

*Take*

*New England's New Culture*

# *Take*

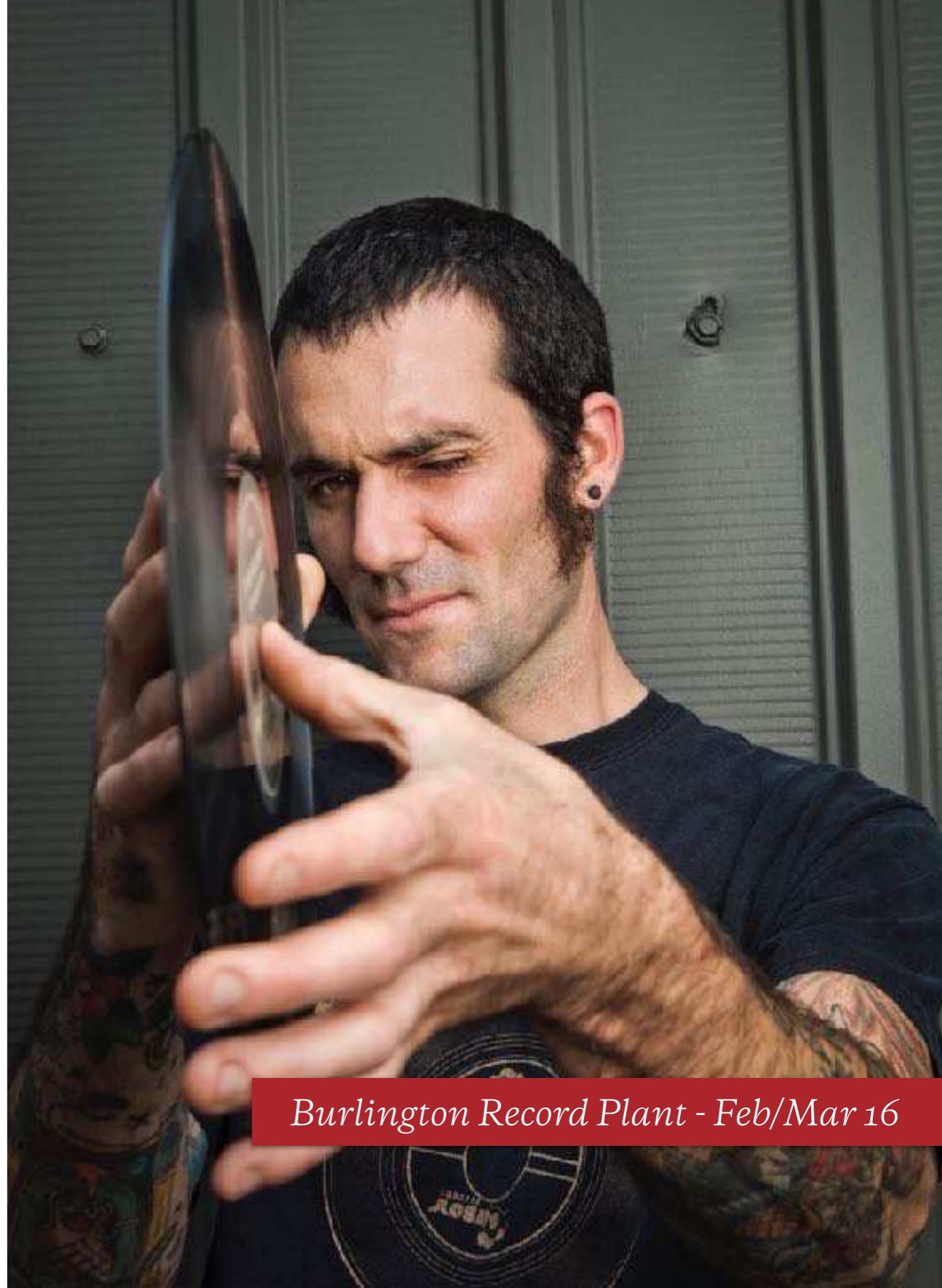
*New England's New Culture*

***Take Magazine*** is the new, trusted editorial source for the culturally adventurous New Englander. *Take* tells the stories of the creative community in New England through the interesting people that make culture happen.

# *Take*

*brand DNA*

- uniquely New England
- innovative in content & format: trusted editorial presented with high design values
- locally grown: built with cutting edge, New England-based, creative talent—printer to table



*Burlington Record Plant - Feb/Mar 16*

# *Accolades & Media*

One of the **Best Newly Launched Magazines of 2015**  
by *Library Journal*.

One of the **30 Hottest Magazines Launched in 2015**  
by Mr. Magazine™ and *Media Industry Newsletter*.

