

Now **ADVERTISE** Online with **PERFECTIFY**. Find out more at www.perfectify.com

PERFECTIFY™

Creating the world that
is perfect for YOU!

Showcasing the
BEST businesses in **Health,
Beauty, Image & Lifestyle**

FREE to Consumer
Full Color, Glossy
High-Impact Advertising
No Wasted Circulation
Monthly Distribution

Reach the
**Most Affluent
Consumers**
across the valley

Available in **EMAIL,
ONLINE & PRINT** versions

Media Kit
www.perfectify.com



PERFECTIFY™

Creating the world, that is perfect for YOU!

PERFECTIFY Magazine

showcases the best businesses that Arizona has to offer to the distinguished health, beauty and image-conscious consumer, from the cosmetic surgeons and dentists to the spa experience to personal training and organic food - and everything in between.

The PERFECTIFY mission:

To inform our readers about the benefits of self-improvement, a healthy lifestyle, ambition, individual excellence, confidence, fitness, positive action, beauty, aging gracefully, self-improvement, image, goals, success, all-around betterment of one's self, while celebrating the dedicated local professionals who practice the aesthetic, cosmetic, health, beauty and image services.

The Unique Benefits of Advertising with Perfectify Magazine

- Striking Recognition with Local Distribution
- Contract Advertisers are Invited to Contribute to Magazine Content and Commentary
- Ongoing Creative Advertising Consultation
- Inclusion in Perfectify's Online Magazine

HEALTH
BEAUTY
IMAGE
LIFESTYLE

DISTRIBUTION PROFILE

Perfectify Magazine reaches savvy, affluent decision-makers every month through a highly-targeted mix of direct mail, high-traffic rack locations, waiting rooms, lobbies, racks, and local event distribution. See website for a detailed list of pick up locations.

This strategic distribution mix ensures your message reaches the maximum number of affluent, educated, influential readers with discretionary dollars to spend on with your business.

MULTIMEDIA PROFILE

- Perfectify Magazine is available to readers online 24x7.
- www.perfectify.com has over 150,000 hits per month.
- Local and national electronic distribution.
- Readership considering all media is projected at over 200,000 per issue.

READERSHIP DEMOGRAPHICS

SEX

72% Female | 28% Male

AGE

44% are 25-40 | 31% are 41-54 | 19% are over 55

HOUSEHOLD INCOME

17% have annual household incomes of \$75K-\$99K
21% have annual household incomes of \$100K-\$149K
41% have annual household incomes of greater than \$150K

HOME VALUE

28% reside in homes valued at \$500K-\$750K
33% reside in homes valued at \$750K-\$1 million
19% reside in homes valued over \$1 million

EDUCATION LEVEL

56% have college education
29% attended graduate school

“ I still cannot believe we received over 40 phone calls from our PERFECTIFY ad. We now have the largest Bootcamp classes in over 2 years - because of advertising in PERFECTIFY. We track where every client comes from, and by far, PERFECTIFY is our greatest source of business! ”

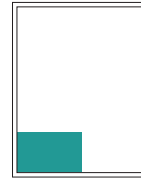
-Tom Lewandowski, East Valley Bootcamp trainer
www.eastvalleybootcamp.com

PUBLICATION SIZE

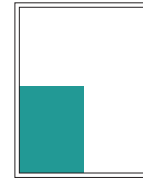
8 1/2 x 11 inch

PAPER STOCK

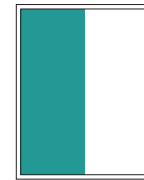
Cover: 100lb glossy w/UV coating
Inside: 60lb glossy text



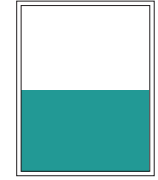
EIGHTH PAGE
3.875" W x
2.5" H



QUARTER PAGE
3.89" W x
5" H



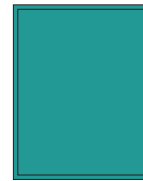
HALF PG VERT
3.89" W x
10.25" H



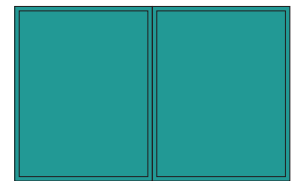
HALF PG HORIZ
7.875" W x
5" H



FULL PAGE
8" W x
10.375" H



FULL PAGE
W/ BLEED
8.75" W x
11.25" H



2 PAGE SPREAD W/ BLEED
17.25" W x 11.25" H

BLEED

On full page and full spread ads ONLY, add 1/8" bleed to all sides. Keep copy and important images 1/4" from edges.

