

Circles

life well-rounded

Media Kit



Jump
into Our Circle

● **taste • style • entertainment • activities**



of experience



Since 1998, Transition Services, Inc., publisher of *Circles* magazine, has been creating meaningful work opportunities for people with disabilities in Las Vegas. Throughout our existence, TSI has developed opportunities for people based on their individual interests, talents, and skills, and has earned the reputation of being progressive in their break-through, small-business model. By offering individuals more choices, more control over their daily lives, and a supportive environment to achieve their personal goals, it is no wonder individuals, care providers, educators, and family members alike trust the services offered by Transition Services.

Circles is a lifestyle magazine created by and for people with disabilities and those in their circles who want to share diverse interests, social interactions, and new positive life experiences in the local community.

It is the first publication of its kind in the Las Vegas community. Like all of our businesses, *Circles* will provide individuals with real-world jobs they may never be able to experience without the support of our agency. They will participate in all aspects of magazine development from submitting ideas to taking photographs.

The need to feel connected to their greater community is abundant for people with disabilities. *Circles* magazine is a resource that can bring people into the Las Vegas community to participate in events, meet others, and explore new places and ideas that enhance their life experiences. Las Vegas's are eager to be a part of popular culture, the readers of *Circles* are no different.

distribution

contact

of community

The readers of *Circles* magazine patronize a wide variety of businesses in Las Vegas. They eat out, shop for clothes and household goods, go to salons for hair and nail care services, rent movies and video games, purchase health care goods and services, and attend classes and events of interest just like every other member of our community. By advertising to the readers of *Circles*, you will gain a very loyal and dedicated group of patrons who will appreciate and support your business.

This is an opportunity to reach your target markets without any wasted advertising dollars and be involved with an organization that does great work in the community.

Join our community, jump into our circle.

distribution

We will launch and distribute our first issue of *Circles* to the community of people with disabilities free of charge. After our premier issue, we will sell subscriptions to be mailed. Individual issues will also be available for purchase at a variety of stores where magazines are sold.

The first issues will be distributed throughout Las Vegas and Henderson at the Desert Regional Center (serving 4000 individuals with disabilities), In-Home Residential Care Providers, Supported Employment Providers, Follow-Along Service Providers, Studio 8 Ten Gift Shop, local libraries, local bookstores, and local agencies that support people with disabilities and their families.

Ad Sales Department

702.768.5294

sales@circlesmagazinelasvegas.com

Circles Magazine

2121 Industrial Rd. Ste. 107

Las Vegas, NV 89102

www.circlesmagazinelasvegas.com

of influence

According to current census research, 1 in 5 Americans has a disability, and more than 375,000 Nevadans are people with disabilities. About half of this population lives in Clark County.

On average, each person with a disability has 1.5 family members or caretakers living with the disabled individual. Many people with disabilities live in a group home setting with one or more roommates who also have a disability. We expect that for each issue of *Circles* that gets into the hands of a person with a disability, at least 3 other people, with and without disabilities, will read or assist with communicating the information within the magazine covers.

Because people with intellectual disabilities are dependent on others to succeed in their daily lives, they are given advice, directives, financial assistance, and state regulations while dealing with family pressure, societal ignorance, and provider-biased decisions. For someone with a disability, even the simplest decisions such as where to shop, or what to wear can be influenced by other people. *Circles* magazine is a way for them to explore places and things of interest from a trusted source that is supported by those in their lives, and give them information and options for making decisions in their life independently.

demographics

demographics

- Over 5000 copies of each issue*, with a readership potential exceeding 15,000 readers
- 61% Female, 39% male
- 30% under age 35
25% 35-44 years
31% 45-54 years
14% over 55 years
- 58% complete high school
32% complete a college degree
10% complete post-college studies
- 27% earn less than \$50,000/yr
46% earn \$50-75,000/yr
27% earn over \$75,000/yr

*anticipated distribution for first year.

of content

Each quarterly issue will explore areas of interest to our readers and present information in an interesting way that is easy to read, understand, and engage.

taste

articles, restaurant reviews, recipes, etiquette

style

fashion, home décor, grooming, trends, art

entertainment

local events, shows, music, celebrities, movie reviews

activities

DIY projects, home improvements, games, shopping

extras

puzzles, event calendar, letters to the editor, rants and raves, community resources, advice, quizzes

Circles is a way for people with disabilities to explore places and things of interest from a trusted source that is supported by those in their lives.

of choice

specifications

Create ad layouts in a professional desktop publishing program such as Adobe InDesign®, Adobe Photoshop® or QuarkXPress™. Create one PDF/X-1a file or JPEG per ad or ad page; spread ads may be submitted as a single file.

All fonts must be outlined or embedded.
All layers must be flattened.

All colors, including any spot or Pantone colors, must be defined as CMYK process. RGB, LAB and ICC-based colors are not permitted.

Images must be high-resolution (300 dpi or higher).
Ads of lower quality will be returned for re-submittal.

All ads must be created to bleed specifications with crop marks set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim.

Ad design is offered at \$35/hour for design, and \$20/image for any stock photography (if needed). Estimates available upon request.

submissions

PDF's and high-resolution files can be submitted by emailing our sales department:

sales@circlesmagazinelasvegas.com

(Files larger than 10 MB can be emailed through www.yousendit.com - maximum file size is 100MB)

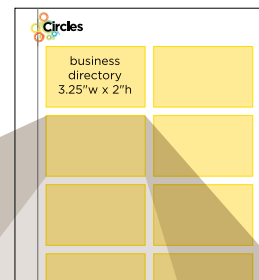
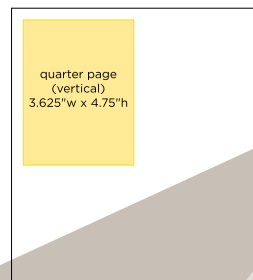
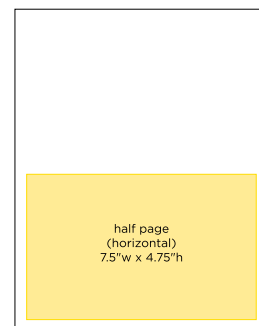
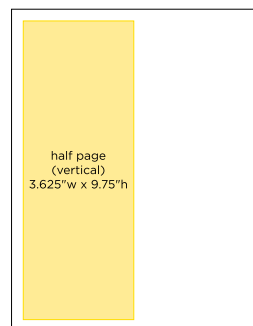
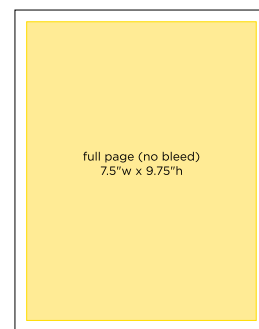
rates

Inside Cover (front or back)	\$900
Inside Cover Spread	\$1400
Full Page (inside)	\$800
Half Page	\$500
Quarter Page	\$300
Business Directory	\$100

Discounts available for non-profit organizations and advertisers purchasing 4 or more issues at one time.

sizes

Full Page (with bleed)	8.25"w x 10.5"h
Full Page (no bleed)	7.5"w x 9.75"h
1/2 Page (vertical)	3.625"w x 9.75"h
1/2 Page (horizontal)	7.5"w x 4.75"h
1/4 Page (vertical)	3.625"w x 4.75"h
Business Directory	3.25"w x 2"h



business name
company tagline (optional)

Copy for ad must be supplied in Word document or body of an email. 25 word maximum.

*Supplied photo or logo
1.5\"/>*

