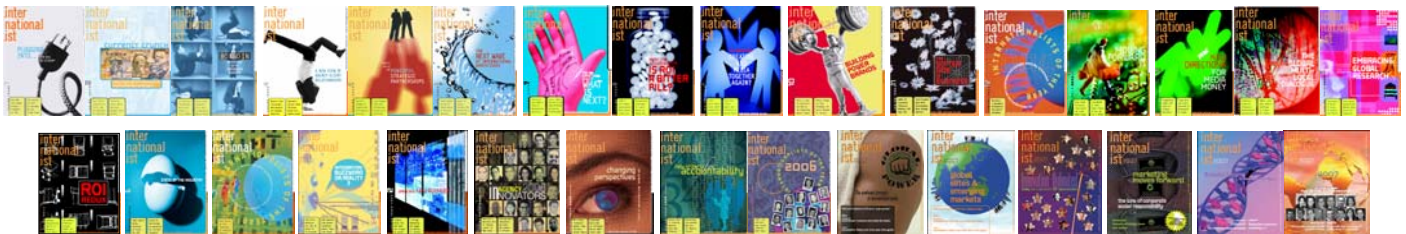


Media Kit

- ✦ **Part 1:** A Magazine dedicated to the vitality of international marketing and the passion of the people who are making things happen throughout the world.
- ✦ **Part 2:** A Searchable Website offering all archives of stories and photos
- ✦ **Part 3:** Internationalist Conferences, Inc.– created to bring to life the magazine's energy and provide marketers with provocative forums and expert discussion.



Part 1: the magazine

- ⊕ Introduction
- ⊕ Editorial
- ⊕ Circulation
- ⊕ Ad Rates
- ⊕ Production Specifications
- ⊕ Key People





Celebrating 5 Years!

A Magazine for Advertising, Marketing and Media Professionals

in·ter·na·tion·al·ist /n/

1. One who possesses the condition or quality of being international in character, principles, concerns or attitude
2. One who espouses internationalism—that policy or practice of cooperation among nations, especially in politics and economic matters, *and now in advertising, marketing, and media, as well!*

The ONLY Worldwide Marketing & Media Magazine in existence today....

inter national ist was created in January 2003 as highly-targeted, cost-efficient, yet “fresh” magazine that reaches those clients around the world with international ad budgets and their media strategists/buyers. **These hard-to-reach advertisers are concentrated primarily in the following core international business categories: finance, technology, corporate image, travel and luxury.**

- No other magazine delivers clients with existing multinational ad budgets, wherever they are located around the globe—whether it is the likes of Accenture, AT&T, American Airlines to Boeing to Cathay Pacific to HSBC to Rolex to Zurich Financial.
- **inter national ist** is a committed independent publication and an advocate for the industry. We see a big part of our job as growing the business and uncovering the next new advertisers—so that we all benefit and grow.
- Although launched in one of the most difficult ad recessions, **inter national ist** was quickly embraced by the its industry, and has been profitable from the launch issue.
- We are committed to good value—which means fair and reasonable ad rates to deliver the best possible audience. Our philosophy is that trade advertising shouldn’t be expensive or complicated; it should deliver the right audience and not break the bank.



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Editorial

By & for this community...

"A boat doesn't go forward if each one is rowing its own way."

It was this thought from an old Swahili proverb that fertilized the idea of a magazine that would be by and especially for our special community of international marketing communications professionals.

There is no doubt that international advertising, marketing, and media are vitally important to the information needs of modern society. There also is no doubt that we face challenging times, but when a community pulls together, it's a stronger force, all heading in the same direction. With the right tools and insights, we can enhance the perception of our industry and explain the benefits and significance of a healthy international advertising marketplace.

