

Take

New England's New Culture

Take

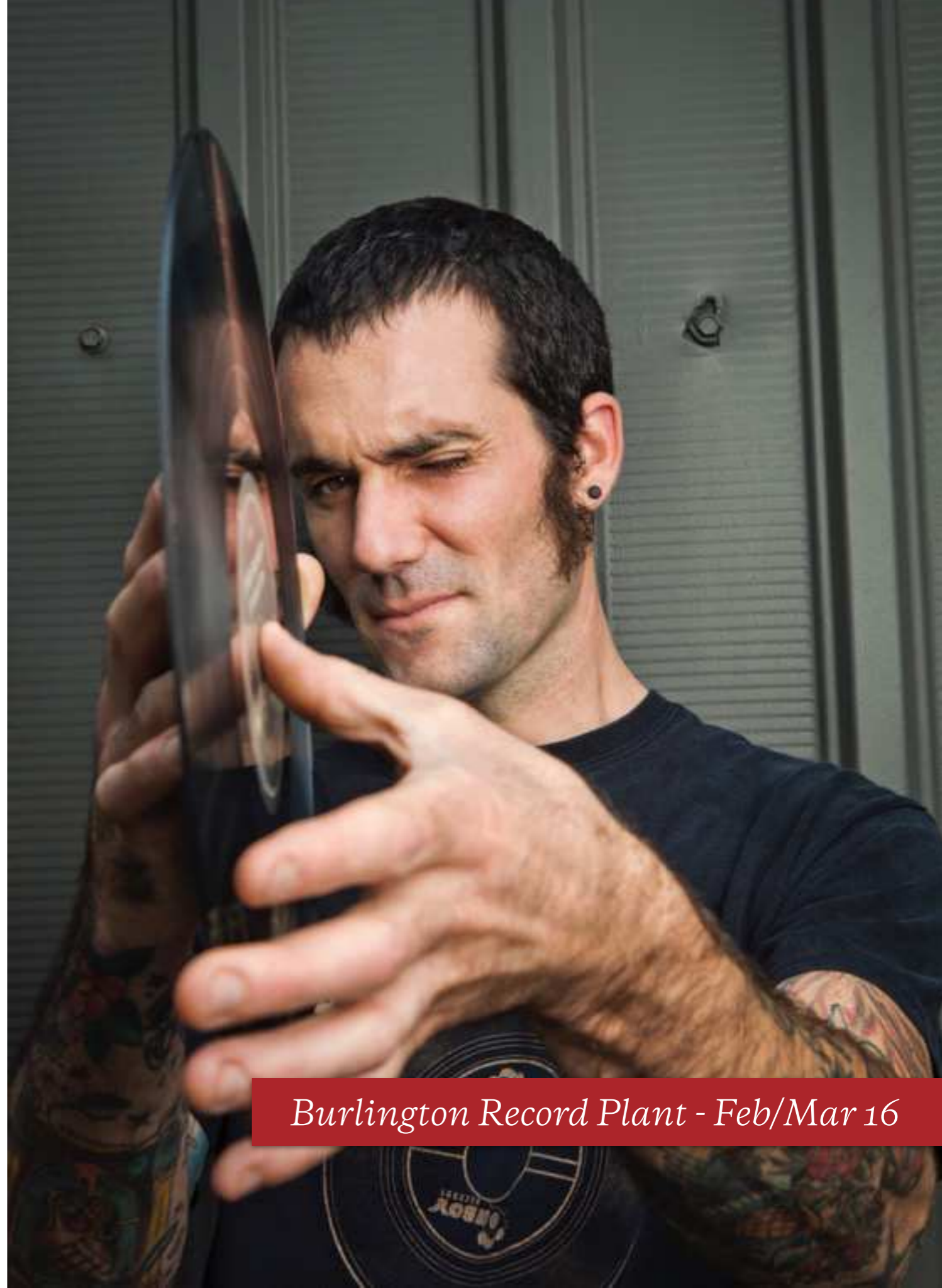
New England's New Culture

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
- 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's 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 is the author of the novels *The Queen of the Night* and *Edinburgh* and a contributing Editor at *The New Republic*.
 - Kathy Gunst: James Beard Award-winning journalist, author of 15 cookbooks and the resident chef for NPR's *Here & Now*.
 - Jimmy Ienner, Jr. was chief photographer and video director at Sony Music Entertainment from the 1990s to the late 2000s, he was one of the most published photographers in the entertainment industry.
- Cummings Printing in New Hampshire has been producing magazines for over 100 years and uses premium papers to give each issue the touch and feel of a design object



