

boho

a new american spirit



issue
No. 1

launched
FALL 2008

PEACE
LOVE &
FASHION

A BOHEMIAN'S GUIDE TO STYLE

beauty-full

GET PRETTY FROM
THE INSIDE OUT

{going}

green

fashion's #1
eco magazine!

media kit 2010

100%
re-cycled
re-styled
re-used

boho

a new american spirit

{mission}

boho is the #1 award-winning environmental and socially conscious fashion lifestyle magazine. Centered around the freedom to express your own personal style and live the life you want. boho offers the latest in fashion, beauty and home that inspires you to make a difference through a fashionable lifestyle in simple and easy ways. Its content focuses on both the inner and outer you, designed to empower you with new ideas and inspirations that will help you put your own stamp on things while making the world a prettier place. Every product, person and place featured must make a difference in the world today. It's all about social entrepreneurship.

boho is a 100% eco-friendly publication. We are the only fashion lifestyle publication to use 100% recycled post-consumer-waste paper and soy-based inks. Our editorial content covers green topics of fashion, beauty, home decor, travel and more.

*see our environmental stewardship policy



what is a *boho girl*?

She is free, radical, independent.
Her style is her own.
It's personal, existential.

Her only fear is convention.
Her only weakness, shoes.
The bump on her nose adds character,
the scar on her shoulder adds strength,
the curl in her hair adds attitude.
There is no such thing as imperfection,
just originality.

Unmovable, unshakable, unstoppable,
She is America's next top role model.
Someone both inspired and inspiring.
She embraces her spirituality,
aspires to her dreams,
lives through her passions.

She is a world changer.
She is bohemian, she is a Boho.



COMBINE VINTAGE These vintage glasses make a night's statement while also helping for the environment.



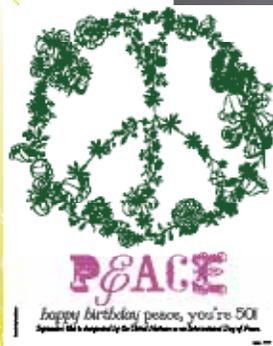
wrapped up

Original: Colleen Hagan; Photo: Peter Lindbergh; Styling: Lisa; Original: Colleen Hagan; Photo: Peter Lindbergh; Styling: Lisa; Original: Colleen Hagan; Photo: Peter Lindbergh; Styling: Lisa



VINTAGE REVIVAL

The moment you channel your inner hippy and find an old dress that gives us that groovy feeling. Find the love for the 60s or 70s.



{ content }

green

Recycling, Restyling and Re-using fashion, accessories and home decor in your everyday life.

celeb

Go inside the world of our favorite celebrities who are doing good things.

advice

Your fashion prescription and expert advice from our Editor, Style Doctor, Gina La Morte.

shop

An insider's guide to the latest products, stores, websites and more.

seed

Spirited ideas, encouraging words and practical advice to live your best life now.

space

An insider's guide to the latest in green decor, home furnishings and indoor and outdoor living.

style

A stylist's point of view on "how to" style yourself, "tricks of the trade", and celebrity style secrets.

beauty

How to become beauty-full. Hot products, expert advice and ideas to get pretty from the inside out.

give

Giving back is the new black. Cool chicks and world-changing charities that make a difference.

street

Style on the street from real people who've taken fashion risks and have inspired us.

dream

Destiny-driven stories and expert advice that will help make your dreams a reality.

In addition, we'll cover eco-places to travel, the latest fashion and beauty products, financial management, real estate advice and much, much more.

boho

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{demographics}

gender

Female	95.9
Male	4.1

age

Median Age	31
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marital status

Single	69.0
Married	31.0

Our reader is stylish and fashionable, eco-conscious, a beauty-brat, spiritual, shoe-obsessed, loves to decorate and customize her space, enjoys traveling, adores her music, likes to read, cares somewhat about celebrities but mostly cares about finding herself and making the world a prettier place by giving back.



targeting a female's:

fashion and beauty style
apartment/home
job/career
engagement/marriage
spiritual journey
organic lifestyle

education

Graduated College	68%
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employment

Full Time	70%
Student	30%



HHI

Median Household \$72k

children

No Children	54.0
1 child or more	46.0

*First issue demographics are targeted

circulation & {distribution}

DISTRIBUTION

Sold in Whole Foods, Barnes & Noble, Borders, Target, Universal News, Pharmaca, Hudson News, Duane Reade, Walgreens, Specialty Organic Food Stores, and most supermarkets and drugstores nationwide.

220,000 READERSHIP

65,000 CIRCULATION

Boho is a multimedia experience with positioning in the marketplace reaching beyond its print pages. With social media, Boho readers are loyal and connected, embracing the brand across all channels including; Facebook, Twitter, the Boho Blog, and Bohomag.com.

GLOBAL

Sold in 37 countries, including USA, Canada, UK, Mexico, Australia, Brazil, Czech Republic, Dubai, Estonia, Finland, France, Germany, Greece, Guam, Hong Kong, Hungary, India, Indonesia, Israel, Italy, Jamaica, Korea, Kuwait, Malaysia, New Zealand, Taiwan, Thailand, Pakistan, Panama, Poland, Portugal, Singapore, Slovakia, South Africa, Spain, Sweden, and Switzerland.

AWARD-WINNING

Winner of the 2009 *AUEDA* Environmental Award for Best New Launch.

