

Highest Readership and Outstanding Web Visibility

Cy-Fair Magazine & CyFairMagazine.com

Award-winning covers, editorial, ads, and graphic design

Effective Cy-Fair Advertising That Works

Cy-Fair Magazine and CyFairMagazine.com are the definitive voices of Cypress, Texas, known by virtually everyone in the area. Targeted to families of all ages and stages, Cy-Fair Magazine is an award-winning local magazine that has the quality of a national-level publication. CyFairMagazine.com ranks #1 on Google, Yahoo, and many other search engines for hundreds of Cypress, Texas web searches. We also drive traffic to CyFairMagazine.com with our #1 ranking community jobs page, Cy-Fair events page, Cy-Fair news page, and thousands of Cy-Fair area resource listings. No other media venue gives you this kind of Cypress coverage. (See our Facebook likes and read our testimonials on CyFairMagazine.com).

The Predominant Media Venue in Cypress, Texas

Cy-Fair Magazine is locally owned and contains well-written Cypress stories about inspirational people, celebrities, family activities, health, education, home life, and more. We've won dozens of media awards for editorial, layout, photography, cover design, advertising creativity, and community service. We have a large loyal following of dedicated readers, an outstanding community presence and attend many events across the Cy-Fair area.

Unmatched Cy-Fair Circulation - It's Everywhere!

Total Printed Magazines 80,000
Mailed – 40,000

Mass mailed to numerous key neighborhoods across the greater Cy-Fair area.

Distributed – 40,000

Available in racks and stands all over the Cy-Fair area at Walgreens, various stores, hotels, restaurants, hospitals, and malls. Also distributed to the Cy-Fair Houston Chamber of Commerce. Thousands are delivered to doctors, dentists, salons, and other lobbies and waiting areas for repeat readership. See detailed distribution information.

Advertisers Get Web Visibility Too

Now getting up to 250,000+ hits a month

In addition to a beautiful, effective print ad, advertisers leverage our 250,000+ web hits per month on our high ranking Cy-Fair Directory at no extra charge! As an advertiser, your company is bolded with a description about your business that links directly to your website. Full page advertisers get up to four listings/links.



CY-FAIR MAGAZINE FAST FACTS

- ★ Copies per issue: 80,000
- ★ Web hits: 250,408+ per month*
- ★ Facebook likes: nearing 2667*
- ★ Founded: 2006
- ★ Number of pages: 132
- ★ Ad to editorial ratio: 40-60%*

*stats as of 11/15/11

Closing Dates & Deadlines

Issue	Issue Date	Shelf Life	Sales Closing
Spring	Feb. 15	Feb., Mar., April	Dec. 15
Summer	May 15	May, June, July	Mar. 15
Fall	Aug. 15	Aug., Sept., Oct.	June 15
Winter	Nov. 15	Nov., Dec., Jan.	Sept. 15
Cy-Fair Life	Spring	2012	Jan. 15

Advertisers Love It!

"I received a copy of the Cy-Fair Magazine and it looks great! I could not have asked for better placement in the "kids" section for Building Rainbows and the results are amazing. We have probably had 10 calls already today from the latest issue."

- Steve Sandweiss, Building Rainbows

Readers Love It!

"I love this magazine. It's so colorful and the pages are high quality. It's very informative of what's happening in the Cy-Fair area. There are lots of ideas that I use. It's a great advertisement for the area we live in. The articles are well written and I read it from cover to cover!"

- Kelly Barrett, Cy-Fair Magazine Reader

Employers Love It!

"I want to extend my gratitude for the job post on cyfairmagazine.com. It was a tremendous help on receiving many applicants. We have met our quota on our hiring goals thanks to the job post. Thank you so much for your help again."

- Daniel Calvo

CY-FAIR MAGAZINE ADVERTISING RATES 2012

MONTHLY PAYMENT PLANS

MAXIMUM VISIBILITY PLUS

10X Frequency/2 yr.

(8X Cy-Fair Magazines & 2X Cy-Fair Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
425/mo.	560/mo.	695/mo.	1125/mo.

Total price is divided into 24 equal payments



ADD A SKYSCRAPER WEB AD \$180/mo.

INCLUDES: 8 quarterly Cy-Fair Magazine print ads, 2 annual Cy-Fair Life Newcomer & Relocation Guide print ads, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Also discounts on skyscraper web ads.

EXTREME VISIBILITY

8X Frequency/2 yr.

(8X Cy-Fair Magazines - no Cy-Fair Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
405/mo.	530/mo.	650/mo.	1050/mo.

Total price is divided into 24 equal payments



ADD A SKYSCRAPER WEB AD \$220/mo.

INCLUDES: 8 quarterly Cy-Fair Magazine print ads, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Does NOT include Cy-Fair Life Newcomer & Relocation Guides.

HIGH PROFILE

5X Frequency/1 yr.

(4X Cy-Fair Magazines & 1X Cy-Fair Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
435/mo.	570/mo.	715/mo.	1165/mo.

Total price is divided into 12 equal payments



ADD A SKYSCRAPER WEB AD \$180/mo.

INCLUDES: 4 quarterly Cy-Fair Magazine print ads, 1 Cy-Fair Life Newcomer & Relocation Guide print ad, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Also discounts on skyscraper web ads.

HORNBLOWER

4X Frequency/1 yr.

(4X Cy-Fair Magazines - no Cy-Fair Life)

1/4 Page	1/3 Page	1/2 Page	Full Page
415/mo.	540/mo.	670/mo.	1085/mo.

Total price is divided into 12 equal payments



ADD A SKYSCRAPER WEB AD \$220/mo.

INCLUDES: 4 quarterly Cy-Fair Magazine print ads, prominent web listing(s), Facebook post(s), Biz Chat(s), web specials, and Meal Deal promos. Does NOT include Cy-Fair Life Newcomer & Relocation Guide.

MESSAGE BLAST

2X Frequency/half-year

(2X Cy-Fair Magazines - no Cy-FairLife)

1/4 Page	1/3 Page	1/2 Page	Full Page
450/mo.	570/mo.	720/mo.	1150/mo.

Total price is divided into 6 monthly payments



PREMIUM PLACEMENTS

- Back Cover 35%
- Inside Front Cover 30%
- Inside Back Cover 25%
- First 20 Pages 25%
- All Other Positioning Requests 15-20%

GET WAIT LISTED:

We can set up a back-up contract for your preferred premium positions. Ask us!

All ads require prepayment. Rates are net and non-negotiable.

CyFairMagazine.com home page spot ad \$3800/yr. (If available. Ask about waiting list).

CY-FAIR
magazine™
CYFAIRMAGAZINE.COM

Monthly payment plans require credit card. All ads require prepayment. Rates are net. Ad design is available for small businesses that do not have graphic designers or agencies. Failure to run purchased frequency will result in cancellation, design, and short rate fee to the actual frequency ran.