PRINT-READY FILES

Perfectify accepts only electronic files. High resolution PDFs are preferred. Adobe InDesign, Illustrator or Photoshop files are accepted. Appropriately formatted TIFF, JPEG or EPS formats are also accepted. All fonts included must be in PC Format or converted to outlines. Resolution must be 300 DPI or greater. Ads will be printed as submitted. Ads which are not print-ready will not be accepted or will incur ad design charges at our normal ad production rate. Contact us if you have questions at info@perfectify.com.

COLOR REQUIREMENTS

Submit files in CMYK color mode to ensure best possible color accuracy. If colors must be converted to CMYK for output, Perfectify Magazine cannot be responsible for color variance.

SUBMIT FILES

Files are accepted on CD or by uploading to Perfectify's FTP server. Perfectify also uses YouSendIt.com for uploading any large files.

UNACCEPTABLE

Microsoft Word, Publisher and Corel Draw files are not accepted.

AD DESIGN AVAILABLE

Contact your sales rep or info@perfectify.com for further information.

““ We are so thankful that we decided to advertise with Perfectify. The magazine is eye-catching and very high quality. We have generated more revenue compared to other magazines, especially now that Perfectify reaches valley wide. What we absolutely love about Perfectify is it is more than just a basic one page ad; it is more of an educational tool for potential new patients. We also enjoy that it is geared more towards the health and beauty industry. Perfectify is the only magazine we keep in our waiting room. Our patients have really enjoyed Perfectify Magazine and can't wait to get the next issue. Usually they ask if they can take a copy with them after their treatments. Thank you Perfectify for all that you do! Keep up the great work!””

-Kim Pate, Licensed Aesthetician, Estetica Cosmetic and Reconstructive Surgery of Scottsdale www.anewbeautifulyou.com

““ I've had tremendous and measurable success with my Perfectify column! Within five days of the issue's release, I had several inquiries which resulted in three large clients!””

-Fawn Cheng, Personal Stylist
www.fawncheng.com

““ It has been an amazing opportunity to be published in Perfectify Magazine as a salon owner and nail technician of Addicted to Nails. I have had quite a few referrals due to the success of the magazine, and I cannot thank you enough for your support. I couldn't be more proud to be a part of such a dynamic group of people promoting health and beauty.””

-Sheera Amundson, owner, Addicted To Nails
www.addictedtonails.com

““ We have been advertising a full page ad in Perfectify for several months now. We are very pleased with the publication and especially with the results it has given us. The Perfectify staff have been awesome every step of the way since we first started advertising with them. With Perfectify, we continue to grow our audience. From the first time we saw the magazine, we knew it was the right publication for us. It is a first-class publication and has the demographics and overall feel that caters to the same clientele that we look to reach. Our relationship with Perfectify has been exceptional and we look forward to continued growth and many more issues to come. Thank you!””

-Ed Zavala, Ciao Bella Medical Spa and Vein Clinic, www.ciaobellamedicalspa.com

““ When I heard that our nonprofit organization, HEAL International, would be featured in Perfectify, I was excited. I was sure that it would be great to introduce our work to Perfectify's readership. What I did not expect, however, was the immediate response that our article (June 2008) generated from the community. In just the first 10 days of the magazine being out, we have received numerous requests for our tea and have even received a message from a doctor who is willing to provide resources for our healthcare work in resource-limited communities. Thanks to all the readers who have hearts big enough to make space for healing others and thanks especially to you, Perfectify, for making space for our story. The magazine looks fantastic and our story and spread are exceptional. Moreover, I love the blend you are creating with your subject matter -- beauty and health, entertainment, the telling of unknown stories, and your social focus work together to create a publication with great diversity.””

-Damien Salamone, Executive Director, HEAL International www.healinternational.org

PERFECTIFY MAGAZINE
P.O. Box 1287
Chandler, AZ 85244
www.perfectify.com
info@perfectify.com
ph/fax: 480.588.0208