



Teddy Bear

AND FRIENDS

2009 Media Kit

YOUR MARKETING PARTNER

The #1 Choice

Teddy Bear and Friends is the magazine of choice for those that collect and love artistic teddy bears and animal-themed soft sculpture.

Excellence in Reporting

Teddy Bear and Friends provides the best editorial coverage and keeps readers informed about trends, new products, shows, companies and artists.

Complete Marketing Programs

Teddy Bear and Friends offers advertisers a complete marketing program that covers print and web advertising. We offer advertising programs that allow you to take advantage of both at affordable rates. In addition, we offer great value-added packages for those that take advantage of our yearly print contract rates with a 1/2 page ad or larger. To find out how you can take advantage of these offers, contact Kellie Love at 617-536-0100 (ext.116) or kllove@madavor.com.

Your Best Buy

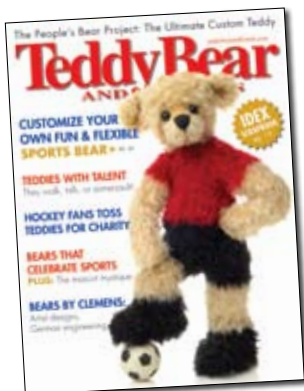
Teddy Bear and Friends offers you affordable options and has a proven and dedicated audience, which means your ad will be seen by the best prospects and customers. *Teddy Bear and Friends* is the most effective and best buy for your advertising dollars

OVERVIEW

Editorial Profile

For 2009, *Teddy Bear and Friends* will be an expanded quarterly publication featuring more pages, more photos, more new products, more artist interviews, and more different types of art than before. Look for collecting tips; more new media like needle-felting, crochet, knitting, and sculpture; bear-making techniques; new departments; timely online news and show reports; and much more. The oldest teddy bear magazine will also be the newest with a complete redesign. It will still reach more collectors than any other U.S. teddy bear magazine and be featured at more shows. There's something for everyone with our magazine, *Teddy Bear and Friends*, and online at www.teddybearandfriends.com

Fast Facts



- For 27 years, *Teddy Bear and Friends* has been the “ultimate authority” for those that love teddy bear and plush and is the publication that enthusiasts trust for accurate and reliable information.
- *Teddy Bear and Friends*’ target audience is 98% female; average age is 56; and average family income is \$70,000. Our readers are dedicated and 71% have been subscribing for five years or more. 81% keep their magazines indefinitely.
- *Teddy Bear and Friends*’ email newsletter and website, www.teddybearandfriends.com brings up-to-date information to the plush community. 48% go online for teddy bear and plush information.
- Our Teddy Bear of the Year (TOBY) Awards, which celebrate excellence and creativity in design, is the most respected awards program in the industry.
- IDEX, our sister company, is the leading trade show for the bear industry. For more information visit, www.idexshows.com.

2009 TEDDY BEAR AND FRIENDS PRINT RATES

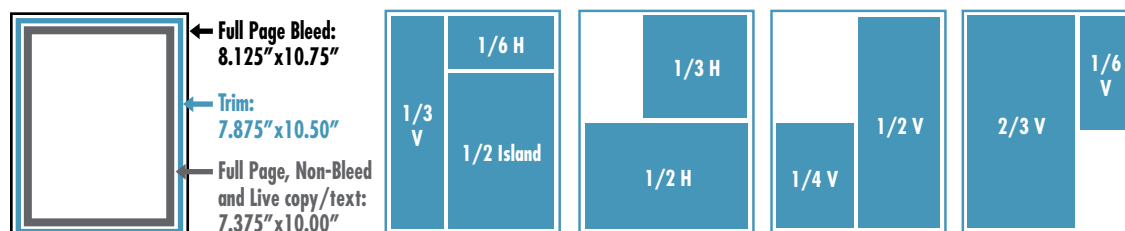
Display Ad Rates

4-COLOR

Ad Size	1x	2x	4x
Full Page	\$1880	\$1780	\$1685
2/3 Page	\$1440	\$1365	\$1285
1/2 Page	\$1085	\$1030	\$980
1/3 Page	\$780	\$725	\$690
1/4 Page	\$565	\$525	\$495
1/6 Page	\$330	\$320	\$310
Covers	\$2255	\$2135	\$2010

BLACK-AND-WHITE

Ad Size	1x	2x	4x
Full Page	\$1170	\$1100	\$1045
2/3 Page	\$870	\$830	\$780
1/2 Page	\$635	\$600	\$565
1/3 Page	\$505	\$470	\$445
1/4 Page	\$410	\$380	\$350
1/6 Page	\$295	\$240	\$205



SPECIAL PRINT ADVERTISING SECTIONS

Artist Studio

An affordable way to showcase your products in color! Pricing includes one photo, company name, logo, address, phone, fax, website, email address and a maximum of 30 words of text. Send it print ready as a 300 dpi CMYK EPS, JPEG, TIF, or PDF file or let our staff create one for you for an additional \$25. Additional photos are \$20 per photo.