*“... a great read and a visual extravaganza. And of course, there are so many twists you can create with the word “Take” that one can’t help but be fascinated by it.”*

– Samir “Mr. Magazine” Husni

*“Take is a labor of love, made by people who understand how the magazine medium is fundamentally different from other media.”*

– Cable Neuhaus, “The Modern Magazine” column, Folio: magazine

*“From portrait painters to barbers and circus performers, Take Magazine celebrates the people who define New England culture.”*

– Susanne Althoff, “The Creatives” Boston Globe Magazine, March 2016






*Pretty Snake - September 15*



# *Take*

*portfolio of channels*

- 6 Issues/Year - \$6.95 copy | \$29.97 subscription
- digital edition @ [thetakemagazine.com](http://thetakemagazine.com)
- mobile
- social media |   
- branded events

# Take

editorial & images

– we cover visual arts, music, design, architecture, literature & poetry, dance & movement, food & beverages, fashion and theater

– World-class contributors from around New England provide our editorial clout, illustrations and photography, including:

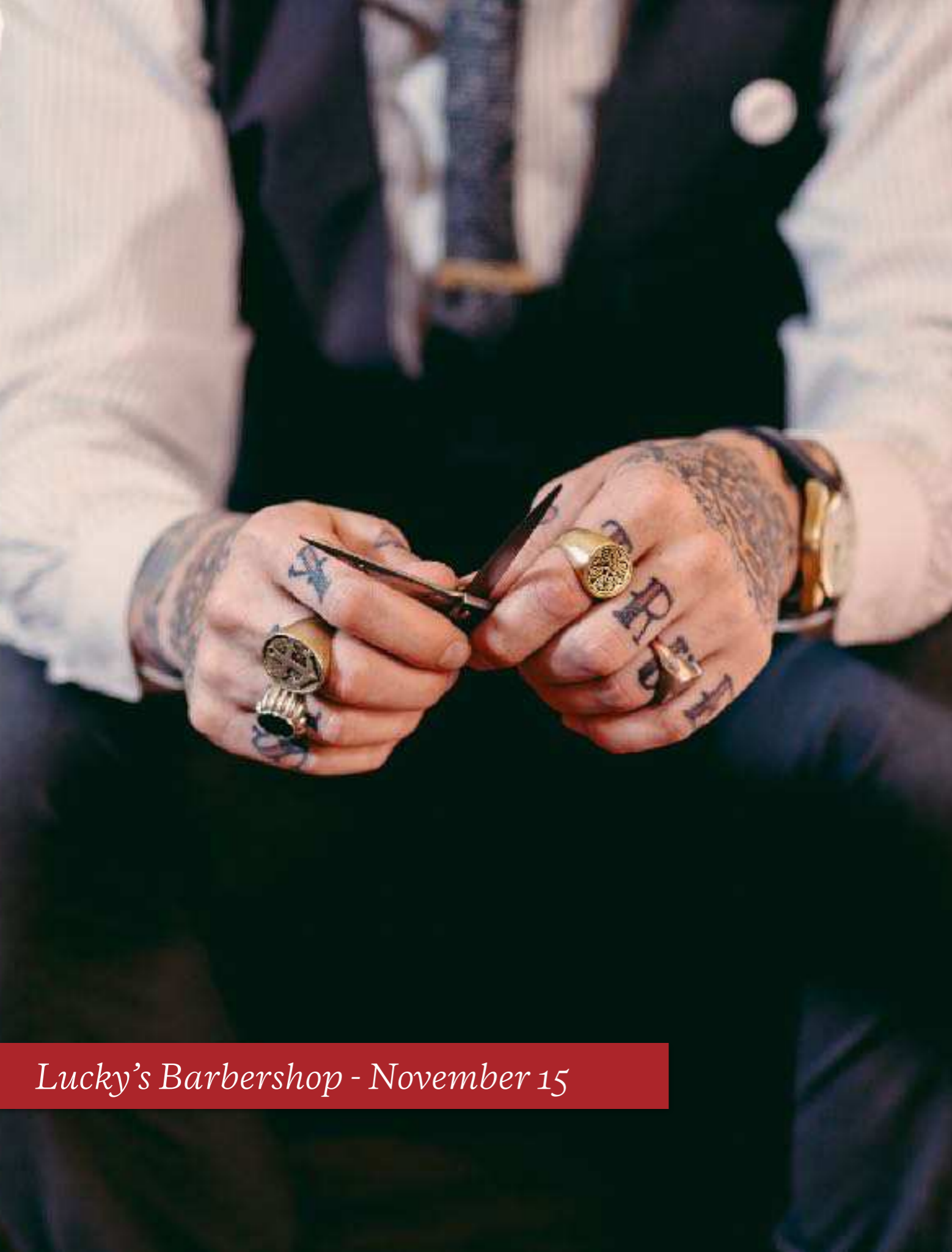


- **Nannette Vonnegut** - Her work has appeared in the Huffington Post and she recently wrote the forward for a recent book of art by her father, Kurt.
- **Alexander Chee** - The author of the best selling novels *The Queen of the Night* and *Edinburgh* and a contributing Editor at *The New Republic*.
- **Paul Teeling** - A Master of Fine Arts candidate at UMass/Amherst and a New York expat specializing in portrait and architectural photography, his work has appeared in *New York Magazine* and *Architectural Digest*.
- **Jill McDonough**'s books of poems include *Habeas Corpus* and *Where You Live*. The recipient of three Pushcart prizes, her work appears in *Slate*, *The Threepenny Review*, and *Best American Poetry*. She directs the MFA program at UMass Boston and Provincetown, Massachusetts's Fine Arts Work Center.



*Bartender Ran Duan - October 15*





# *Take*

*our readers*

- 25-54 years old
- college educated
- New England resident
- influencer, adventurous
- traveler
- cultural consumer
- first adopter

*Lucky's Barbershop - November 15*

# Take

## *distribution & audience vitals*

- 400 person VIP list of cultural leaders from across New England
- newsstands in over 65 independently owned bookstores and retailers
- all Whole Foods, Barnes & Noble, Big Y and Costco locations in New England
- national distribution at speciality magazine bookstores
- controlled circulation
  - law offices, spas, doctors and dentist offices in 100+ targeted cultural hubs & communities
- major arts events across New England

