

SIXSIX

w w w . 6 0 6 m a g . c o m

media kit

There are two facts you need to remember:

According to Nielsen Media Research, 72 percent of 18- to 34-year-olds spend time online.

*According to site statistics, **sixsix magazine** takes a full 91.3 percent of its readership from that age group. In addition, the magazine is actively looking for online advertisers.*

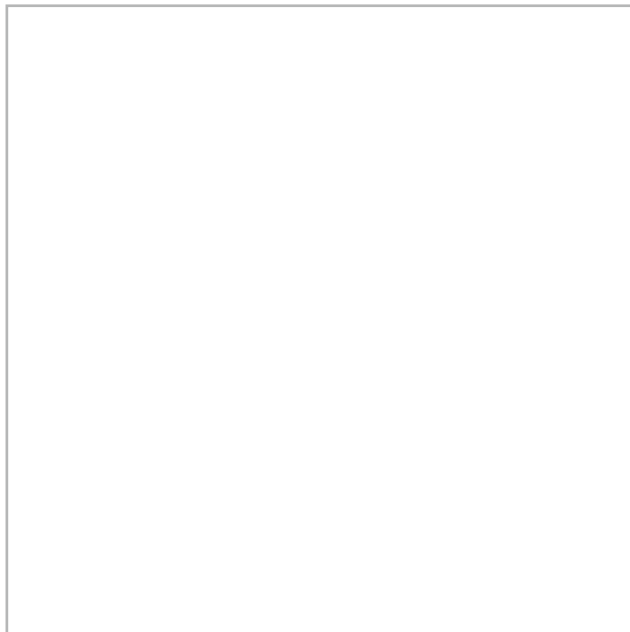
While others cover just events, fighting for coverage on the Next Big Thing or that Great Cool Show, we take a different approach, discussing events important and relevant to our readers. Chicago serves as the foundation, and all narratives build from the simple day-in and day-out happenings of the city. It's a forum for the ideas, the fashion, the stories and, most of all, the provocative.

In just a few short months, **sixsix** has made its mark, sponsoring DJ events at the Metro and hosting the Suicide Girls, a nationally-touring revue show, interviewing John Hughes III - son of filmmaker John Hughes and the founder of a Chicago-based record label - and featuring the 30 movers and shakers in the city in the magazine's most ambitious story to date, "30 Under 30."

sixsix magazine covers all that influences, entertains and affects Chicago and its residents, offering features, photo essays, debates and fashion aimed at the 20- or 30-somethings that help to shape and change our diverse and dynamic city.

your city. your stories.



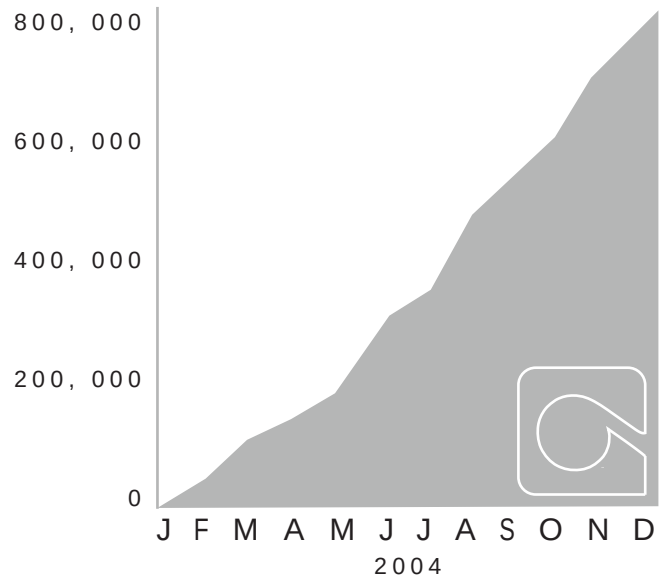


sixosix readers are a diverse and technologically savvy group. **Since its launch on January 1, 2004, the www.606mag.com site has seen more than 1,127,089 hits**, and numbers continue to grow with each passing month. Issue five, released in May, has served more than 100,000 pages, up from 26,720 for the inaugural issue.

