



SETTING TRENDS IN A HISTORIC CITY

PHILADELPHIA STYLE magazine delivers the latest dispatches from the worlds of fashion, beauty, travel, philanthropy, entertainment, home décor, architecture, and real estate to discerning and sophisticated readers in the Philadelphia metropolitan region. It is a guide to the business, people, places, and events that define the exceptional character of this historic and culturally rich city.

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 SPRING (SPRING FASHION)	January 11, 2012	January 25, 2012	February 20, 2012
2 MAY/JUNE	March 14, 2012	March 28, 2012	April 23, 2012
3 SUMMER	May 16, 2012	May 30, 2012	June 18, 2012
4 FALL (FALL FASHION)	July 18, 2012	August 1, 2012	August 20, 2012
5 OCT/NOV (MENS)	August 29, 2012	September 20, 2012	October 8, 2012
6 DECEMBER/JANUARY	October 24, 2012	November 7, 2012	December 3, 2012

RATES

PRINTED AND DISTRIBUTED: 50,000

AD SIZE	1X	3X	6X
FULL	\$17,500	\$15,750	\$14,175
SPREAD	\$33,250	\$29,925	\$26,900
HALF PAGE	\$10,500	\$9,450	\$8,505
QUARTER PAGE	\$7,000	\$6,300	\$5,670
COVER 2/PAGE 1	\$40,250		
COVER 3	\$21,000		
COVER 4	\$23,900		

- All rates are net
- Premium positions +15%
- Calendar, availability, and rates subject to change based on strategic opportunities, reader and market needs

WHERE YOU CAN FIND US...

10 Arts	Jay Michael Salon & Spa	The Promenade at Sagemore
Adolf Biecker Salon/Spas	Joan Shepp	Prudential Fox & Roach
Alma de Cuba	Jones restaurant	Ralph Lauren
Armani Exchange	Joseph Anthony Salon	The Residences at
BMW Main Line	Juicy Couture	The Ritz-Carlton, Philadelphia
Barclay Prime	Keating's	Richard Nicholas Salon
Bernie Robbins Fine Jewelers	The King of Prussia Mall	Ristorante Panorama
Borgata	Kimberly Boutique	Roche Bobois
Boyds	Knit Wit	Saks
Buddakan	Lacroix Restaurant	Salon Normandee
Caesars	Latham Hotel	Salon Vanity
Cartier	Lamberti Restaurants	Salvatore Ferragamo
Center City District	Le Bec-Fin	Serefina Restaurant
City Tavern	Ligne Roset	SignaCurl
Coldwell Banker	Manor Home & Gifts	Sophy Curson
Cole Haan	Michael Kors	The Sporting Club at the Bellevue
The Continental	Montblanc	Starr Restaurant Organization
D'Angelo's Ristorante Italiano	Morimoto	Stuart Weitzman
David Yurman	Mortons' Steakhouse	Sugarhouse Casino
Del Frisco's Double Eagle Steahouse	Moshulu Restaurant & Lounge	Sweat Fitness
Dwelling	Neiman Marcus	Table 31
Duxiana	Nicole Miller	Tiffany & Co.
El Vez	The Palm	Tomatoes
Estia Restaurant	Parc restaurant	Trump National Golf Club
FC Kerbeck	PARX Casino	The Water Club
Georgie Girl	The Pier Shops at Caesars	Williams-Sonoma Home
Gerhard's	Pileggi boutique	XIX Nineteen
Giovanni & Pileggi	Pileggi on the Square Salon	
Golden Nugget Jewelers	Plage Tahiti	
Govberg Jewelers	Pod restaurant	
Hugo Boss	Poggenpohl	
International Salon	Positano Coast	