

lipstickchronicle^z.comTM

SOUTH FLORIDA'S PLAYGROUND

Welcome to South Florida's Playground

Experience the Nightlife, Dining, Shopping, Exotic Fun and the everyday needs of products and services that South Florida has to offer. Lipstick ChroniclezTM is the stomping ground for energetic Floridians. We add a unique twist to this trendy publication that draws the attention to the avid reader and keeps them wanting more.

ONLINE
IN PRINT
ON THE STREET

► Over 75,000 in Circulation and Growing

- Online and in print across South Florida
- Quickly establishing a national presence

2009 Media Kit

confidential - internal use only

Who Are We?



- ▶ **Lipstick Chroniclez, Inc.**
 - A Florida corporation formed in January 2009, and headquartered in the heart of Fort Lauderdale on Las Olas Boulevard
- ▶ **Full-Service Firm**
 - Marketing, advertising, promotions and entertainment
- ▶ **“South Florida’s Playground”**
 - ...the stomping ground for energetic Floridians
 - Experiencing the social life in South Florida (nightlife, dining, shopping, exotic fun)
 - Signature programs – “VIPME”; “HotSpotZ” restaurant, club and band reviews; “PlaygroundZ” places and events
- ▶ **Over 75,000 Distribution**
 - Online and in print across South Florida
 - Quickly establishing a national presence
- ▶ **Multi-Medium Approach**
 - Online/email, print, visual and audio

Products & Services

**ONLINE
IN PRINT
ON THE STREET**

ONLINE

Online exposure:

- ▶ Current and archived issues
- ▶ Email marketing campaigns

Signature programs:

- ▶ **VIPME & HOTSPOTZ**
 - VIP subscription
 - Complementary offerings available
- ▶ **REVIEWZ**
 - Restaurant, club & band reviews
- ▶ **PLAYGROUNDZ**
 - Listing of all advertisers and distribution points

IN PRINT

Pocket-sized magazine:

- ▶ **BETWEEN THE SHEETS** – what women want
- ▶ **STYLEZ** – fashion
- ▶ **FEATUREZ** – cover model, other
- ▶ **CREATIVE MINDZ** – featured artist, featured band, other
- ▶ **MIND BODY & SOUL** – nutrition, color of the month, feng shui
- ▶ **PLAYGROUNDZ** – calendar of events, around town (pictures)

Press releases

Graphics & web design

ON THE STREET

Entertainment, Promotions & Events:

- ▶ DJ
- ▶ Lighting
- ▶ Full stage setup
- ▶ Live entertainers
- ▶ Exclusive & private events
- ▶ Business card exchanges
- ▶ Street teams

Please Contact sales@lipstickchroniclez.com for Pricing & Specials.

Lipstick Chroniclez – Why Us?

- ▶ **Lowest cost / highest customer acquisition**
 - Win-win for our customers and their consumers
- ▶ **Proven marketing source**
 - Proven results and track record
 - References provided upon request
- ▶ **Professional marketing approach**
 - No dust collecting, our print is put directly in the hands of consumers
 - Our team is on the street developing the image and marketing our customers
- ▶ **Strong brand recognition developing**
 - Sponsorship to many events
- ▶ **Leading partnerships**
 - Top design firm – S. Mark Graphics
 - Top entertainment company – Phent Entertainment

**ONLINE
IN PRINT
ON THE STREET**

**“The South
Florida
stimulus
plan.”**

Magazine Advertising

- ▶ **Magazine Advertising**
 - Full Page Ad
 - Back Cover
 - Inside Front/Back Cover
 - Opposite Table of Contents (TOC)
 - 2 Page Advertorial/Centerfold
 - 2 Page Ad
 - Calendar of Events
 - Review – restaurant, club, band
- ▶ **Includes:**
 - Print and online publication
 - Two months exposure
 - Logo/link on PlaygroundZ



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