In addition, **sixosix** readers are a loyal bunch. A full 95 percent of all new readers stay to read previous issues, and the average reader takes in 20 page views per session - a huge gap from Nielsen's research, which show the Internet standard to be six views. Readers come back to the site to view new comments posted at the bottom of each section - which adds a chat board-like functionality to the magazine - giving **sixosix** 2.25 visits per month from the average unique user. According to Nielsen, the average Internet user spends less than one minute on a given site. **sixosix boasts an average stay of more than eight minutes.**

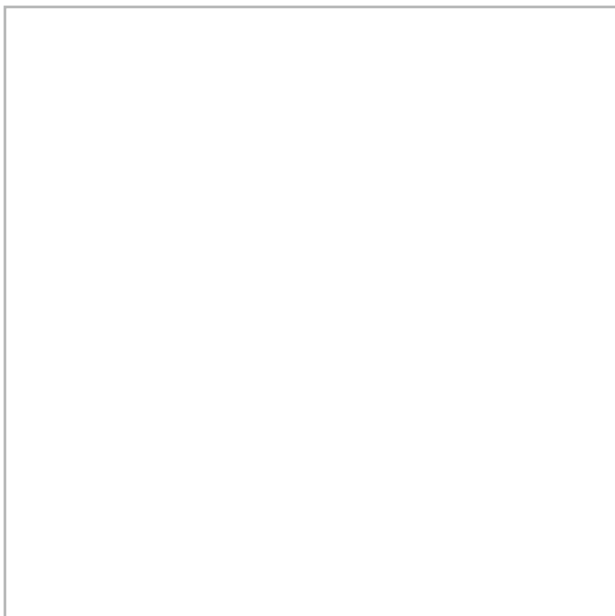
Projected page views give the magazine a bright future. **Based on current growth rates, the site will near 800,000 page views by December 2004.**

page views



In addition to its online presence, **sixosix magazine** is actively looking break into the print market as well. With such a strong - and constantly growing - Web base, the magazine will prove to be among the front runners in Chicago publishing.

*www.neilsenratings.com



ad rates

banner / sidebar ads

impression	10,000	20,000	30,000	40,000
CPM	\$20	\$17	\$14	\$11
total investment	\$200	\$340	\$423	\$440

button ads

impression	10,000	20,000	30,000	40,000
CPM	\$17	\$14	\$11	\$9
total investment	\$170	\$280	\$330	\$360

splash screen ads

100,000 impressions : \$2,000

one-page web presence

sixosix will design a one page Web presence to maximize your investment for only \$100

ad sizes (in pixels)

banner: 468x60

button: 120x120

sidebar: 120x120

splash: 240x240

sending artwork

Artwork should be submitted in .jpg or .gif format at 72 dpi. If under 3MB, zip or stuff the file and e-mail to ads@606mag.com. If larger than 3MB send on CD or Zip disk or upload to the sixosix server. If you require assistance, sixosix will produce a high-quality advertisement for you at a nominal fee.

contact

sixosix magazine
1259 N. Milwaukee Suite 2
Chicago, Illinois 60622

publisher : Michael Tolva

630.561.7776

ad representitve : Amber Neely

773.837.4087

email : ads@606mag.com

visit sixosix at www.606mag.com

sixosix is an icarus media LLC production



Advertisement Insertion Order

Advertiser Information

Company/Organization: _____
Street Address: _____
City: _____ State: _____ ZIP Code: _____
Contact Name: _____ Title: _____
Telephone: _____ Fax: _____ E-mail: _____

Billing Information (if different):

Agency (if applicable): _____
Street Address: _____
City: _____ State: _____ ZIP Code: _____
Contact Name: _____ Title: _____
Telephone: _____ Fax: _____ E-mail: _____

Insertion Order Description

Banner size: ☐ Banner ☐ Side bar ☐ Button ☐ Splash ☐ Other

No. of Impressions: _____

Ad Placement Date: _____

Ad Term: ☐ One Month ☐ Three Month ☐ Six Month ☐ Other

Click-Through URL: _____

Campaign name: _____

Other terms: _____

Authorized by: _____ Date: _____
For Sponsor/Agency

Authorized by: _____ Date: _____
For 606mag.com