The goal of **inter national ist** is to portray the viability of this dynamic industry sector and the passion of the people who are making things happen. Regular features include:

- **Frontlines**— items currently affecting international advertising, plus reports from the trade press
- **Regulatory Actions**—what you can do about potential threats to advertising
- **Cover Story**— a round up of trends and ideas from a cross-section of industry voices
- **Commentary**—opinion piece by an advertising leader on a key issue and what should be done
- **Profile**— an interview with a multinational marketer
- **What's in My Travel Bag?** – first-person tips on how to survive a life of constant international travel
- **Data Bank**—research that focuses on the attitudes and habits of people in various world markets
- **Globetrotters**— **Who's where in the world now, written by Deborah Malone**
- **Career Track**—a look at internationalists and where in the world their careers have taken them
- **Around the World**—a collection of creative from all corners of the globe
- **People & Places**—a country- by- country photo montage of people and events.
- **Hub Culture**—essential city guides for internationalists on the go

A Board of Editorial Advisors will be named every six months.

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UPDATE: Circulation/Distribution

Overall Circulation Increase since Jan'03 Launch:	31.1%
Increase in Advertiser Circulation:	25.0%
Increase in Media Buyer/Planner Circulation:	12.5%

Readers in 50+ Countries

inter national ist was created in January 2003 as highly-targeted, cost-efficient, yet “fresh” magazine that reaches those clients around the world with international ad budgets and their media strategists/buyers. **These hard-to-reach advertisers are concentrated primarily in the following core international business categories: finance, technology, corporate image, travel and luxury.** No other magazine delivers clients with existing multinational ad budgets, wherever they are located around the globe—whether it is the likes of Accenture, AT&T, American Airlines to Boeing to Cathay Pacific to HSBC to Rolex to Zurich Financial.

Breakouts by Area of Business:

Advertisers	42.6%
Ad Agency Personnel	35.4%
Media	16.4%
Other	5.6%

Breakout by Region:

Asia/Pacific	24.0%
Europe	39.3%
Middle East/Africa	5.2%
North America	25.1%
South/Central America	6.4%

inter national ist™ Distribution:

Total individuals with international responsibility	7,392
PAID subscriptions: 41%	
<u>Bonus:</u>	
Mediaedge:cia offices- lobby distribution	600
Distribution at industry events worldwide- ANA, FIPP, etc.	500
	8,490

NOTE:

inter national ist is the only publication endorsed by the IAA- International Advertising Association. This industry body, comprised of advertisers, agencies and the media, pays **inter national ist** to deliver copies of the magazine to its members.

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Sampling of readers by company

A ABB Abbot Labs ABN Amro Absolute Accenture Accor Adidas Agere Aglient AIG Air Canada Air France Airbus Akamai Alcatel Alfa Romeo Alfred Dunhill Alitalia Allen & Gerittsen Allianz Allied Domencq Almap BBDO Amazon.com American Airlines American Express Anheuser Busch Anne Klein Ansett Australia AON Apple Amando Testa Armani Arnold Advertising Aruba Toursim Asatsu Asia Pacific Breweries Asiana Airlines Astrazeneca AT&T Audi Australia Tourist Commission Avaya Aventis Avis Avon

B Bacardi Bally Banca di Roma Banco Espirito Santo Bang & Olufsen Bank of America Bank of New York Banner Corp. Barclays BASF BBH Bates Batey Ads Baume & Mercier Bayer BBDO Bcom3 Bear Sterns Beber Silverstein Bermuda Department of Tourism Best Western BJK&E Blancpain BMW BNP Paribas Boeing Boucheron Bozell BP Breguet Breitling Bristol Myers Squibb British Airways British American Tobacco BT Budget Bulgari Bulova Burberry

C Cadbury Schweppes California Tourism Callaway Golf Calvin Klein Campari Campbell Soup Canali Canon Carat Cargill Carlsberg Carrefour Cartier Caterpillar Cathay Pacific Cayman Island Department of Tourism Cemusa Cendent Century International Hotels Cerruti Chanel Charles Barker Charles Schwab Cheil Communications Chevron Texaco Chivas Choice Hotels Chopard Christian Dior Chronopost Cisco Systems Citibank Citigate Albert Frank Citizen Watches CLM BBDO Coca Cola Colgate Palmolive Columbia Tristar Films Contact Singapore Continental Airlines Corum Coty Coutts Credit Lyonnais Credit Suisse First Boston