AD SIZE 1/8 Page (3.250" W x 2.125" H)

AD RATES 1x: \$295 2x: \$270 4x: \$245

Web Link Ads

Web link ads will let our readers know where they can find you on the web! Ad design includes: company name at top, 4-color logo or photo in middle and web-site address at bottom. Logo needs to be provided as a hi-res file and 300 dpi minimum.

AD SIZE 1.625" W x 1.750" H

AD RATES \$100 per issue

Business Reply Cards & Inserts

Information and availability supplied upon request.

PRINT ADVERTISING SPECS

Mechanical Requirements	Ad Size	W	H
	Full Page Bleed	8.125"	10.75"
	Full Page (Trim Size)	7.875	10.50
	Full Page (Non Bleed)	7.375	10.00
	2/3 Page Vertical	4.500	9.625
	1/2 Page Island	4.500	7.250
	1/2 Page Horizontal	6.875	4.750
	1/2 Page Vertical	3.250	9.625
	1/3 Page Horizontal	4.500	4.750
	1/3 Page Vertical	2.125	9.625
	1/4 Page Vertical	3.250	4.750
	1/6 Page Horizontal	4.500	2.250
	1/6 Page Vertical	2.125	4.750

Production and Mechanical Data

Binding method: perfect bound. Printing: web offset. Full-page bleed ads must be submitted at 8.125" x 10.75". Finished pages are ultimately trimmed to 7.875" x 10.50" with some mechanical deviance. Text **MUST** be placed at least .25" inside of this trim edge on all sides and .375" inside each full-page bleed edit to avoid accidental cropping (this "safe" area is 7.375" x 10" centered on the page).

Disclaimer: **Teddy Bear and Friends** will inspect client's digital ads. If additional work is necessary to ensure proper output of ad, additional production charges may apply. If delays occur due to missing or non-compatible resource or fonts, a late fee may be charged or the ad may be refused. Before sending, scan your disk for viruses.

We accept the following formats: EPS, TIF, JPG and PDF file. Ads must be CMYK, 300 dpi or better. Please include or embed all fonts and images.

AD CREATION FEES

Full Page: \$80 2/3, 1/2 & 1/3 Pages: \$50 1/4 and 1/6 Pages: \$30

Send Ads to: *Teddy Bear and Friends*, Ad Traffic Manager, 85 Quincy Ave., Suite B, Quincy, MA 02169
Fax: 617-536-0102 | Email materials to tbfads@madavor.com

For more information or to reserve your space, contact:
Kellie Love, Sales Manager at 617-706-9082 or klove@madavor.com

WEBSITE ADVERTISING

Teddy Bear and Friends' website receives thousands of hits and over 18,500 unique visitors each month. We offer several options to reach this audience for a very low cost on www.teddybearandfriends.com.

Top Banner Ads

TOP BANNER ADS | 468 x 60 pixels

Featured on the home and editorial pages of the website. Premium placement is on the top of pages and all ads have three rotations.

3 Months: \$355/month 6 Months: \$295/month 12 Months: \$245/month

Vertical Ads

TOP RIGHT-HAND SKYSCRAPER | 120 x 600 pixels

Featured on home and editorial pages. All ads have three rotations.

3 Months: \$220/month 6 Months: \$190/month 12 Months: \$135/month

SECOND RIGHT-HAND BUTTON | 125 x 125 pixels

Featured on home and editorial pages. All ads have three rotations.

3 Months: \$165/month 6 Months: \$135/month 12 Months: \$105/month

THIRD RIGHT-HAND BUTTON | 120 x 60 pixels

Featured on home and editorial pages. All ads have three rotations.

3 Months: \$105/month 6 Months: \$95/month 12 Months: \$80/month

Closing Dates Ads received by the 21st of each month will be posted on the first of the following month.



For more information or to reserve your space, contact:
Kellie Love, Sales Manager at 617-706-9082 or klove@madavor.com

ONLINE DIRECTORY ADS

Promote your website and products on www.teddybearandfriends.com for less than \$1.50 per day. Materials: Company name, URL to link to, a one-sentence description of 20-25 words, a web-ready (72 dpi, RGB, JPG) logo and category to list ad in.



Categories Antique Bears, Artist Bears, Bear Making Supplies, Manufacturers, Miscellaneous, Repair/Restorations, Shows, and Stores

AD SIZE	3.125" W x 1.875" H
6 MONTHS	\$240
12 MONTHS	\$395

Closing Dates Ads received by the 21st of each month will be posted on the first of the following month.

E-NEWSLETTERS

Once a month, *Teddy Bear and Friends'* e-newsletter is delivered to over 12,000 teddy bear and plush enthusiasts. This free newsletter provides readers with up-to-the-minute news and industry updates. You can reach this active audience of teddy bear and plush enthusiasts for about \$.03 per contact and drive traffic to your website.