**10,000**

total copies/issue

**2.5**

readers per copy

**12%**

paid subscriber base

**25%**

newsstand

**55%**

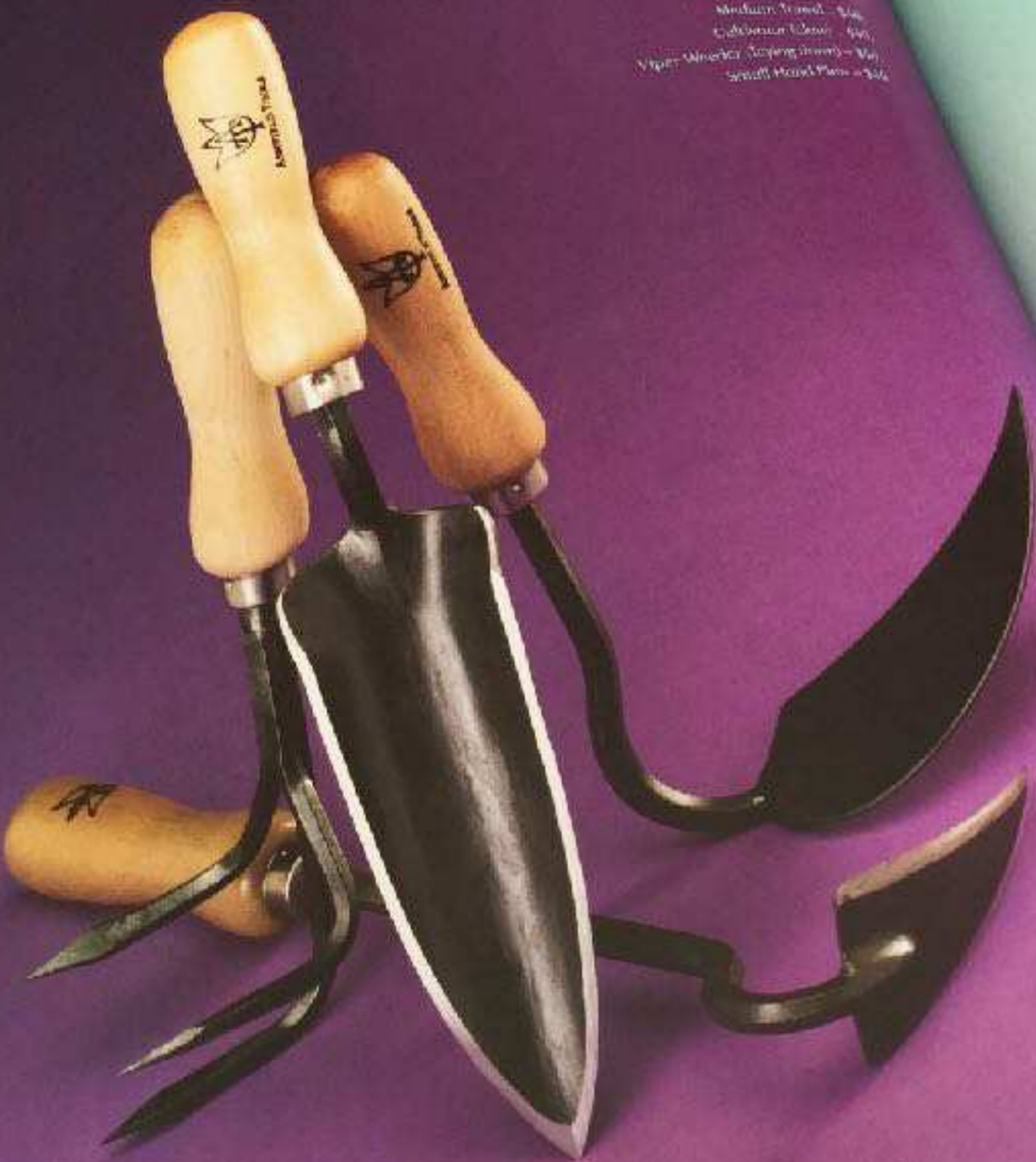
controlled & VIP

**8%**

events and promotions

# hand-forged garden tools

Go West Farm of Ashford, Vermont  
in Ashford, Vermont  
Each handle made in Vermont  
with steel from Vermont  
Medium Trowel - \$40  
Cultivator - \$40  
Viper - Weeder, Digging Iron - \$40  
Small Hand Plane - \$40

