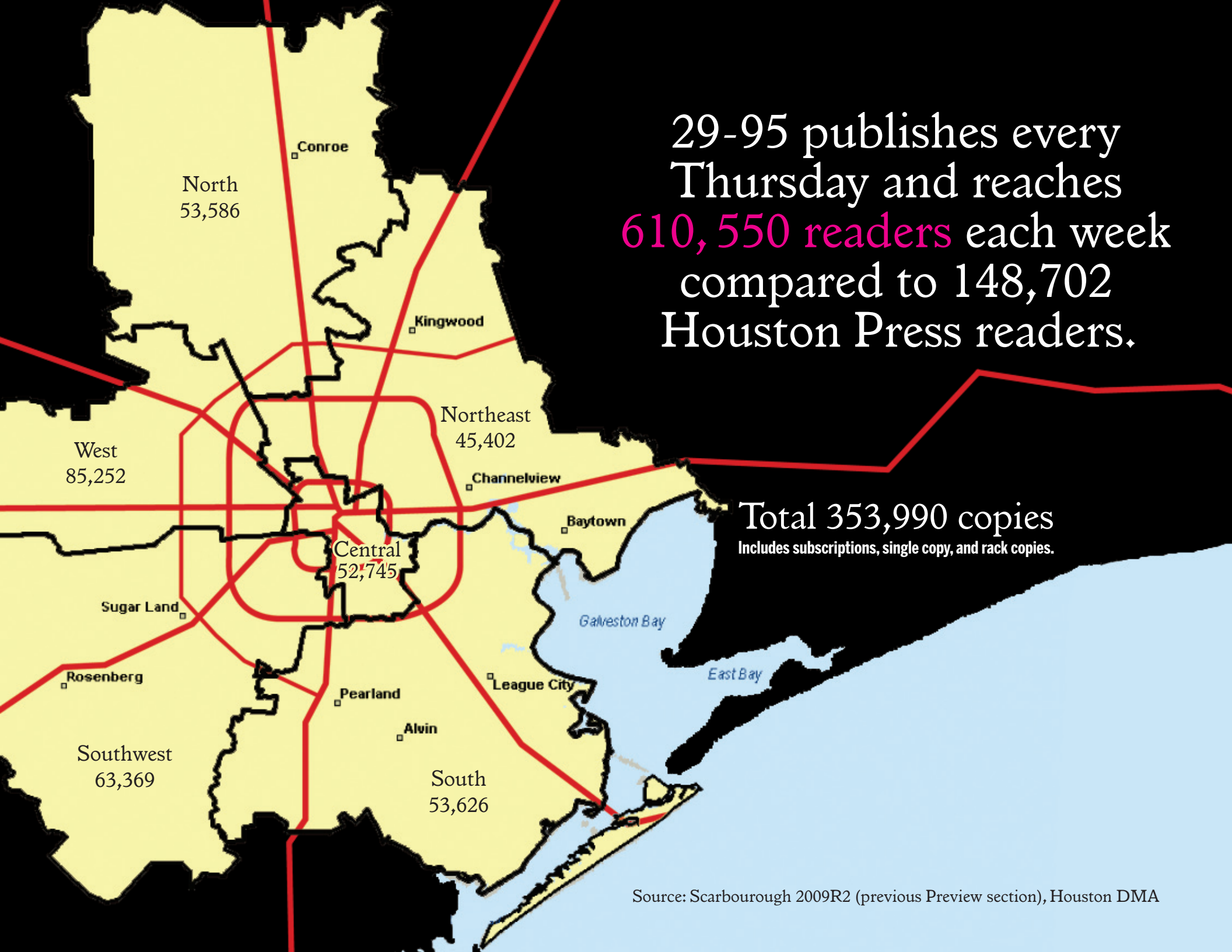




# MEDIA KIT



29-95 publishes every  
Thursday and reaches  
**610,550 readers** each week  
compared to 148,702  
Houston Press readers.

