

Readership Profile

The New Standard

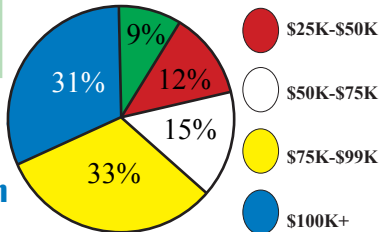


The *New Standard* brings you access to over 20,000 readers who:

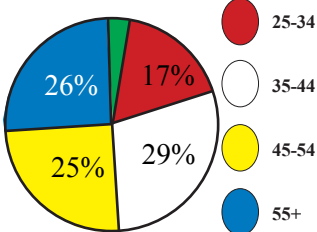
- are Female **63%**
- are Married **57%**
- have Children at home **51%**
- are College graduates **87%**
- have Masters/doctoral work **52%**
- Own home/condo **91%**

Sophisticated
The New Standard reader spends money on dining out, patronizing the cultural arts, buying new cars, homes, clothes and jewelry, traveling, securing financial services and later life living arrangements. Our readers have significant purchasing power.

Household income



Readership age



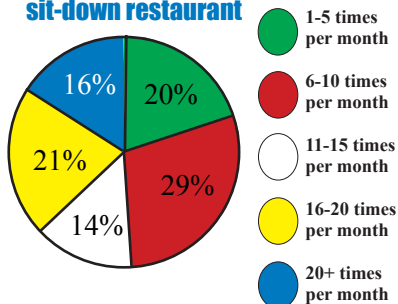
Purchases our readers are planning to make in the next 12 months

- 91% Women's apparel
- 67% Men's apparel
- 53% Children's apparel
- 66% Vacations/travel
- 59% Furniture/home appliances
- 46% Home-improvement supplies

Purchase behavior

- 76% Frequently purchases goods or services from ads seen in *The New Standard*
- 38% Planning to purchase an automobile in the next 12 months
- 60% Frequent air travel, 3+ times per year
- 51% Dined out at a sit-down restaurant 10+ times in the past month
- 90% Weekly supermarket expenditure, greater than \$125
- 63% Spend more than \$150 during a typical trip to the mall
- 60% Bought/sold stocks or bonds in the past 12 months
- 60% Planning to remodel/decorate in the next 12 months

Dining out at a sit-down restaurant



The New Standard

2011 Advertising Rates

Deliver your message to well-educated homeowners and professionals with high discretionary income and buying power. Advertise in The New Standard.

64% of TNS readers earn household incomes of over \$75,000. 31% over \$100,000. Our readers have disposable income and the motivation to spend it.

Our distribution is independently audited by Circulation Verification Council. It assures you that your message will be read by 20,000 consumers. The New Standard enters practically every Jewish household in the Columbus area. Not only do we deliver to over 4,000 Jewish households free of charge, we also distribute to 75 locations throughout the Columbus metropolitan area.

2012 Publication Dates

- January 5
- January 18 Camp Guide
- February 3
- February 17 Celebrations
- March 8 Travel Guide
- March 22 Passover
- April 5
- April 19
- May 3 Health Matters
- May 17 Home Improvement
- June 7 Celebrations
- June 21
- July 5 55 and Older
- July 19
- August 9 Back to School
- August 23
- September 6 Rosh Hashanah
- September 20
- October 4 Estate Planning
- October 18
- November 1
- November 15 Gift Guide
- December 6 Chanukah