D Daiko Advertising Daimler Chrysler Daniel Swarovski Danone Datek Online DBS Bank DDB DeBeers Deere & Co. Dell Deloitte Touche Delphys Delta Dentsu Deutsche Bank Deutsche Lufthansa Deutsche Telekom DHL Diageo Diners Club DKNY-Donna Karan Dolce & Gabbana Doremus Dow DuPont

E E*trade Eastman Kodak Ebel EDS EMC Epson Ericsson Ermenegildo Zegna Ernst & Young Escada EuroRSCG Euronext ExxonMobil

F Fahlgren Benito Fallon McElligott FCB FedEx Fendi Ferragamo Ferrari Fiat Fidelity Fila Finnair Ford Forte & Meridien Hotels & Resorts Fortis Four Seasons Freixenet FTSE Fuji Fujitsu

G Gap Gateway 2000 GE General Motors Genesis Genuity Gillette GlaxoSmithKline Globalstar Graff Greek Tourism Grey Gucci

H H. Stern Haier Hakuhodo Hal Riney Handspring Harley Davidson Hawaii Visitors & Convention Bureau Henkel Hennessy Hermes Hertz HP Hilton International Hoffmann LaRoche Holland America Tours Hong Kong Trade Development Council Hong Kong Tourism Board HSBC Hughes Electronics Hugo Boss Hyatt International Hypo Vereinsbank Hyundai

I Iberia IBM Infonet Informix ING Initiative Media Inktomi Instinet Intel Intercontinental Hotels International Olympic Committee Invensys Invest in Britain Iomega Irish Distillers Iveco

J J.W. Thompson J.Crew JP Morgan Chase Jaeger LeCoultre Jaguar Japan Airlines John Hancock Just Media JWT Technology

K Kellogg Kenzo Couture Kerala Tourism KIA Motors Kimberly-Clark KLM Korea Airlines KPMG Kraft Kumho Tires Kyocera

L Lanvin Paris Las Vegas Convention & Visitors Bureau LaVazza Le Meridien Hotels Leading Hotels of the World Lego Lehman Brothers Leo Burnett Levi Strauss Lexus LG Electronics Linde Liz Claiborne Lloyds Locate in Scotland Lockheed Martin Loewe London Stock Exchange London Tourism Board Longines Watch Company L'Oreal Lotus Development Corp. Louis Vuitton Lowe Lucent Technologies Luftansa Luxottica

M Malaysian Airlines Mardarin Oriental Hotels M&C Saatchi Maersk Mango Marriott Mastercard McCann Erickson McDonald's Mediacom Mediaedge:cia Mediavest Mercedes Merrill Lynch Microsoft Mindshare Minolta Missoni Mitsubishi Montblanc Morgan Stanley Motorola MPG Movado

N Naked NatWest Nautica NEC Nestle Nissan Nokia Nomura Nortel Norwich Union Novartis NTT DoCoMo

O Oberoi Hotels Ogilvy & Mather OMD Olympic Omega Orange Oracle Origins Orrefors

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Ad Rates for 2008

Page Ads: NO CHARGE FOR COLOR

Full Page Ad (1x)	\$5,295 gross	(\$4,500 net)
Full Page Ad (3x)	\$4,765 gross	(\$4,050 net)
Full Page Ad (6x)	\$4,382 gross	(\$3,725 net)

Live Area:	8.5 x 10.125" (216 mm x 257 mm)
Trim Size:	9" (228.6mm) wide x 10.875" (276.225mm) deep or high
Bleed Size:	9.25 x 11.125" (235 mm x 286 mm)

Double-Page Spread Ads: NO CHARGE FOR COLOR

DPS-Spread Ad (1x)	\$9,530 gross	(\$8,100 net)
DPS- Spread Ad (3x)	\$8,576 gross	(\$7,290 net)
DPS- Spread Ad (6x)	\$7,885 gross	(\$6,700 net)

Live Area:	17 x 10.125" (431.8 mm x 257 mm)
Trim Size:	18" (457.2mm) wide x 10.875" (276.225mm) deep or high
Bleed Size:	18.25 x 11.125" (463.55 mm x 286 mm)