Total 353,990 copies  
Includes subscriptions, single copy, and rack copies.



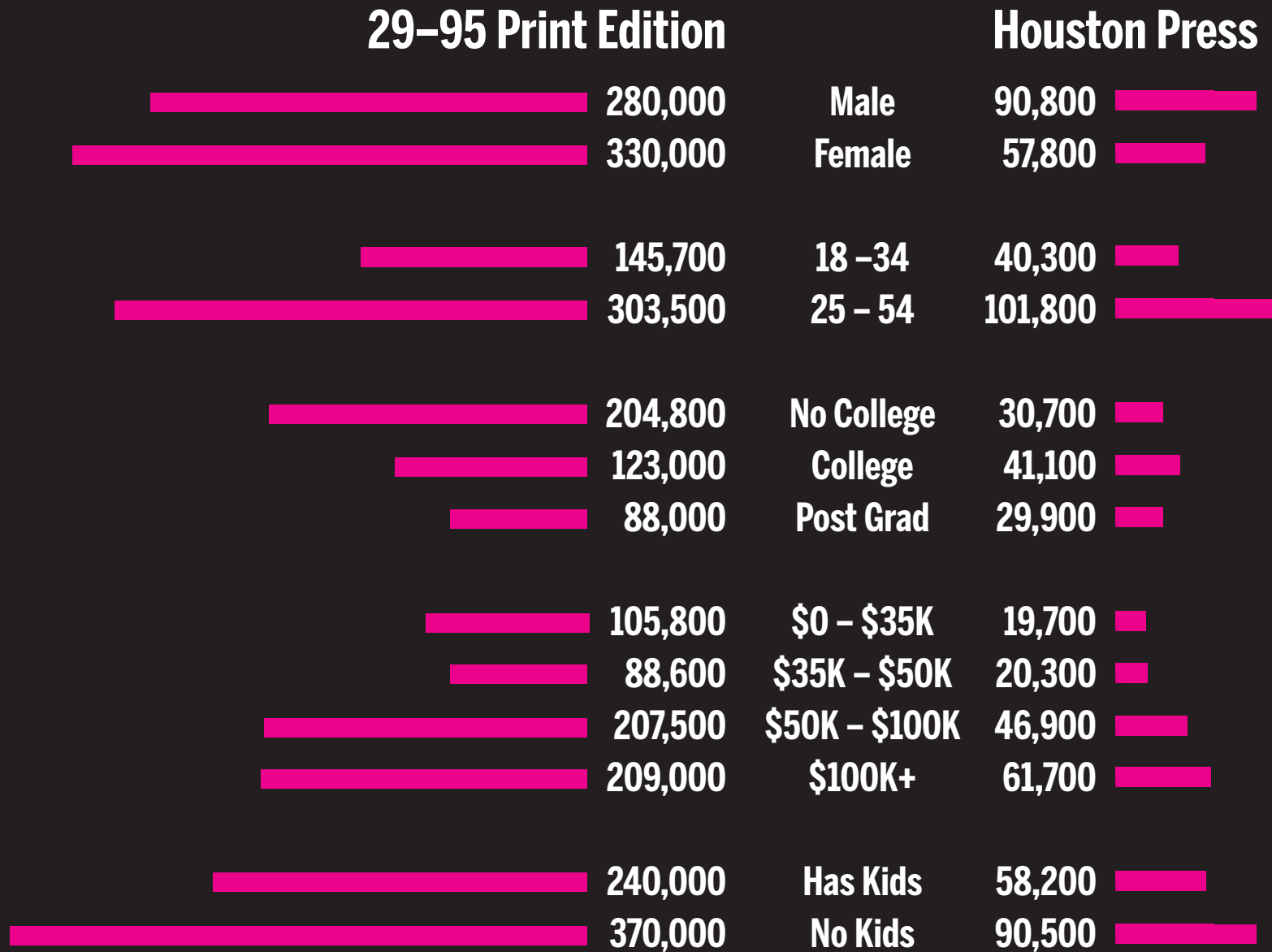
# Houston's most **comprehensive** entertainment listings

Exclusive Reviews, Articles,  
Interviews and Listings.