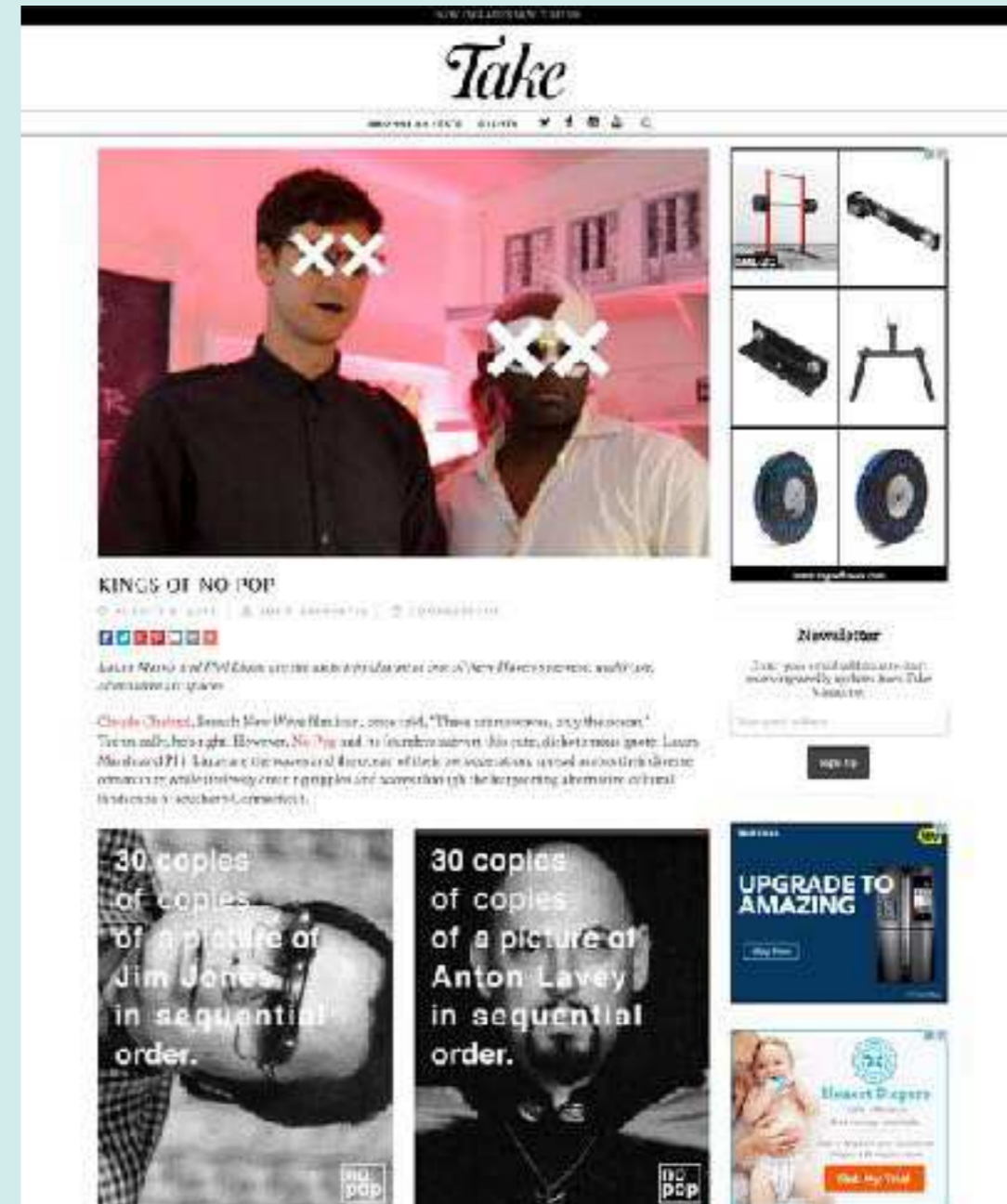
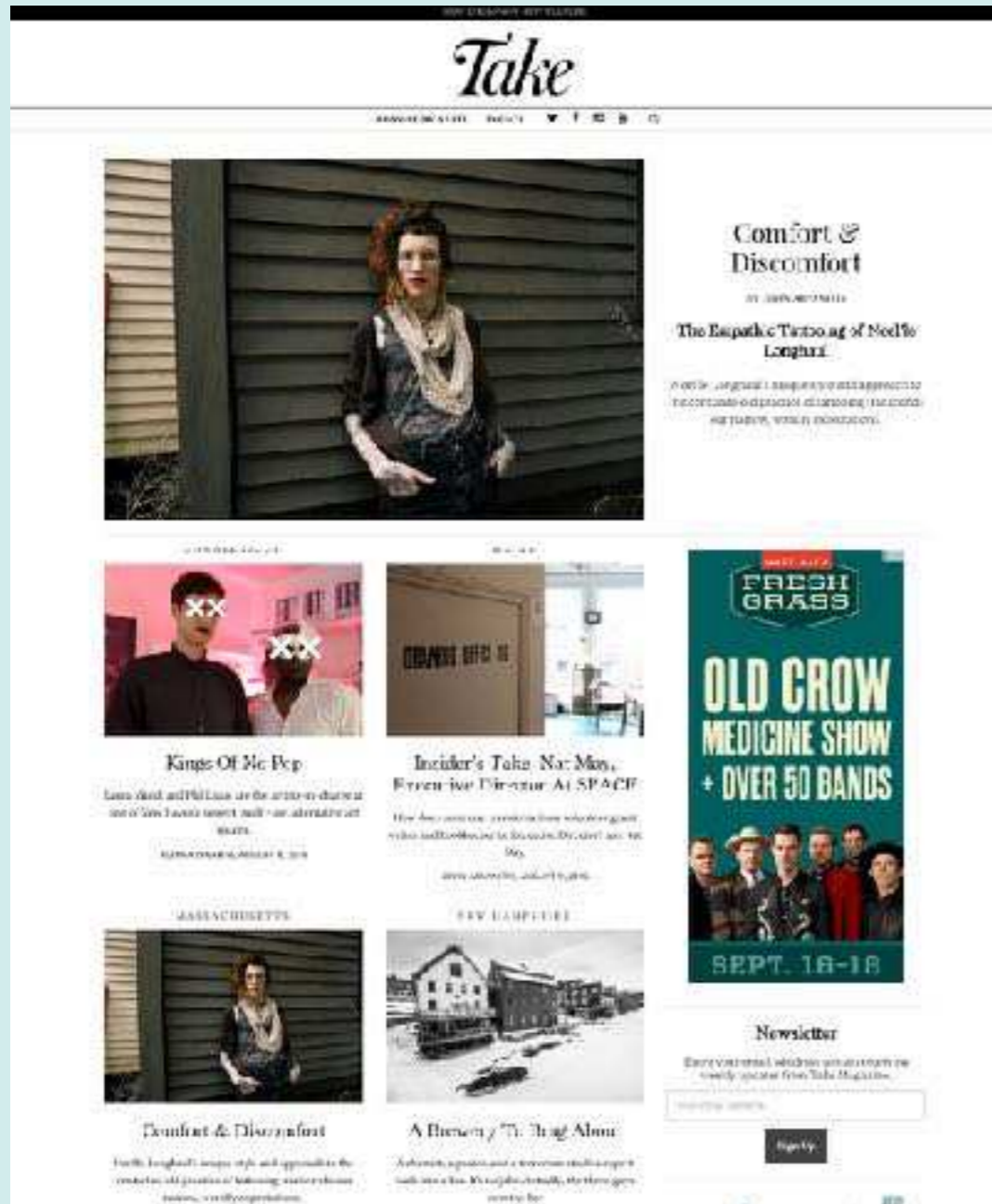


## "go forth" leather cabin book

By Eric D'Amico  
a custom book binder in Brandon, Vermont  
davidesign.com  
\$30

# Take

thetakemagazine.com desktop, mobile and tablet



thetakemagazine.com

# *Take*

*standard inventory*

## *print*

- display ads
- content sponsorships
- gatefolds
- special inserts
- tip-ins & blow-ins
- foldouts

## *digital*

- standard ad units
- high impact units
- email newsletters
- content sponsorships
- in-video & podcast sponsorships
- special online sections
- mobile ad units including inside Facebook Instant Articles & Apple News