All ads are due 7 days prior to publication date

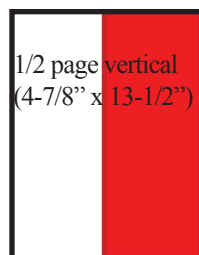
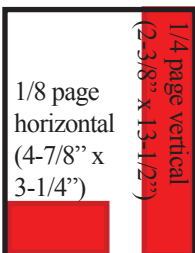
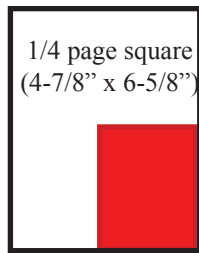
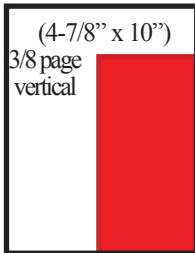
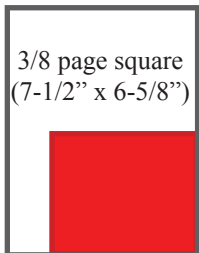
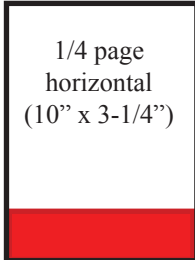
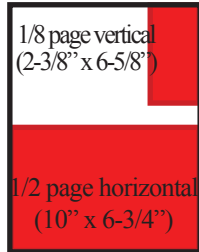
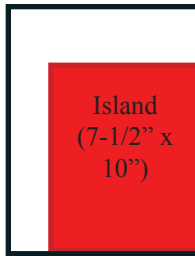
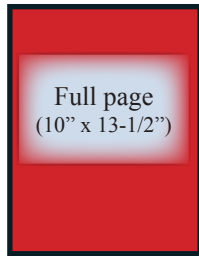
New Standard Readers' Annual Household Incomes

Circulation Verification Council's TNS Readership Study

	Our Readers	General Market Statistics
Over \$100,000	31%	15%
\$75,000-\$99,000	33%	12%
\$50,000-\$74,999	15%	18%
\$25,001-\$49,999	12%	29%
Under \$25,000	9%	26%

Call 614-371-2595 to advertise today

Ad Sizes and Shapes



Ad size	Width	x	Height
Full page	10"	x	13-1/2"
Island	7-1/2"	x	10"
1/2 page V	4-7/8"	x	13-1/2"
H	10"	x	6-3/4"
3/8 page V	4-7/8"	x	10"
H	7-1/2"	x	6-5/8"
1/4 page SQ	4-7/8"	x	6-5/8"
V	2-3/8"	x	13-1/2"
H	10"	x	3-1/4"
1/8 page V	2-3/8"	x	6-5/8"
H	4-7/8"	x	3-1/4"
1/16 page	2-3/8"	x	3-1/4"
Inside cover	10"	x	13-1/2"
Back cover	10"	x	13-1/2"

- Tabloid-sized page on newsprint 100 line screen
- Page is made up 103/16" x 121/4"
- 5 cols. per page, some 4-col. pages available
- 121/4" per column
- Ask about custom ad sizes
- Preferred formats: PDF, TIFF, JPEG



The **NewStandard**
 169 East North Street · Worthington, Ohio 43085
 614.371.2595 · dsmith@thenewstandard.com
 www.thenewstandardonline.com

The **NewStandard**

Rates effective Jan. 1, 2012 through Dec. 31, 2012
 Rates may be raised at any time with a 30-day notice Minimum ad size is 2 column inches.
 This rate is commissionable.

Ad size	24 times	12 times	6 times	Open rate
Full page	\$410	\$492	\$613	\$764
Island	\$323	\$404	\$504	\$630
1/2 page	\$210	\$253	\$316	\$394
3/8 page	\$163	\$201	\$250	\$312
1/4 page	\$121	\$154	\$188	\$235
1/8 page	\$73	\$91	\$113	\$142
Inside cover	\$422	\$528	\$660	\$824
Back cover	\$455	\$561	\$701	\$870
Full Color	\$100	\$100	\$200	\$200

Color rates

Spot color: \$200, 4-color process: \$200

Guaranteed position

When available, there is a 10% placement charge on top of open rates. Special placement cannot always be accommodated for color ads.

Ad & proof deadlines

Display space, disks, e-mail, and camera ready ads are due Thursday at 4 p.m., 1-week prior to publication. The proof deadline is Tuesday at 4 p.m., 1-week prior to publication. Custom printing & design services. Call 614-371-2595 or e-mail production@thenewstandard.com.

Web Advertising

www.thenewstandardonline.com

We receive more than 10,000 hits per month on our website.

Banner Ad (468 x 60): \$50 per month

Skyscraper Ad (120 x 600): \$80 per month