- Lifestyle
- Photos
- Blogs
- Bars/Clubs
- Restaurants
- Music
- Movies
- Art

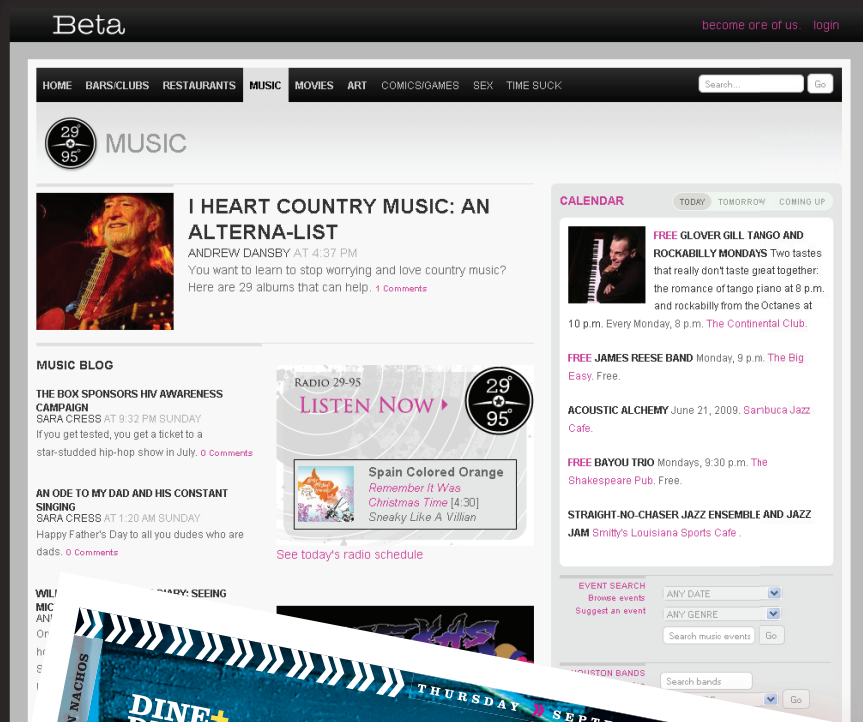
# WHO'S READING?

## READERSHIP DEMOGRAPHICS



Source: Scarborough 2009R2 Average Issue Readership (29-95 previous Preview section), Houston DMA



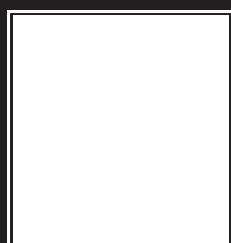


Together 29-95 and 29-95.com reach over **700,000 readers** – delivering you a culturally active and engaged audience every week.

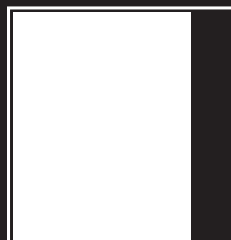


**340,000 active movie-goers**  
**238,000 active museum-goers**  
**230,000 active concert-goers**  
**446,000 active diners**  
**168,000 active theater-goers**

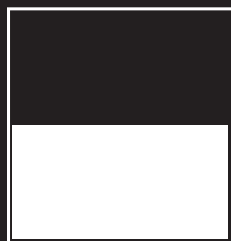
Source: Scarborough 2009R2 (29-95, previous Preview section), Houston DMA average issue readership; Quantcast, August 2010



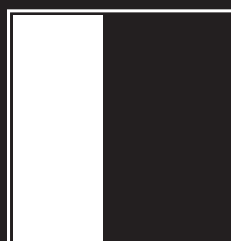
**FULL PAGE**  
**10 X 10.5**



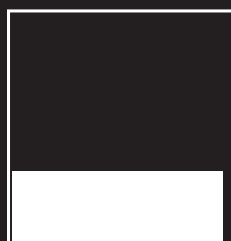
**3/4 PAGE**  
**7.972 x 10.5**  
**VERTICAL**