# Take

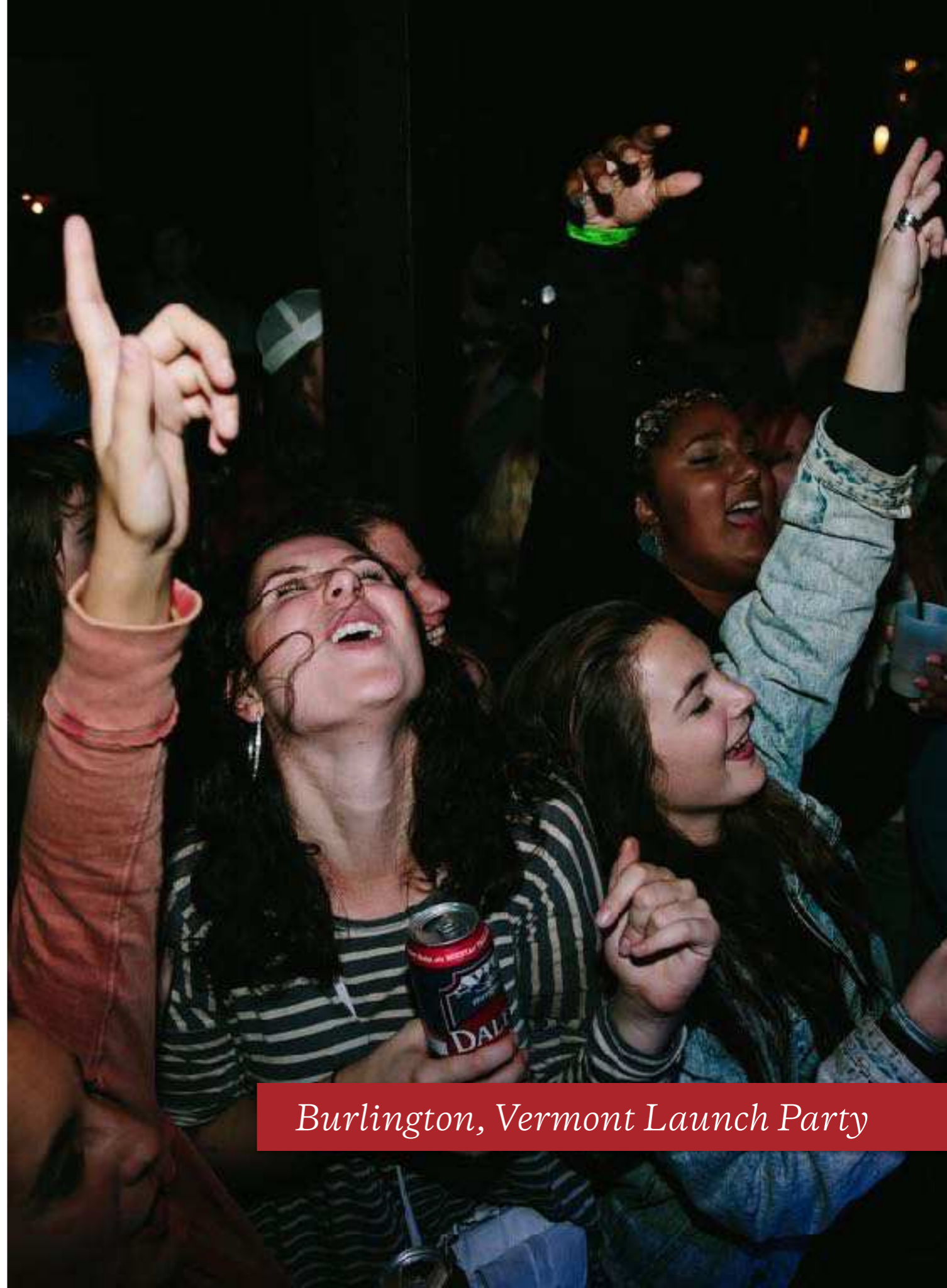
*custom inventory*

*native advertising*

Who better to reach your connected New England customer, than the publication that covers them? *Take Magazine* will work with advertising partners to tell stories for their brand. Tap into our expertise to create content in print and digital that stands out and makes an impact.