Closing Dates Space closing is the 1st of each month and materials are due by the 8th of each month. The newsletter is delivered in the middle of each month.

Ad Materials You can send your own web-ready (72 dpi, RGB, JPG) graphic 406 pixels wide x 90 pixels high with a URL that can be linked to. Or we can make an e-newsletter ad for you. Send up to 60 words of text and a short headline of 6 words max. Include a URL for readers to click on. You can also include a high-res photo or logo.

Rates	1ST POSITION	\$345
	2ND POSITION	\$230
	3RD POSITION	\$184
	4TH POSITION	\$130



For more information or to reserve your space, contact:
Kellie Love, Sales Manager at 617-706-9082 or klove@madavor.com

2009 PRODUCTION SCHEDULE

Issue	Space Close	Materials Due	Release Date
Spring – 150th Issue!	Dec. 12, 2008	Dec. 19, 2008	Jan. 22, 2009
Summer	Mar. 16, 2009	Mar 23, 2009	April 22, 2009
Fall	June 4, 2009	June 11, 2009	July 15, 2009
Winter – Holiday	Sept. 22, 2009	Sept. 29, 2009	Oct. 29, 2009
Kids Collect	See below		

SPECIAL ADVERTISING OPPORTUNITIES

Custom Publishing

Put our email lists and talented writers to work for you! Let our custom-publishing staff write an article on your company, products, events, or any topic you select. We will package the article, along with one or more of your advertisements to drive traffic to your website, into an attractive email presentation and deliver it to our audience of over 12,000 devoted collectors and buyers. As an added bonus, you can also post this content to your website to further enhance your expertise and knowledge in the market.

Custom-published email packages are perfect for:

- New product releases
- Events
- Product line introductions
- Special offers
- You name it

TBF Kids Collect

A special issue that will cover children's plush and collectibles with photographs of all the newest releases, behind-the-scenes visits to manufacturers and fun activities for the kids to do.

AD CLOSING DATE August 14, 2009

AD MATERIALS DUE August 21, 2009

MAIL DATE September 22, 2009

DISTRIBUTION Distributed free to high-end toy and specialty shops throughout the U.S. 20,000 copies will reach over 100,000 eyeballs.

Ad Size

Full Page \$2350

2/3 Page \$1800

1/2 Page \$1355

1/3 Page \$975

1/4 Page \$710

For more information or to reserve your space, contact:
Kellie Love, Sales Manager at 617-706-9082 or klove@madavor.com

CONTACTS AND FURTHER INFORMATION

Teddy Bear and Friends
85 Quincy Ave., Suite B, Quincy, MA 02169
Phone: 617-706-9110
Fax: 617-536-0102
www.teddybearandfriends.com

Advertising:
Kellie Love, Sales Manager
Phone: 617-706-9082
Fax: 617-536-0102
Email: klove@madavor.com

Ad Traffic Manager:
Phone: 617-536-0100 (ext 115)
Fax: 617-536-0102
Email: tbfads@madavor.com

Editorial:
Kathryn Peck, Editor in Chief
Phone: 617-706-9081
Fax: 617-536-0102
Email: kpeck@madavor.com

Subscriptions:
Phone: 617-706-9110; 1-800-437-5828
Fax: 617-536-0102
Email: CustomerService@madavor.com
www.teddybearandfriends.com

Email Newsletter:
Sign up for our free monthly email newsletter!
Send a request to newsletter@teddybearandfriends.com with your name, address and email address.

IDEX Shows:
Bobbie Scott, IDEX Sales Manager
Phone: 617-706-9091
Fax: 770-632-0299
Email: bscott@madavor.com

Billing Policy

Upon credit approval, all payments are due upon receipt. All advertisements under \$250 must be prepaid. Prepayments (if required) are due by the material due date and can be made via check, money order or credit card. Publisher reserves the right to charge \$15 each time for declined credit card or returned checks. Advertisers and agencies are held jointly and severally liable.

Protection Clause of Publisher

All advertisers and/or their advertising agency(s) assume total and complete liability for the copy in their advertisements and warrant the same does not infringe on the trademark or copyright of others. The advertiser and/or agencies hold the publisher harmless from any and all liabilities and claims that may arise from such infringement and agrees to indemnify and to reimburse the publisher for any costs incurred by the publisher as a result of said infringement. Advertisers assume complete responsibility for copy and artistic content.

General Information

All advertisements are subject to the terms of the current rate card. New rate cards may be issued at any time and invalidate any prior rate cards. Publisher reserves the right to reject any advertisement. Publisher reserves the right to place the word "advertisement" in any ad that resembles editorial matter. Cancellations must be made in writing and will not be accepted after closing dates for reservations. Space will be billed as reserved. Publisher's liability is limited to the cost of the ad or portion thereof.