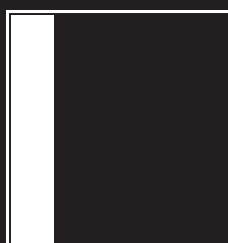
**1/2 PAGE**  
**10 x 5.25**  
**HORIZONTAL**



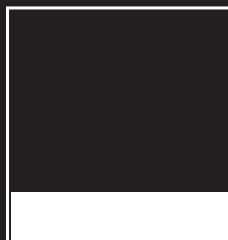
**1/3 PAGE**  
**3.917 x 10.5**  
**VERTICAL**



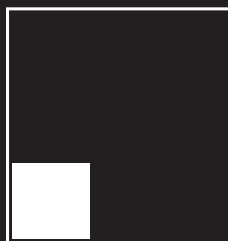
**1/3 PAGE**  
**10 x 3.5**  
**HORIZONTAL**



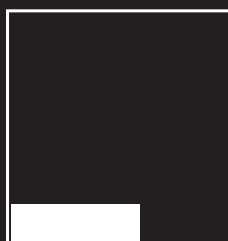
**1/5 PAGE**  
**1.889 x 10.5**  
**VERTICAL**



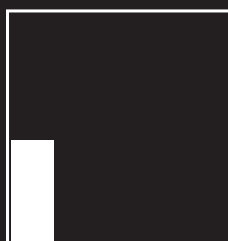
**1/5 PAGE**  
**10 x 2**  
**HORIZONTAL**



**COASTER**  
**3.917 x 4**  
**VERTICAL**



**DOLLAR BILL**  
**5.944 x 3**  
**HORIZONTAL**



**BEER CAN**  
**1.889 x 5**  
**VERTICAL**

## **RATES AND SIZES**

Image with folio:  
10 x 10.5

### **DEADLINES**

29-95 publishes every Thursday.

Space reservation must be  
received by 5:00 pm on the  
preceding Friday

85 line screen

dpi: 300

Please submit

PDF, TIF, JPG, or EPS files

<b>COLOR</b>	<b>Size</b>	<b>Open</b>	<b>4x</b>	<b>13x</b>	<b>26x</b>	<b>52x</b>
	Full	\$5,600	\$3,600	\$3,300	\$2,900	\$2,500
	3/4 Page	\$4,600	\$3,000	\$2,700	\$2,400	\$2,100
	1/2 Page	\$3,200	\$2,100	\$1,900	\$1,650	\$1,500
	1/3 Page	\$1,750	\$1,200	\$1,000	\$900	\$750
	1/5 Page	\$1,320	\$900	\$770	\$675	\$525
	Coaster ad	\$985	\$625	\$550	\$500	\$370
	Dollar Bill ad	\$750	\$600	\$500	\$425	\$325
	Beer Can ad	\$625	\$550	\$475	\$400	\$300