Winner of the 2009 *SustainPrint* Award for New Magazine of the Year.



80%

Available at all bookstores, specialty retailers, drugstores, retail chains and newsstands nationwide. We will also participate in promotions that will promote our green* initiative and front-shelf features.

10%

Subscription based mailing to loyal audiences from, but not limited to, boho subscribers, TheStyleDoctor.com members, strategic partner list members (see list), and targeted direct-mail select.

8%

Special events, celebrity endorsements, personal appearances, promotional opportunities, added-value programs and public relations.

2%

Partner distribution to the clients of our contributors and advertisers, strategic partners and local businesses who make requests.

editorial {calendar}



issue*	space material closing date	on-sale date
Spring/Spring Fashion issue/Celebrity	2/01/10	3/9/10
Summer/Beauty/Health/Wellness/Travel	4/27/10	6/1/10
Fall/Fall Fashion and Beauty	7/01/10	9/7/10
Winter/The Gift-Giving Guide	10/26/10	12/7/10

* Closing and onsale dates are subject to change.

** Material extensions are available on a case by case basis. Please contact your *boho account representative for extensions.



{*editor*}

 publisher

gina la morte
editor in chief/publisher

Gina La Morte is a celebrity fashion stylist, media expert and founder of fashion's first award-winning eco magazine, Boho. La Morte's extensive background in fashion includes over 12+ years as a Celebrity Fashion Stylist, Style Expert and Magazine Editor. Known as 'The Style Doctor[®]', La Morte is one of the country's most sought-after style gurus. Her expertise on fashion and style has been seen by millions on her award-winning website, TheStyleDoctor.com, as well as on national television shows including ABC's *The View*, *Bravo*, *NBC*, *MTU*, *CBS*, *FOX*, *CW11*, *ABC morning shows* and more. La Morte has also been a Celebrity Stylist and Style Expert for clients like *O The OPRAH magazine*, *PEOPLE STYLEWATCH*, *PEOPLE*, *W magazine*, *Seventeen magazine*, *Nordstrom*, *Neiman Marcus*, *Bloomingdales*, *The Mall at Short Hills* and more.

As a fashion expert, she has been featured in hundreds of media outlets including the *People* magazine, *Associated Press*, *America Online*, *Life & Style magazine*, *OK! magazine*, *USA Today*, *Fitness magazine*, *Yahoo*, *More*, *Women's World*, *Joan Hamburg*, *The Los Angeles Times* and others. La Morte has been a regular Fashion Contributor to CBS "This Morning" in NY. She has been a national spokesperson for brands like *Procter & Gamble* and *Shoemall.com*. La Morte is a graduate of the Fashion Institute of Technology in NYC and studied fashion internationally in Paris, London and Milan. La Morte resides in her favorite state of New Jersey with her husband, son and daughter. When she is not working, she can be found at the beach.

{ *advertising* }

rates '10



Frequency		1x	2x	3x	4x	6x	8x
4-Color	1 page	15,500	15,300	15,100	14,900	14,700	14,500
	1/2page	12,800	12,700	12,600	12,500	12,400	12,300
	1/3page	9,250	9,150	9,050	9,950	9,850	9,750
	1/4page	5,675	5,600	5,525	5,450	5,375	5,300
2-Color	1page	8,900	8,700	8,500	8,300	8,100	7,900
	2/3page	7,100	6,900	6,700	6,500	6,300	6,100
	1/2page	5,800	5,700	5,600	5,500	5,400	5,300
	1/3page	5,150	5,050	4,950	4,850	4,750	4,650
	1/4page	3,575	3,500	3,425	3,350	3,275	3,200
B/W	1page	7,300	7,100	6,900	6,700	6,500	6,300
	2/3page	5,800	5,600	5,400	5,200	5,000	4,800
	1/2page	4,700	4,600	4,500	4,400	4,300	4,200
	1/3page	4,400	4,300	4,200	4,100	4,000	3,900
	1/4page	3,100	3,025	2,950	2,875	2,800	2,225
Premium	Back Cover	21,800	21,700	21,600	21,500	21,400	21,300
	Inside Back	20,700	20,600	20,500	20,400	20,300	20,200
	Inside Front	19,800	19,700	19,600	19,500	19,400	19,300

*ask about our SPECIAL CHARTER RATES FOR NEW ADVERTISERS ONLY
 * submission subject terms and conditions. *rates are gross



specs & {contacts}

Printing:
Perfect Bound
Publication size:
8 3/8" x 10 7/8"

Bleed
8 5/8" x 11 1/8"
Non-Bleed
7 3/8" x 10"

Safety
3/8" from bleed,
1/4" from trim and
3/16" from each side
of the center line
for spreads

ADVERTISING MATERIALS:

Please follow up with your Account Executive to receive the latest copy of our mechanical specifications.

PREFERRED FILE FORMAT:

Digital File: Must be clearly marked with the advertiser name, contact info, size, and category.

All materials (pages, spreads, partials, discs) should be sent to:

Oinabiz Media, LLC
Boho magazine
202 Bellevue Ave.

Upper Montclair, NJ 07043
Attn: Production
lenny@bohomag.com

CONTACTS

Cina La Morte- Publisher USA
gina@bohomag.com
201-264-4427

Lenny Vyater- Production Director USA
lenny@bohomag.com
917.373.8048

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