

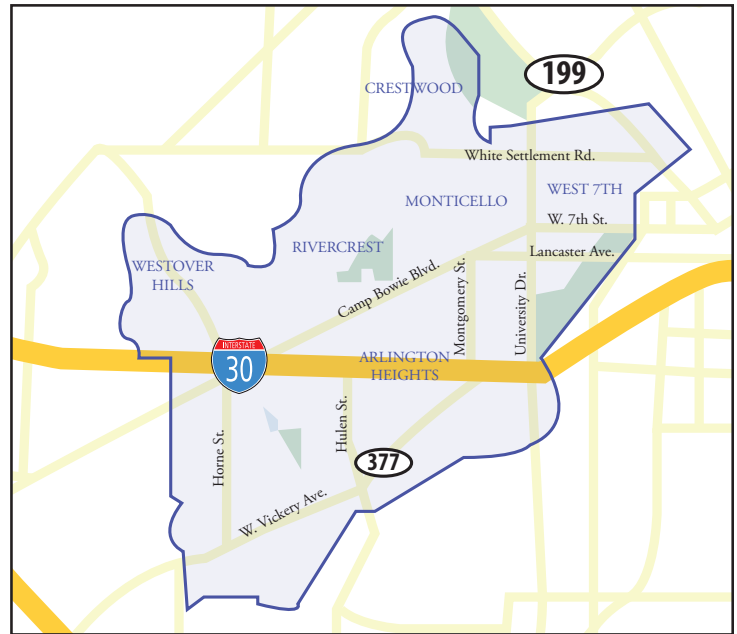
Reach desirable customers located within close proximity of your store or business. 76107 is a glossy, free-standing, publication produced by 360 West magazine. Mailed to the most covered households in the zip code, content is entirely about the area in which it is distributed. Copies are also distributed to advertisers and high traffic business locations. Advertise in a targeted, sophisticated way to those most likely to patronize your store or business.

### Distribution Overview:

- 7,900 copies mailed in 76107
- 3,400 bonus copies in Mira Vista, Montserrat, Tanglewood, Park Hill, Berkeley, Mistletoe Heights, Colonial Country Club, Overton Park, TCU, Ridglea and downtown Fort Worth.
- 700 local business and store copies
- 12,000 total distribution per issue

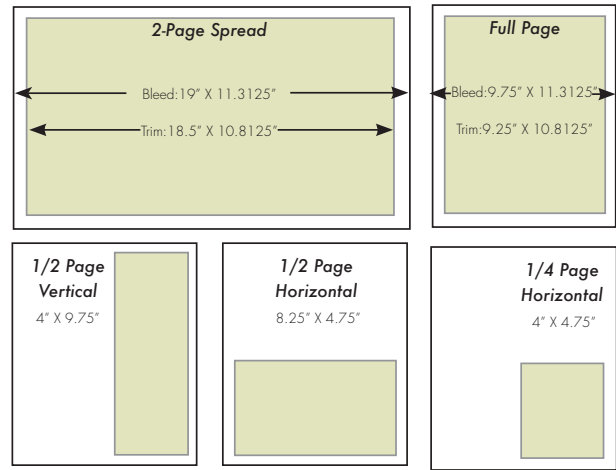
### Reader Home Values:

Home (Appraisal) Value:	
\$250-500,000	42%
\$500K - \$750K	38%
\$750-1,000,000	12%
\$1,000,000 +	8%



Ad Rate (per issue)	1 Issue	6 Issues	12 Issues
<b>Spread</b>	\$3,650	\$3,295	\$2,975
<b>Back Cover</b>	\$3,275	\$3,050	\$2,825
<b>Inside Front</b>	\$3,025	\$2,800	\$2,575
<b>Inside Back</b>	\$2,525	\$2,250	\$1,950
<b>Page 1 (of text)</b>	\$2,800	\$2,525	\$2,250
<b>Page 2-5</b>	\$2,475	\$2,175	\$1,975
<b>Full Page</b>	\$2,175	\$1,900	\$1,625
<b>1/2 Page H/V</b>	\$1,200	\$1,025	\$ 880
<b>1/4 Page</b>	\$ 675	\$ 550	\$ 475

**Publication Trim Size:** 9.25" wide x 10.8125" high  
**Image Resolution:** 300 DPI **Line Screen:** 150 DPI



**Safety:** Keep live matter 1/2" from the trim on all sides  
**Bleed:** Include 1/4" bleed outside trim on all sides for all pages/spreads

Issue	Deadline	In-Home	Editorial Themes	Paid Profile Sections
January/February	January 20	February 3	Valentine's Day	Doctors Worth Knowing
March/April	March 3	March 17	Spring Fashion	Women in Business Locally-Owned Business
May/June	April 28	May 12	Mother's Day, Father's Day	Real Estate Professionals
July/August	June 23	July 7	Fun In The Sun	Faces of Fort Worth
September/October	September 1	September 15	Fall Fashion	Lawyers Worth Knowing Medical Experts Worth Knowing
November/December	October 27	November 10	Gift Guide	Home Design Experts