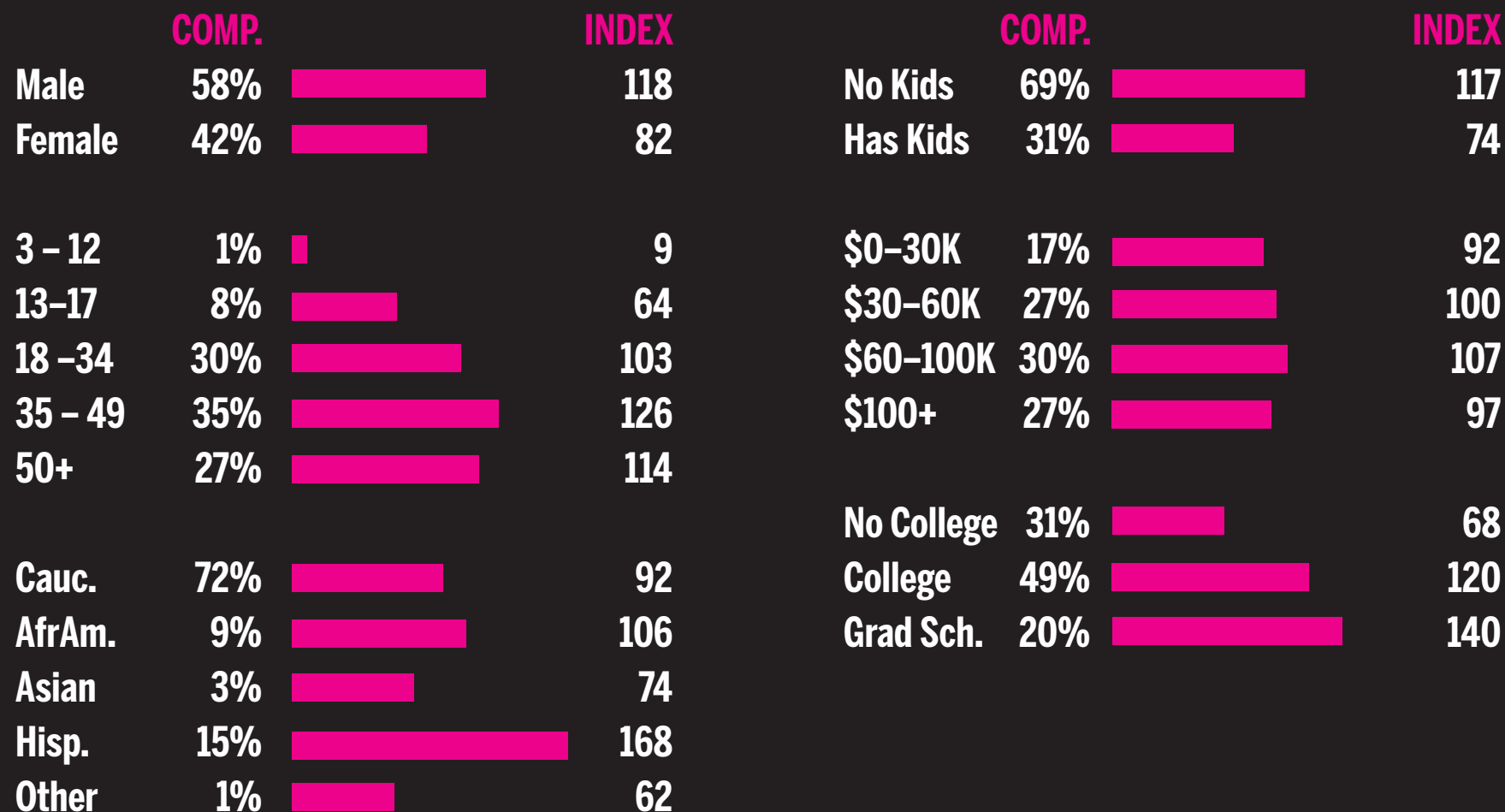
<b>B&amp;W</b>	<b>Size</b>	<b>Open</b>	<b>4x</b>	<b>13x</b>	<b>26x</b>	<b>52x</b>
	Full	\$4,900	\$3,100	\$2,850	\$2,600	\$2,275
	3/4 Page	\$3,900	\$2,500	\$2,300	\$2,050	\$1,800
	1/2 Page	\$2,700	\$1,750	\$1,600	\$1,400	\$1,270
	1/3 Page	\$1,440	\$940	\$840	\$750	\$655
	1/5 Page	\$1,020	\$660	\$590	\$530	\$455
	Coaster ad	\$700	\$405	\$375	\$350	\$281
	Dollar Bill ad	\$550	\$395	\$350	\$300	\$250
	Beer Can ad	\$500	\$375	\$325	\$275	\$225

\*All rates are net per week and include a position in the Ad Index with hot link to website on 29-95.com. Position: Specific position requests require a 25% premium over base cost of the advertisement.

