining the terms, pricing, and requirements for advertising in Publication.

2. Publisher reserves the right to refuse or modify any advertising for any reason, including but not limited to the right to apply markings to cover any section of any advertisement containing explicit or hardcore sexual content of any kind, and the right to add a designation of Publisher's choice specifying that an advertisement is not part of the editorial content of Publication. Publisher is authorized by Advertiser to insert the advertisement in Publication, for which Advertiser has paid \$ _____

3. Publisher shall not be liable to advertiser or others for any errors contained in Advertiser's advertisement, including copy and artwork. Advertiser is responsible for obtaining and demonstrating authorization for use of any and all logos, illustrations, photography, trademarks, trade names, copy, or artwork supplied to Publisher for use in Advertiser's advertisement. Publisher does not guarantee the position of the advertisement unless clearly specified in this agreement according to the terms of the Specifications. If Advertiser transfers or otherwise ceases to do business before or after publication, payment amounts due under this agreement shall not be waived. The signer of this agreement warrants that he or she is the owner, officer, or duly assigned representative/authorized agent of the Advertiser, with complete authority to bind Advertiser to this agreement.

4. By executing this agreement, Advertiser acknowledges reading and agreeing to abide by all of the details contained herein, and in the Specifications. Neither Publisher nor Advertiser shall be bound by any agreement or understanding not set forth herein. This agreement constitutes the entire understanding between and among the parties, and replaces any former understandings, agreements, or warranties. This agreement was entered into in the State of California, USA, and parties agree that all disputes shall be governed and decided by the laws of the State of California.

SIGNED: _____ DATE = M: _____ / D: _____ / Y: 20 _____

**TO PURCHASE ADVERTISING SPACE, PLEASE SEND THIS COMPLETED FORM
WITH ALL ARTWORK ON CD or DVD (300dpi CMYK TIFF or PDF per Specifications)
WITH CHECK OR MONEY ORDER FOR INITIAL INSERTION (payable to CyberBears, LLC) TO:**

CyberBears, LLC
Attn: BearParty Magazine
3435 Cesar Chavez, Suite 206
San Francisco, CA 94110