Fractional Ad Options: NO CHARGE FOR COLOR

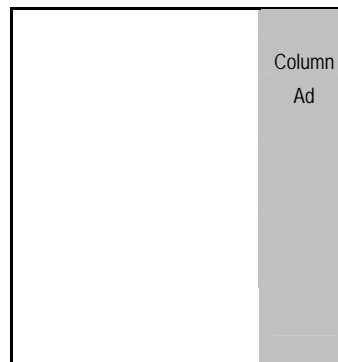
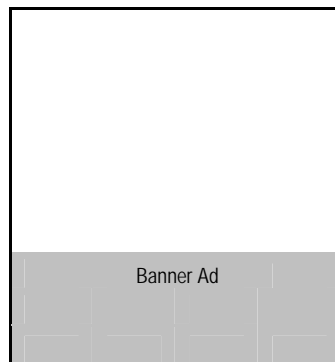
Banner or Column (1x)	\$2,118 gross	(\$1,800 net)
Banner or Column (3x)	\$1,767 gross	(\$1,500 net)
Banner or Column (6x)	\$1,470 gross	(\$1,250 net)

Vertical Column Ad with bleed is 2.275 x 11.125" (58 mm x 283 mm)

Live area is 1.875 x 10.125" (47 mm x 257 mm)

Horizontal Banner Ad with bleed is 9.125 x 2.125" (232 mm x 54 mm)

Live area is 8.75 x 1.875" (222 mm x 47 mm)



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PRODUCTION SPECIFICATIONS

Please send digital file materials.

Programs accepted: Quark Xpress, InDesign, PageMaker or PDF. Please include all supporting fonts and images when sending final files.

- A PDF should be created for hi-resolution output with all fonts and images embedded within the file.
- Graphics: For artwork, use .eps or .tiff formats with high resolution-- (minimum 300 dpi for photos and 600 dpi for linework).
- All images and artwork should be saved as CMYK.

To upload files you need to use an FTP program:

Host name: <ftp://inter-national-ist.onlinestoragesolution.com>

User Name: inter-national-ist

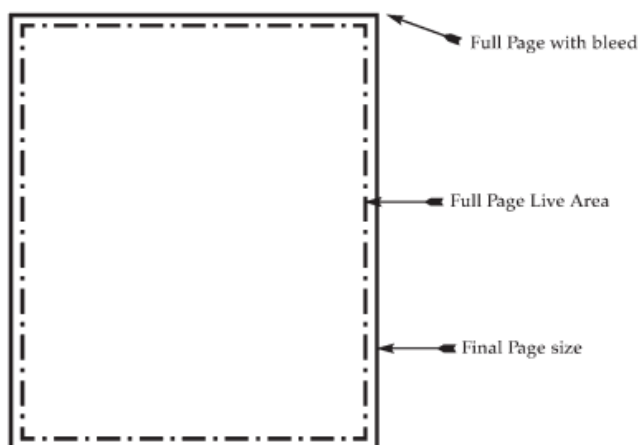
Password: magazine2003

To download in Windows, just click on the link. To download in Mac, hold down the mouse and save to desktop. Suggested programs: WS_FTP for windows, or for Mac-- Fetch of OS9 or Transmit for OSX.

Uploads should be placed into the public folder or the "ADS" folder for privacy.

Ad Size:

- Final page size:
9.25" x 11.5" — 235mm x 292mm
- Full Page Live Area:
8.25" x 10.5" — 209.5mm x 266.5mm
- Full Page with bleed (.125" on all 4 sides):
9.5" x 11.75" — 242mm x 299mm



<http://www.internationalistmagazine.com/adspecs.html>

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inter national ist™ Publisher, Deborah Malone has 20+ years' experience in international media.

Deborah Malone, a native New Yorker, whose American father and British mother formed a Brooklyn/London axis, is the Publisher of **inter national ist**, launched in January 2003 as the only publication to serve the international advertising, marketing and media communities. Her consulting company, DM-NY Global, Inc. owns the magazine.

