

Overview

The mission of Logan Magazine is to inspire, encourage and inform young women with disabilities about how to lead a lifestyle that is productive, purposeful and pleasurable.

Our goal is to motivate young women to live, work, play, dream big and look great, experiencing all life has to offer.

Logan Magazine features success stories of people with disabilities, between 14 and 35+ years of age, who have found ways to reach their personal and professional goals. The publication's beauty and fashion layouts prove they can be stylish and stay on budget. Stories about assistive technology promote the possibility of independence.

Featured Columns

- Roll Models
- One of the Guys
- Up Close – Celebrity
- College/Career/Community
- Fashion – Cheap Chic
- Beauty
- Products We Love
- Decorate Your Dwelling
- Living Out Loud
- Got a Hobby?
- Time Management
- Recipes
- Crafts

Logan Magazine Website

Logan Magazine Website will serve as the online home of Logan Magazine. Through the internet, visitors will have access to Subscription Information, Advertising Information, the "Ask Logan" Section, Membership Give-a-ways, Sites We Love, Online Colleges and LM Products.

The Company

Logan Magazine began in 2004 as a joint venture between Logan Olson and her mother Laurie. In 2001, at age sixteen, Logan sustained a brain injury. After a long hospital stay and journey through rehabilitation, the teenager arrived home to face the day-to-day process of recovery. Logan and Laurie quickly began a quest for knowledge seeking out beauty tips, fashion advice and assistive technology to assist Logan with daily life. The information was very difficult to find. While wading through a multitude of grim details and overwhelming obstacles, they only found limited helpful information on the internet.



product & distribution

The Product

Logan Magazine is the “go to” source for everything that is in-and-now in beauty and fashion. The 32-page, full color, glossy magazine expands disability awareness with informative and heartwarming personal success stories and current events pertaining to individuals within the community. Logan Magazine readers are informed about new technology that will increase their independence at home, work, school and in their communities. Logan Magazine is the place where young women and men share advice on overcoming life’s challenges and living well.

Logan Magazine features fashion models with capabilities that will demonstrate the kind of beauty people with disabilities can radiate.

Distribution

Logan Magazine’s distribution is to individuals with disabilities, Homes, Book Stores, Grocery Stores, High Schools and Colleges, Rehabilitation Offices, Occupational-Physical-Speech Therapy Offices, Assistive Living Centers, Doctors Offices, Government Agencies, Advocacy Groups and Organizations, and Medical Supply Stores.

Ad sizes	Rates
Back Cover	\$2,250
Inside Cover	\$2,000
Spread	\$3,000 automatic bleed
Full Page	\$1,550 automatic bleed
2/3 vertical	\$1,250 (bleed add 15%)
1/2 vertical/horizontal	\$925 (bleed add 15%)
1/3 vertical/square	\$850
1/6 vertical/horizontal	\$500
Business Card	\$275
Business Listing	\$50




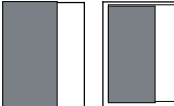
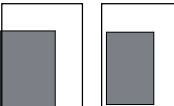


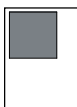


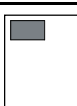
Non Profit Discount 20%

Trim size
8.375" x 10.875"

Binding
Saddle Stitch

Printing
150 line screen

Bleed Ads
*All bleed ad dimensions listed INCLUDE .125" on ALL sides.

Spread			
Bleed	17" x 11.125"*		
Full Page			
Bleed	8.625" x 11.125"*		
2/3 Back Cover			
Bleed	8.625" x 8.25"*		
2/3 Vertical			
Bleed	5.625" x 11.125"*		
Non-Bleed	4.875" x 10"		
1/2 Vertical			
Bleed	5.6875" x 8.25"*		
Non-Bleed	4.875" x 7.4375"		
1/2 Horizontal			
Bleed	8.625" x 5.625"*		
Non-Bleed	7.5" x 4.8125"		
1/3 Vertical			
Non-Bleed	2.25" x 10"		
1/3 Block			
Non-Bleed	4.875" x 4.8125"		
1/6 Vertical			
Non-Bleed	2.25" x 4.8125"		
1/6 Horizontal			
Non-Bleed	4.875" x 2.25"		
Business Card			
Non-Bleed	3.5" x 2"		



ad requirements

Artwork Requirements

LIVE AREA

Live matter should be kept to a minimum .5 from all bleed edges. Include standard crop, bleed, centermarks and color bars as well as name of file/advertiser.

COLOR/DPI

All ads must be CMYK. No RGB files will be accepted. No spot colors will be accepted. Images must be a minimum of 300dpi at final size. Image density settings: Maximum density – 280%. Dot gain – 20%.

FONTS

Fonts **MUST** be embedded or converted to outlines. Only use Type-I, no True Type or Font Substitution. Fonts should not be smaller than 5pt, with reversed text no smaller than 8pt.

FORMATS ACCEPTED

Digital ads are accepted in the following formats: high-resolution pdf using PDF-X1a settings, EPS or Tif. Please note: jpegs are not accepted.

TRAPPING

All desired trapping must be included in the files of the advertiser.

PDF NOTES

Do not embed ICC Profiles.

SUBMITTING ARTWORK

Mail CD to:

Logan Magazine
attn: Laurie Olson
PO Box 48262
Spokane, WA 99228-1262

Email ads under 5mb to: laurie@loganmagazine.com