# Who's Online? at 29-95.COM

## KEY DEMOGRAPHICS

173,966 visitors per month • 1,648,592 page views per month



Source: Quantcast, August 2010





## Blog Entries

The ten most recent blog entries are available for easy reading on the go, plus you can comment and search for older stuff.

## Saved Items

You can sign in with your 29-95 login to get access to call the venue or get a map. This is why you should save stuff.

## Showtimes

Browse through what's in the megaplex and the art houses.

## Event Calendar

See today's recommended shows or search for others by keyword.

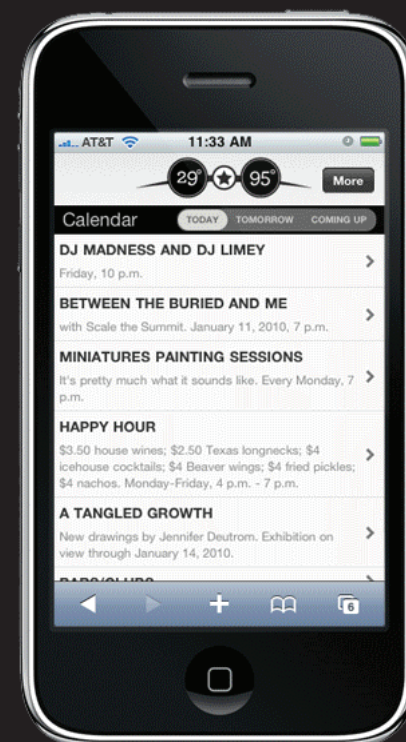
## Restaurants

Search by cuisine, neighborhood, price or keyword to get details and a map for each restaurant.

## Art Browser

Get an introduction to local Houston artists by clicking through the art from our artist database. Click the artist's name for more details and contact information.

**29-95  
for  
iPhone**





RESTAURANTS

## LEADERBOARD AD



### HOUSTON CHOWHOUNDS AUCTION FOR GULF COAST FISHERMAN AND OTHER HOUSTON RESTAURANT NEWS

JOANNE WITT (FOODPRINCESS) AT 9:04 PM

0 Comments

## WHERE TO EAT

RESTAURANT  
SEARCH

Browse restaurants  
Suggest a restaurant

ANY CUISINE


ANY NEIGHBORHOOD

ANY PRICE RANGE

Search restaurants Go

## RESTAURANT BLOG

FOODPRINCESS BRUNCHES: CRAB CAKE AT  
BRANCH WATER TAVERN HITS THE MARK  
JOANNE WITT (FOODPRINCESS) AT 1:36 PM  
FRIDAY

Crab Cake Goodness for Sunday Brunch. 

Comments

PLAYA LOUNGE @ YELAPA 7/15  
BITEMEHOUSTON AT 10:26 AM FRIDAY

Universal Records and Karma  
Houston transform the foodie-  
favorite into a sexy lounge.



WHINE & DINE: HELP, MY FAMILY NEEDS A  
JALAPENOS FIX  
SYD KEARNEY AT 3:44 PM THURSDAY


0 Comments

A BEEFY SPECIAL AT CHARIVARI AND  
OTHER HOUSTON RESTAURANT NEWS  
SYD KEARNEY AT 10:18 AM THURSDAY


Pappas Bros. Steakhouse and Anvil enjoy some  
magazine love 

Comments

MEALS ON WHEELS: OH MY POCKET PIES  
BITEMEHOUSTON AT 11:05 AM WEDNESDAY

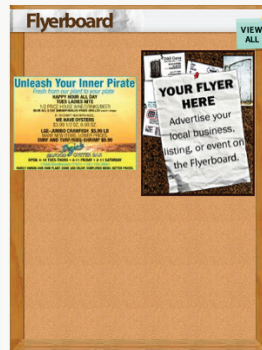
Food trucks bring tasty, shrimpy goodness. 