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%

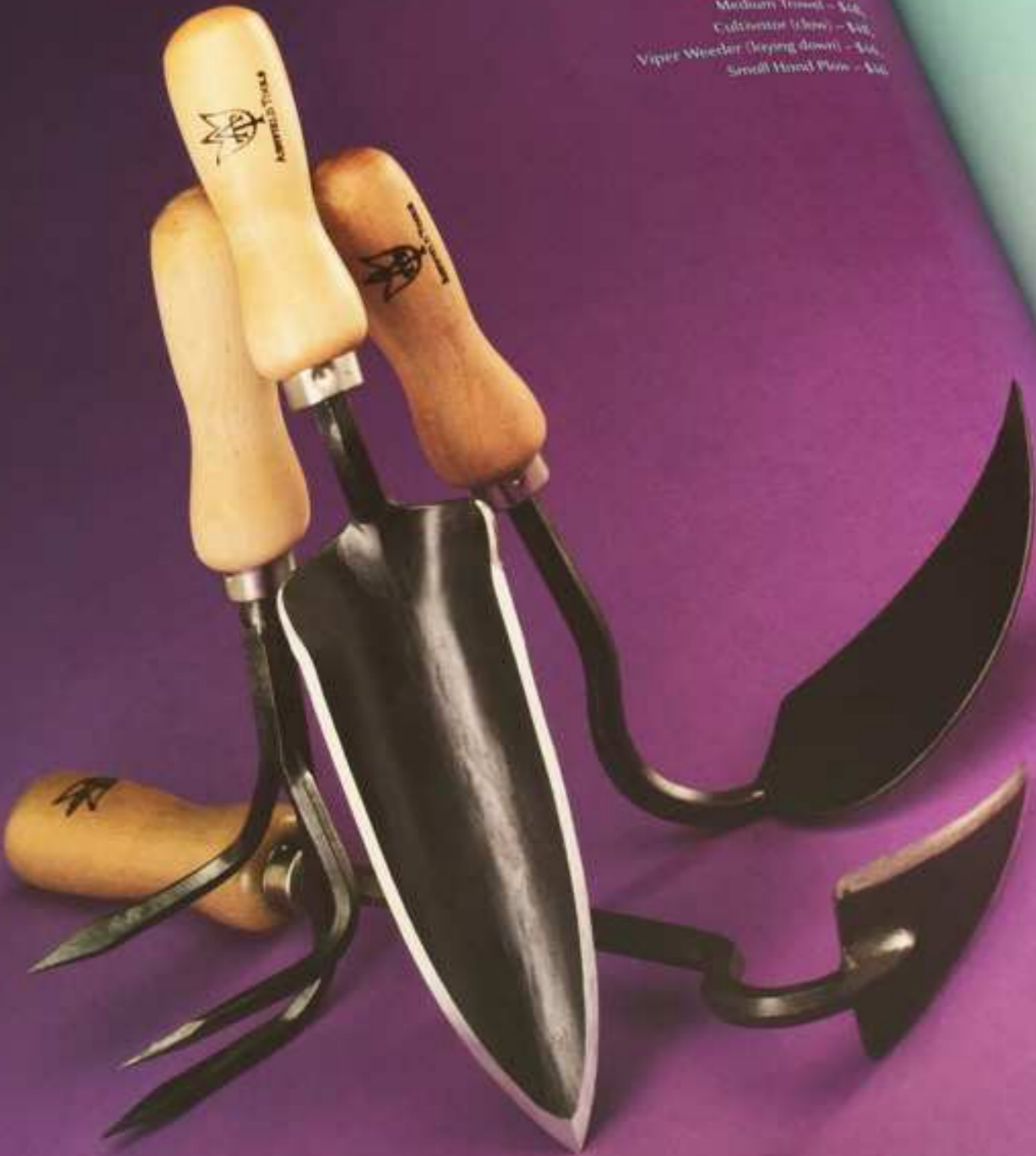
controlled & VIP

8%

events and promotions

hand-forged garden tools

By Ned James of Ashfield Tools
in Ashfield, Massachusetts
Barely handles made in Maine
ashfieldtools.com/nedjames.html
Medium Trowel - \$44
Cultivator (low) - \$39
Viper Weeder (keeping down) - \$44
Small Hand Pick - \$40



"go forth" leather cabin book

By Eric Drzewianowski of doki design,
a custom book bindery in Brandon, Vermont
doki.com
\$80

