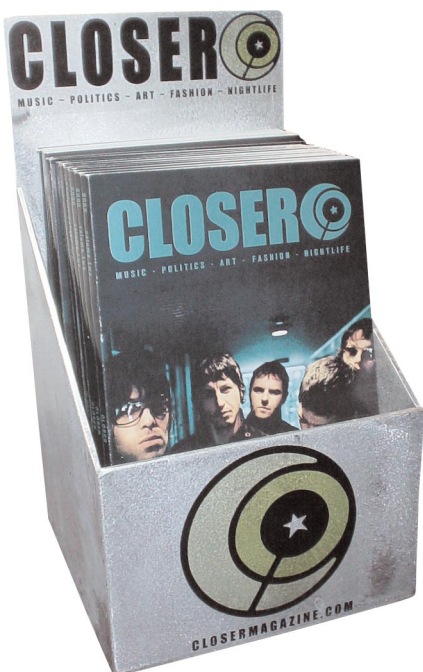


## DISTRIBUTION



High traffic distribution sites are supplied with brushed metal caddies to help promote your advertisement.

### Over 400 Distribution Sites:

<b>Retail</b>	50 issues per location
<b>Restaurants</b>	100 issues per location
<b>Music stores</b>	100 issues per location
<b>Hotels</b>	100 issues per location
<b>Bars and Nightclubs</b>	75-150 issues per location
<b>Colleges &amp; Universities</b>	150 issues per location

### Pick-up Rate:

We have an estimated 99.5% pick-up rate from all distribution locations. Many drop-off sites report being out of the magazine within the first 7 days of distribution and are quickly restocked.

### Shelf Life:

While we encourage readers to pick up the magazines, they are also kept as table magazines at popular boutiques and salons.