The longest chapter of Ms. Malone's career thus far was spent at Crain Communications for 13 years where she launched *Advertising Age International*, which also focused on multinational advertising and marketing. As Managing Director there, she initiated a series of 2020 conferences around the world, Advertising Effectiveness Awards, and licensing agreements with local-language media, in addition to running the magazine.

Deborah Malone has also worked at CNBC as Global Vice President of Advertising & Marketing, and at the start of her career held sales positions at a number of publishing companies including Dow-Jones and International Thomson. She is working on an unusual humorous business book about Global Marketing Disasters & Recoveries to be published in 2007 by ANA Press. Prior to her life in media, Ms. Malone taught English and Spanish at Long Island University in New York. She serves on Boards of the International Advertising Association and the Business Marketing Association.

Contact: deborah.malone@internationalistmagazine.com/

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Features Editor, Juliana Koranteng is a London-based business journalist and author specializing in international marketing, media, copyright and entertainment sectors. In addition to her post at **inter national ist**, she is a contributing editor and a correspondent to the *Hollywood Report* and *Billboard*. Her previous experience includes being a contributing editor at *Ad Age International* and a correspondent for *TIME* magazine. She has also written for *The Economist*, *BusinessWeek*, *Fortune* and was consultant editor/co-founder of *New Media Age*. The author of several books and reports on media and entertainment published by the *Financial Times* and Informa Media Group, Koranteng speaks at key industry conferences and has acted as a consultant to major media organizations, including Time Inc. and CISAC. She holds a degree in Journalism from Northwestern University, Chicago.

For editorial contact: juliana@internationalistmagazine.com

News Editor, Amanda Baltazar is a British transplant to the U.S. After 10 years on staff at a number of New York magazines where she specialized in retail, business and marketing, she has moved to Anacortes, Washington--near Seattle on the US West Coast. She has also recently invested in a new raincoat and umbrella, and finds the weather reminiscent of her native England.

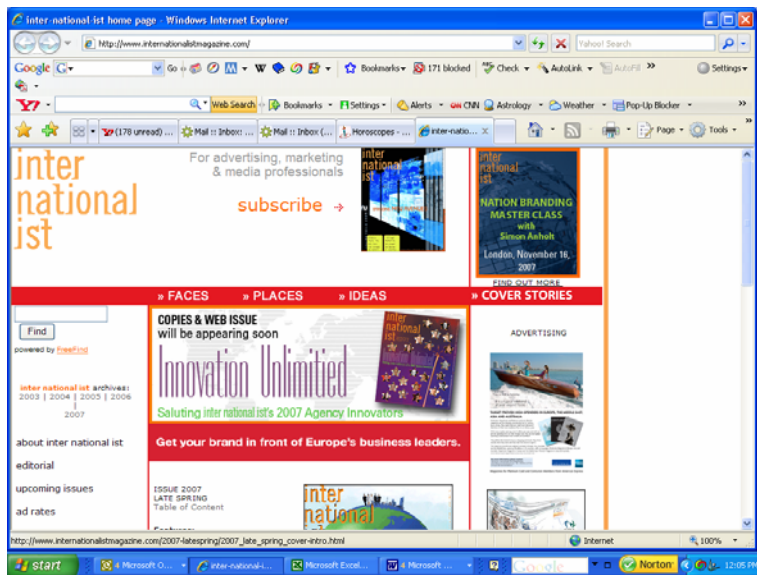
For editorial contact: amanda@internationalistmagazine.com

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Part 2: www.internationalistmagazine.com

✪ Next version of website

✪ Email Newsletter



www.internationalistmagazine.com

Upgraded Online Options



www.internationalistmagazine.com

Monthly Statistics:

- 🔍 2786 unique visits
- 🔍 7266 pages views
- 🔍 21,117 files were accessed
- 🔍 30,038 hits
- 🔍 2,753,078 kbytes were downloaded
- 🔍 68 countries sources

Source: Webalizer Research November 2007

For the sake of comparison, the worldwide circulation for **inter national ist** is 8,500. To date, the website has been promoted exclusively in the pages of **inter national ist** magazine.