Objectified - December 15

Take

standard inventory

print

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

digital

- standard ad units
- high impact units
(summer 2016)
- email newsletters
- content sponsorships
- in-video & podcast sponsorships
- special online sections
- mobile ad units including inside Facebook Instant Articles & Apple News

Take

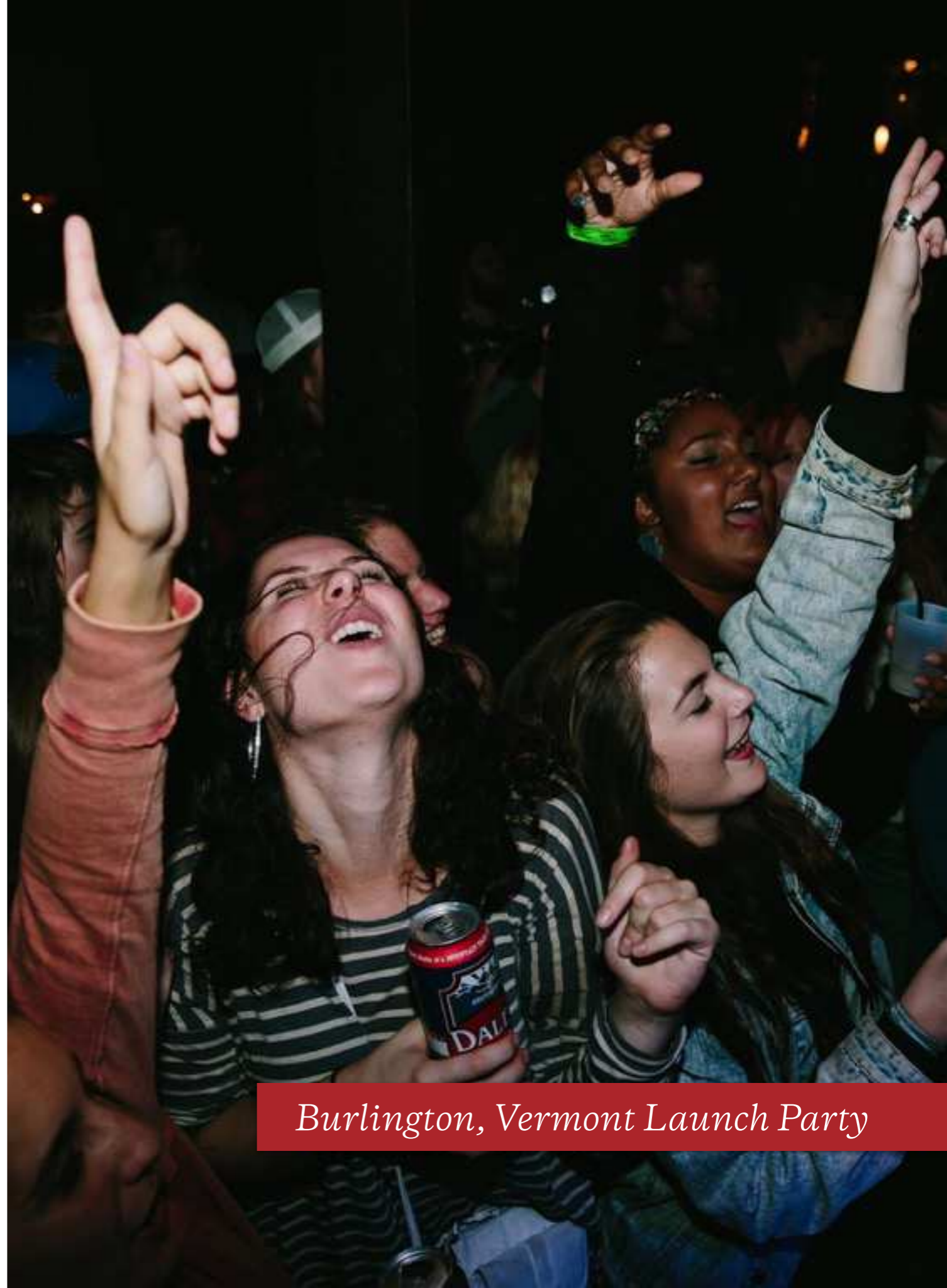
custom inventory

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.

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

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

ad rates for 2016

Print

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

Web

AD UNIT	SIZE	LOCATION	CPM
medium rectangle	300 x 250	homepage	\$15
		content	\$15
leaderboard	728 x 90	homepage	\$15
		content	\$15
large rectangle	300 x 600	homepage	\$15
		content	\$15



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Take

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