Comments

 More Restaurants blog

## HOMETOWN FAVORITES

Amazon Grill	Damian's	Little Big's
Americas	Dolce Vita	Mardi Gras Grill
Amerigo's Grille	Dry Creek Cafe	Max's Wine Dive
Antica Osteria	El Rey	Mi Luna
Aquarium	El Tiempo	Molina's Cantina
Baba Yega	Empire Cafe	Mytburger
Baby Barnaby's	Escalante's Mexican Grill	Original Ninta's on Navigation
Backstreet Cafe	Feast	Otto's
Beaver's Ice House	Floyd's Cajun Seafood	Pappas Barbecue
Becks Prime	Frenchy's Chicken	Pappasitos
Bellaire Broiler Burger	Fu's Garden	Pink's Pizza
Berryhill Baja Grill	Fuzzy's Pizza	Ragin' Cajun
Bistro Don Camillo	Gigi's Asian Bistro and Dumpling	Rainbow Lodge
Bistro Provence	Gig's Asian Bistro and Dumpling	Raven Grill
Blake's BBQ	Bar	Reef
The Breakfast Klub	Gilhooley's	Rio Ranch
Bubba's Texas Burger Shack	Glass Wall	Shade
Brenner's Steakhouse	Goode Company Hamburgers & Taqueria	Spanish Flowers
Buffalo Grille	Goode Company Barbecue	Star Pizza
Cabo's	Goode Company Seafood	Sylvia's Enchilada Kitchen
Cadillac Bar	Gumbo Bar	Tacos A Go-Go
Cafe Adobe	House of Pies	Taquerias Arandas
Cafe Benedicte	Hubcap Burger Grill	Tat-Wink Grill
Cafe Rabelais	Indika	Textile
Capriccio Tapas	Irma's	Thai Spice
Carrabba's Italian Grill	Jasper's	Thelma's
Catalan	Kenny & Ziggy's New York	This Is It
Chez Nous	Delicatessen	Vic & Anthony's
The Chocolate Bar	Kim Son	Virgie's BBQ
Christian's Totem	Kraftsmen Baking	Yao Restaurant & Bar
Churrascos	La Guadalupe Bakery and Cafe	
Cullen's Upscale American Grill	Landry's Seafood	
Daily Review Cafe	Lankford Grocery and Market	
Da Marco		



Local advertising by PaperG



## BLOGROLL

Suggest a blog

Chili Bob's Houston Eats  
Cook's Tour  
Fred Eats Houston  
For the Love of Garlic  
Food Princess  
Food in Houston  
H Town Chow Down  
Bite Me Houston  
Eating Our Words  
I'm Never Full  
She Eats  
Tasty Bits  
Taffinder in Texas  
Dude, You Going to Eat That?

## LEADERBOARD AD

728x90 pixels

Targeted \$15 CPM ROS \$10

## 300X250 AD

300x250 pixels

Targeted \$16 CPM ROS \$12

## Accepted Files:

gif, jpg, html, dhthl, Javascript, and Flash

## Rich Media:

Available upon request

# INSERTS

**Deadline is noon, Friday prior to the week of publication.**

<b>QUANTITY</b>	<b>OPEN</b>	<b>4-12 WEEKS</b>	<b>13-26 WEEKS</b>	<b>27-52 WEEKS</b>
12,000–39,000	\$70	\$60	\$55	\$48
40,000–69,000	\$64	\$58	\$50	\$46
70,000–89,000	\$62	\$48	\$48	\$44
90,000+	\$60	\$46	\$46	\$42

**Inserts should be packaged in uniform bundles containing equal quantities.**

**Packages should be clearly labeled, showing the issue date, quantity, and description.**

**Minimum delivery of 12,000 papers.**

**BIND-IN INSERT (bound/folded into saddle)**

**8.5" x 5.5"**

**BLOW-IN INSERT**

**Minimum 3.5"x3.5" • Maximum 6.5" x 6.5"**

**Paper Weight**

**Minimum 60# • Maximum of 12pt**