

Add some

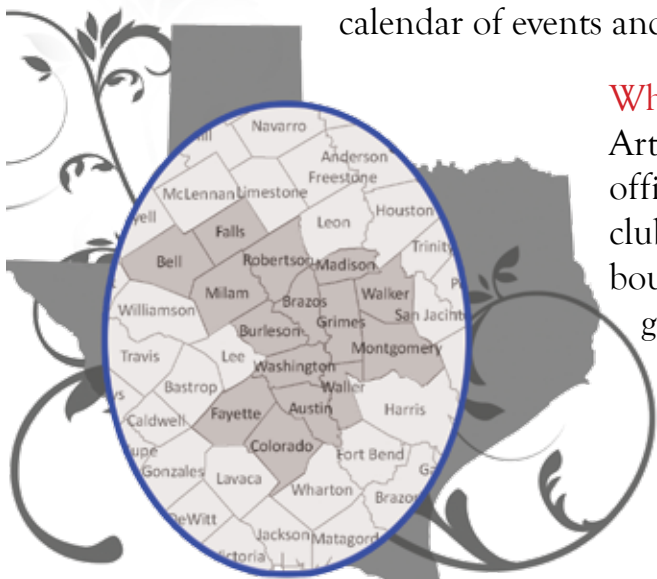
# Flair

to get your  
business booming!

The readership of Flair magazine is over 51,000 and growing. We started in the Brazos Valley, and the demand for our magazine has pushed us out to communities surrounding the Brazos Valley. In addition to the Bryan/College Station area, our readership areas include; Bastrop, Bellville, Bremond, Brenham, Burton, Caldwell, Calvert, Cameron, Chappell Hill, Columbus, Flatonia, Franklin, Georgetown, Hempstead, Huntsville, Hutto, La Grange, Madisonville, Pflugerville, Rockdale, Salado, Snook, Somerville, Taylor, and parts of Houston and Austin.

**Why are they reading Flair?** Our magazine staff has designed an extraordinary concept that captures the eyes of readers – young, old, male, and of course, FEMALE. First, the unique size of Flair draws the reader's attention above other typical magazine formats. One cannot miss our beautiful art featured on the cover and scattered throughout the magazine. Flair's departmental stories bring to readers the Next Generation and Women with Flair along with many other feature stories. Readers learn about near and far neighbors in our feature stories focused on the accomplishments and adventures of women in our readership area.

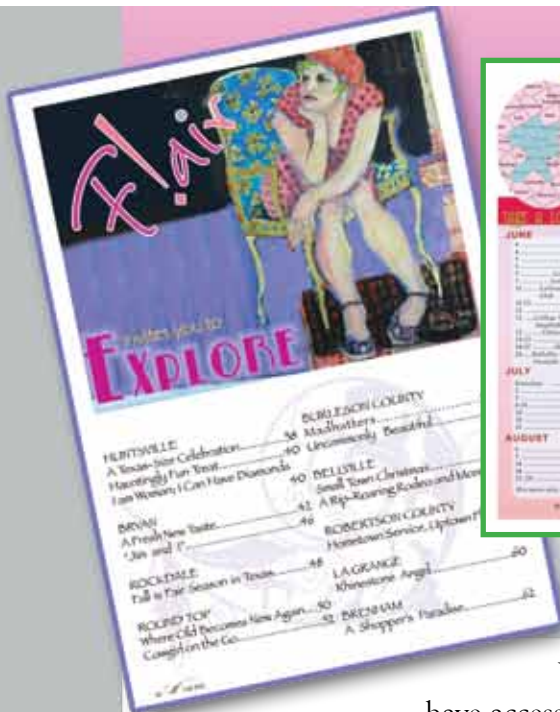
Finally, add in the Let's Explore section of Flair. This section is crafted to help you find information about areas surrounding B/CS. There are so many events and fabulous shopping within a short driving distance that makes exploring a fun option for a weekend or special event treat. We start the section with a table of contents listing the cities covered and complement it with a calendar of events and map.



### Where are they finding Flair?

Art galleries, medical and real estate offices, banks, beauty salons, country clubs, spas, special women's shows, boutiques, restaurants, bookstores, gardening stores, coffee shops, the Texas A&M campus, the Sam Houston State campus, auto repair shops, bed & breakfasts, and hotels throughout.





## exploring with Flair!

Women are notorious for their Flair for shopping so we want our readers to have access to everything the Brazos Valley and the surrounding area has to offer. Our sales staff will design a package to suit your monetary needs. Ask your sales representative about our competitive rates so you can highlight your business in our very unique magazine.

### Published Quarterly

Spring: March 1  
 Summer: June 1  
 Fall: September 1  
 Winter: December 1

### Deadlines

Spring: December 31  
 Summer: March 31  
 Fall: June 30  
 Winter: September 30

### Contact

Sherry McCartney  
 106 West First Street  
 Hearne, TX 77859  
[publisher@flairmag.net](mailto:publisher@flairmag.net)

for more info:  
[www.flairmag.net](http://www.flairmag.net)

### Premium Placement Rates

BACK COVER FULL\*: 9" x 13" \$1850 x 4 = \$1700  
 PAGE 3 FULL\*: 9" x 13" \$1700 x 4 = \$1550

\*denotes full bleed pages with a live area of 9" x 13" and at least a 0.125 bleed margin on all sides for a 9.25" x 13.25" total size. Flair reserves right to crop as needed to allow for discrepancies with bleed margins.

### Standard Placement Rates

Full page	8.25" x 12.25"	\$1500 x 4 = \$1350
1/2 page	8.25" x 6"	\$ 800 x 4 = \$ 700
1/2 page vertical	8.25 x 6"	\$ 800 x 4 = \$ 700
1/4 page	4 x 6"	\$ 500 x 4 = \$ 425
1/6 page	4 x 4"	\$ 325 x 4 = \$ 275

### Camera Ready Specs

Formats: PDF, PSD  
 (embed fonts, file resolution MUST BE 300 dpi)  
 Print Area: 8.25" x 12.25"  
 Color Mix: CMYK

