



girlfriends

the word on lesbian lifestyle

Circulation and Distribution

Through its strong subscription base and nationwide newsstand distribution, *Girlfriends* reaches lesbians with buying power and brand loyalty. Readers can find *Girlfriends* in Borders, Barnes & Noble, and independent bookstores throughout North America; coupled with growing international sales and extensive event marketing, *Girlfriends* is the first place lesbians go to find community, information, and entertainment. Make it the first place they go to find you.

Circulation: 35,000

Print Readership: 75,000

Readers per copy: 2.5

Web: 25,000 plus per month

Girlfriends' top five readership markets include:

California

New York

Florida

Texas

Illinois

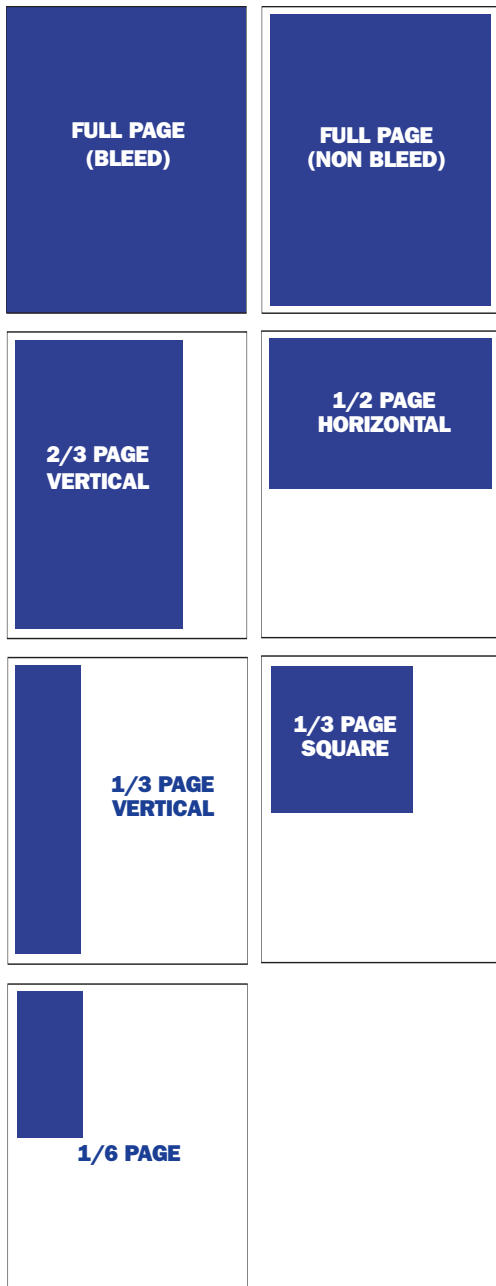
With its focus on women's lifestyle and 95% female readership, *Girlfriends* is the most effective, efficient way to reach the highly sought-after lesbian market. Each month, *Girlfriends* reaches more lesbian readers than any of the national LGBT magazines or regional LGBT newspapers.

Girlfriends will connect you with a national audience of affluent, highly educated, loyal lesbian consumers with high levels of disposable income.

Launched in 1994, *Girlfriends* is the only national, monthly magazine of its kind. Imagine a cross between *Entertainment Weekly* and *Vanity Fair*—only for women who love women. With its focus on lesbian lifestyle and pop culture, *Girlfriends* has won multiple awards for its celebrity coverage, news analysis, and innovative annual features.

A fresh redesign will feature increased product, travel, and event coverage, making *Girlfriends* the premier source for lesbian women seeking to enjoy and enhance their lives.





General Specifications

Size	Width	Length
Full-Page (Bleed)	8.625"	11.125"
Full-Page (Non-Bleed)	7"	10"
2/3 Page Vertical	4.625"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Vertical	2.25"	10"
1/3 Page Square	4.625"	4.875"
1/6 Page	2.25"	4.875"
Trim:	8.375" x 10.875"	
Bleed:	8.625" x 11.125"	
Live:	7.85" x 10.35"	

Printing: Web Offset

Binding: Saddle-stitched

Safety: Type and other images not intended to bleed or trim must be held at least 1/2" from trim.

Artwork Submission:

Black-and-white and four-color ads must be bordered and meet exact mechanical requirements. Ads submitted without border will have one added before going to press.

Software Formats: Please provide your ad in one of the following formats: Macintosh formatted QuarkXPress 6.0 or earlier (preferred), Adobe Acrobat (PDF), Adobe Illustrator (AI or EPS), or Adobe Photoshop (TIFF, EPS or PSD) files.

Special Instructions:

Please include a proof from the file submitted and documentation noting fonts and files used to create the ad: a laser proof for black & white ads and a digital color proof for color ads. H.A.F. Publishing takes no responsibility for the appearance of ads submitted in digital form not accompanied by proof. Include all images either EPS or TIFF (CMYK at 300 DPI/no RGB or index color) and all screen and printer fonts (preferably Adobe fonts).

Line Screen: 150 line screen

To submit ads on our FTP server please contact your sales representative for instructions.

Media: Zip disk 100MB, CD-ROM. Media will not be returned unless a prepaid shipping envelope is provided.

Media Labeling: Advertiser name, date, contact, and phone number. For information concerning specs, call the sales department at 415-648-9464 or fax 415-648-4705. Digital submissions (10MB or less) can be sent via the Internet. When you are e-mailing ads, we suggest that you use Stuffit and create a self-extracting file. We have no support for other compression schemes. E-mail your ads to ads@girlfriendsmag.com Ship all materials to: Girlfriends Magazine, 3415 Cesar Chavez, Suite 101, San Francisco, CA 94110.

Ad Services: A sales representative from H.A.F. publishing will be happy to connect you with a graphic designer who can design you ad.

Terms: Payment for ads are due in full prior to publication or on approved credit. For a credit application contact your sales representative.

Call *Girlfriends Magazine* at 415-648-9464 or e-mail sales@girlfriendsmag.com