*branded events*

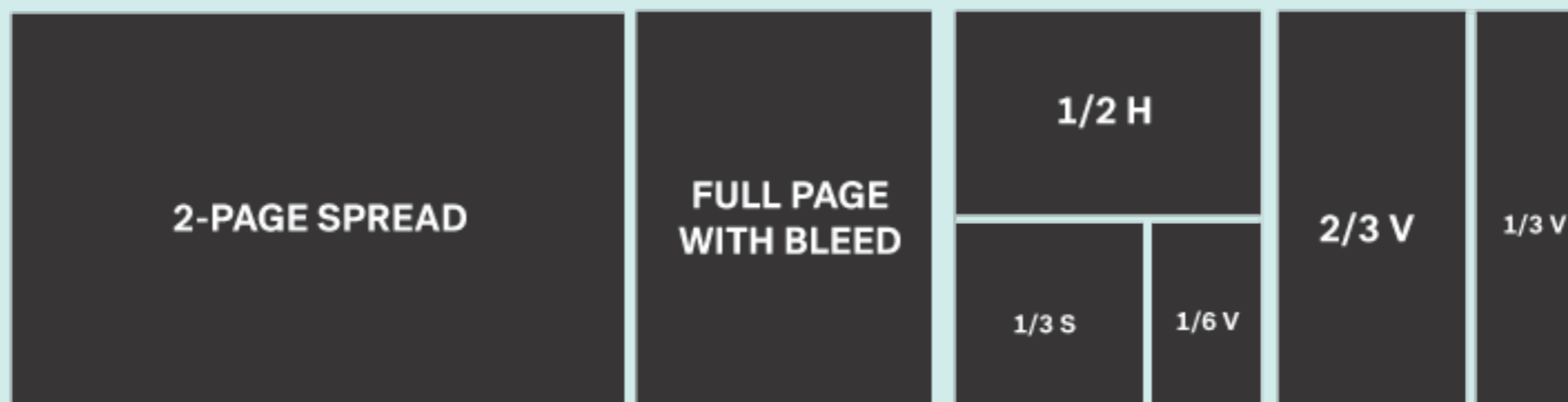
*Take* is developing a calendar of events to bring together cultural creators from across the region. We also partner with some of the most prominent cultural organizations in the region including MASSMoCA, Boston Center for the Arts and the Portland Museum of Arts.



*Burlington, Vermont Launch Party*

# Take

## print specifications



### *All dimensions listed as width × height*

Two-page Spread	trim: 16 X 10.875 in.
Full-page with Bleed	trim: 8 X 10.875 in.
2/3-page Vertical	4.8565 x 10.875 in.
1/2-page Horizontal	7.75 x 5.3125 in.
1/3-page Vertical	2.65 x 10.875 in.
1/3-page Square	5.125 x 5.3125 in.
1/6-page Vertical	2.65 x 5.3125 in.

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**PLEASE NOTE:** a .25" bleed should be added to all four sides of all print advertisements

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### *Ad format & guidelines*

Hi-res PDF files with all fonts embedded, in the correct color mode (CMYK or grayscale). Please convert all spot colors to CMYK. Resolution must be 300 DPI for all submitted images and files.

Advertisements in *Take* should be visually appealing and elegant without mimicking the magazine's visual style.

Take's trim size is 8 x 10.875 in.

# Take

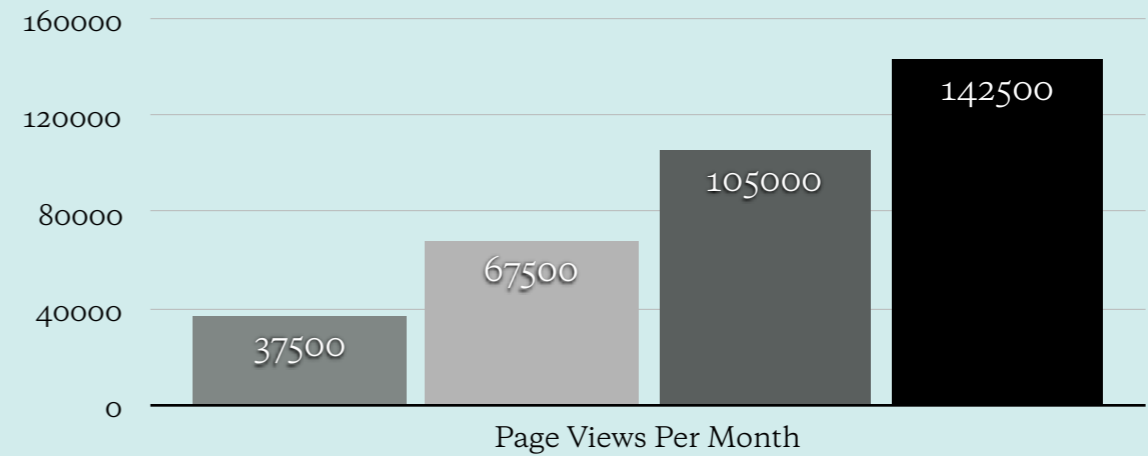
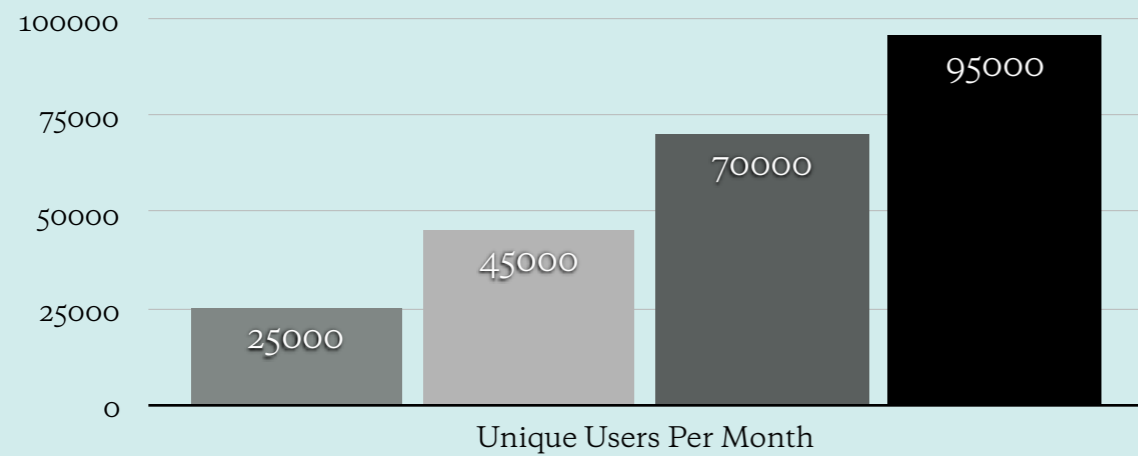
*print ad rates for 2017*

