

Buffalo Spree Beauty Book & Rochester Beauty Book

These annual publications are an exciting exploration of the world of beauty. We'll look at all the different ways women and men can be pampered and look their best! Our *Beauty Books* provide the perfect opportunity to showcase your products and services in a high-end context.

Distribution & Deadline

Buffalo Spree Beauty Book

Distribution: 20,000

To all Spree subscribers & a controlled circulation list

Polybagged with the May 2012 edition of Buffalo Spree magazine

Deadline: March 1, 2012

Rochester Beauty Book

Distribution: 20,000

To a controlled circulation list

Deadline: March 13, 2012



PREMIUM POSITIONS

Sizes	Rate
Back Cover	\$2,150
Inside Front Cover	\$1,500
Inside Back Cover	\$1,500
Pages 1-5	\$1,255

Add 15% for any other guaranteed premium positions.

ADVERTISING SIZES AND RATES

Sizes	Rate
2 Page Spread	\$1,995
Full Page	\$1,050
1/2 Page Vertical	\$ 685

All rates include full color.

<p>full page/full bleed 9.25" x 7.25"</p> <p>live area: 8" x 6"</p> <p>trim size 9" x 7"</p> <p>2 page spread: 18.25" x 7.25"</p> <p>live area: 17" x 6" w/1" gutter</p>

<p>1/2 page vertical 3.875" x 6"</p>

Buffalo Spree presents "Refresh, Revive, Rejuvenate"

Beauty Book Launch Party

May 3, 2012 from 5:30 pm to 9:00 pm

At the Buffalo & Erie County Botanical Gardens

Buffalo Spree presents "Refresh, Revive, Rejuvenate", a truly radiant approach to bringing the *Beauty Book* to life this spring. The Botanical Gardens offers the perfect backdrop for a fresh new philosophy on beauty, fashion, and creative ideas. This viewpoint reveals itself throughout the garden space with avant-garde fashion creations, while the environment is taken into ultimate consideration. Experience a fresh desire for beauty.

Ask your rep for booth & sponsorship details.