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www.internationalistmagazine.com

The next phase of **www.internationalistmagazine.com** includes more elements of web 2.0 with a greater focus on news, content and search. New elements to www.internationalistmagazine.com include:

- A redesign to showcase content—both from archives and current material—in an effort to make relevant information easily accessible
- More up-to-the minute news, posted regularly in streaming format
- Top list of 20 most recent print stories listed on the home page with links to the complete article for fast reference
- More in-depth content will appear online as a continuation of some stories in the print version of **inter national ist**
- New online columns to only appear on the website, but they will be promoted in the magazine.
- Unpublished photos from industry events to also be found online
- Additional participatory features such as posting events and posting jobs
- Home page pull-down menus for fast-searches by subject matter. A complete PDF of the article appears when title link is clicked. Stories are grouped in the following categories, and ads can appear on each story list page:

FACES

Marketer stories

Agencies stories

Media references in stories

Agency Innovators

Internationalists of the Year—the Clients behind the Brands

PLACES

Asia

China

India

Europe

U.K.

Germany

France

U.S.

Latin America

Middle East

IDEAS

Global Branding

Media Buying

Marketing Strategy

Accountability/ROI

Creativity

Research

- More community building developments will continue to be introduced as we enter 2008. They include: Blogs, Feedback features and Industry Surveys.

Email Newsletter with sponsor opportunity

inter national ist is launching in 2008 an email newsletter targeted to 5,000 of our readers in the marketer, agency and media sectors.

Given that there are few sources of news from a multinational or cross-border marketing perspective, we anticipate that the **inter national ist** e-newsletter will fill an information void. Stories will range from news and updates on relevant international developments in our field to simple items like people moving, account wins and new campaigns.

The newsletter will be written by Amanda Balthazar, who is a new addition to the **inter national ist** team. Amanda, a journalist with one of her specializations in marketing and branding, has created and managed weekly e-newsletters for several business publishers while based in New York. Originally a Londoner, she now lives in Seattle—not far from the Microsoft Headquarters—with her pilot husband.

Initially, the newsletter will appear fortnightly and take a single sponsor. However, we hope to increase the frequency to weekly after the first quarter of 2008, and may need to consider multiple sponsors.

PRICING:

Website

Banners

Home Page \$1,150 net per month, 2 month-minimum

Other Pages \$850 net per month, no minimum

Micro-sites/hosted content—custom pricing

Section sponsorship—custom pricing

Print advertisers in the magazine receive a 15% discount on website programs.

E-Newsletter

Single-sponsor for a single edition \$995 net

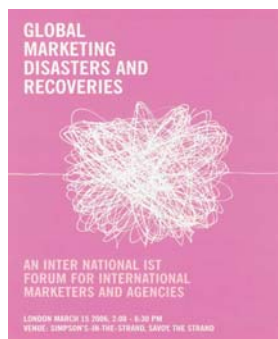
3 or more editions as a single-sponsor, \$825 net per edition

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inter
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Part 3: Internationalist Conferences



Working with the
SEMINARS BY *world*
Allyson Stewart-Allen

 nation branding
MASTER CLASS with SIMON ANHOLT

www.internationalistconferences.com

Internationalist Conferences, Inc.

The conference division of **inter national ist** was designed to “bring to life” many of the strategies, discussions, profiles, case studies and personalities found within the magazine. Each event gathers 50-100 key marketers for meaningful discussion on a topic that helps these executives do their jobs better. Open only to one or two non-competitive sponsors.

The 2008 series includes the following events:

- ✿ Agency Innovators Luncheons
- ✿ Internationalists of the Year: *The Marketers Behind the Brands*
- ✿ Nation, City & Regional Branding Master Classes
- ✿ Ahead of the Curve– *Strategies for 21st Century Marketing*
- ✿ Working with the World– *Adapting for Local Market Understanding*
- ✿ Global Marketing Disasters & Recoveries
- ✿ International Training for U.S. Marketers with the ANA

Again, the only media owners present are category-exclusive sponsors.

Pricing varies by event; however, sponsorships range from \$5,000 to \$20,000. Please contact Deborah Malone at deborah.malone@internationalistmagazine.com or deborah.malone@internationalistconferences for more details.