<b>SIZE</b>	<b>1x</b>	<b>4x</b>	<b>6x</b>
<b>Two-page</b>	\$10,000	\$8,500	\$7,220
<b>Full-page</b>	\$5,000	\$4,250	\$3,610
<b>2/3</b>	\$4,200	\$3,570	\$3,030
<b>1/2</b>	\$3,500	\$2,975	\$2,525
<b>1/3</b>	\$1,000	\$850	\$725
<b>1/6</b>	\$500	\$425	\$360



# Take

2017 traffic projections



■ 1st Quarter ■ 2nd Quarter ■ 3rd Quarter ■ 4th Quarter

# Take

*digital ad rates for 2017*

## CONTENT PAGES

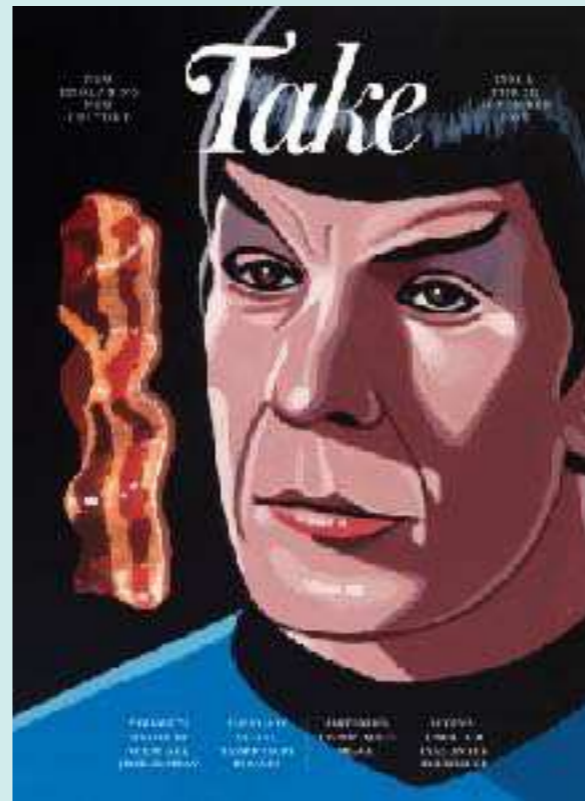
SHARE OF VOICE	300 x 600	300 x 250 #1 & #2	300 x 250 #3	970 x 250	600 x 100
Quarter Share	\$1,200	\$800	\$500		
Half Share	\$1,500	\$1,250	\$900	\$1,800	\$2,000
Three-Quarter Share	\$1,900	\$1,800	\$1,500		
Full	\$2,500	\$2,200	\$1,900	\$2,800	\$3,500

## HOMEPAGE

SHARE OF VOICE	300 x 600	300 x 250 #1 & #2	300 x 250 #3	970 x 250	600 x 100
Quarter Share	\$750	\$500	\$300		
Half Share	\$1,100	\$900	\$500	\$1,200	\$1,500
Three-Quarter Share	\$1,750	\$1,500	\$1,100		
Full	\$2,200	\$1,900	\$1,250	\$2,000	\$2,750

*Rates good through June 30, 2017*

*thetakemagazine.com*



*Take*

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