



# **ALL IN**

## **MEDIA KIT 2011**

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# The Royal Flush Of Poker Magazines

Being a successful poker player is largely about correctly assessing the quality of your hand versus the quality of everyone else's. Just as poker players desire to make hands of the highest quality, connoisseurs of poker magazines desire the publication that is of the highest quality. By presenting the game of poker to its constantly expanding legions of aficionados with unparalleled class and sophistication, **ALL IN** has



earned the right to call itself "The World's Leading Poker Magazine."



In each issue, **ALL IN** presents player profiles, celebrity interviews, tournament coverage, hand analysis, and strategic insights from the world's best, with each story brought alive through vivid photography, modern design, and colorful editorial. **ALL IN** strikes a balance between treating the game seriously and properly appreciating its lighter side, and the result is a package that entertains from cover to cover while also educating and informing.

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## POKER IS THE FASTEST-GROWING PASTIME IN THE UNITED STATES.

Numerous networks, including ESPN, NBC, CBS, Fox, and GSN now carry poker-based television programming. Over 70 million people play poker in America within a given year and more than 10 million of them consider themselves avid players of the game. For more than six years running now, there has been only one truly first-class magazine for this huge audience: **ALL IN**.

# Editorial

Poker is the passion of millions, including movie stars, moguls, executives, and athletes, driving them to casinos, home games, and online competition in record numbers. **ALL IN**'s editorial mission is to deliver cutting-edge instruction, compelling features, and brilliant photography to make the world of this explosively popular card game come alive in print.



## SECTIONS POKER FEATURES

### "The Flop"

An irreverent and engaging look at the world of poker in short, bite-sized pieces covering news, rankings, humor, and happenings on the poker scene, plus analytical monthly columns from several of the most respected names in poker journalism.

### Instruction

Each issue features approximately 15 pages of lessons to help readers improve their game, including at least a half-dozen pages that enlist the help of our unique and extremely popular table graphics. Topics analyzed include bluffing, tournament strategies, cash game strategies, online strategies, and psychology.

### Expert Columnists

**ALL IN** showcases several of the world's most renowned players as its expert columnists. Past issues have included such standouts as:



**Greg Raymer**  
*2004 World Series of Poker Champion*



**Scotty Nguyen**  
*1998 World Series of Poker Champion*



**Chris Ferguson**  
*2000 World Series of Poker Champion*



**Erik Seidel**  
*8-Time WSOP Bracelet Winner*



**Tom McEvoy**  
*1983 World Series of Poker Champion*



**Vanessa Rousso**  
*2009 EPT High Roller Champion*

### Player Profiles

Each issue goes in-depth with the biggest stars in poker, as the best writers in poker journalism uncover aspects of their abilities and personalities never revealed before.

### Tournament Coverage

**ALL IN** is on the scene at the biggest poker events in the world, from the World Series of Poker to the World Poker Tour to the European Poker Tour.

### Product Reviews

Books, DVDs, video games, electronics, and other must-have poker gear.

### Travel

Poker enthusiasts are avid travelers. **ALL IN** provides the scoop on the most luxurious locations to play and unwind. Poker is played all over the world and **ALL IN** covers the scene, from the Caribbean, Macau, Atlantic City, and the Mississippi Coast to the Las Vegas Strip. **ALL IN** also sponsors numerous charity events throughout the year and provides inside access to these star-studded affairs and parties on the pages of the magazine.

# Circulation

Thanks to the advent of “hole-card cameras,” poker has become a television phenomenon, converting countless new channel surfers into poker enthusiasts every day.

As the popularity of poker continues to soar, gamblers will continue to be drawn to **ALL IN**, and it’s the ultimate print product to turn to for advertisers seeking to reach poker players.

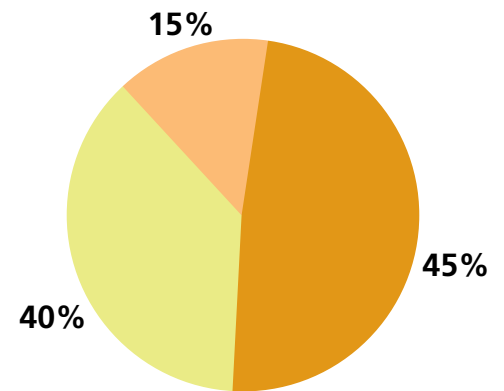
**ALL IN** is distributed to the newsstands by the largest distribution outlet in the United States, Curtis Distribution Company. Curtis Distribution Company services more than 19,000 retail locations throughout the U.S., including:

<i>Barnes &amp; Noble</i>	<i>Walden Books</i>	<i>Major Airports</i>
<i>Borders</i>	<i>Wal-Mart</i>	<i>Convenience Stores</i>
<i>Hudson News</i>	<i>Target</i>	<i>Major Casino Gift Shops</i>

**ALL IN** is also distributed at retail outlets and casinos throughout Canada. Subscriptions are sold on over 100 web sites, including Amazon.com.

**Circulation:** 110,000  
**Frequency:** Monthly

■ Newsstand  
■ Casinos  
■ Paid Subscribers



Our circulation plans for 2011 call for increased distribution to newsstands and major casinos.



# Demographics

**ALL IN** has conducted extensive research through consultants for the purpose of projecting the likely demographics of **ALL IN** subscribers. Poker players and fans have extremely attractive MRI scores showing a combination of youth, affluence, and trendsetting.

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<b>GENDER:</b>	Male: 85%	<b>Median Household Income:</b> \$75,000
	Female: 15%	
<b>AGE:</b>	21-34: 35%	<b>% of readers who consider poker to be their favorite activity:</b> 78%
	35-49: 30%	
	50+: 35%	
<b>MARITAL STATUS:</b>		<b>% of readers owning luxury automobiles:</b> 42%
	Single: 55%	
	Married: 45%	



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## Travel Demographic

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**Average # of Casino Visits within last 12 months:** 7

**Average # of Visits to Las Vegas within last 12 months:** 3.2

**Average Length of Stay:** 3 nights

**Average Expenditure during Each Visit, not including gaming:**

\$1,000 - \$2,500: 28%

\$2,500 - \$3,999: 41%

\$4,000 - \$9,999: 21%

\$10,000+: 10%

**% of audience that spends at least \$25,000 per year on gaming-related travel:** 15%

# Rate Card

## Advertising

Ad Size:	1x	3x	6x	12x
Full Page:	\$7,500	\$6,750	\$6,075	\$5,467
1/2 Page:	\$4,500	\$4,050	\$3,645	\$3,280
1/3 Page:	\$3,000	\$2,700	\$2,430	\$2,187
Premium Position:	Guaranteed positions, including centerspreads and cover pages, require an additional 15% charge.			

Advertising inserts: Rates available upon request for fractional ads, business reply cards (tip-ins, blow ins), gatefolds, and cover wraps/polybag.

## 2011 Print Schedule

Issue	Space Reservation	Materials Due Date	Release Date
Nov. 2010	Sept. 17th	Sept. 23rd	Oct. 26th
Dec. 2010	Oct. 15th	Oct. 21st	Nov. 23rd
Jan. 2011	Nov. 19th	Nov. 25th	Dec. 28th
Feb. 2011	Dec. 17th	Dec. 23rd	Jan. 25th
Mar. 2011	Jan. 14th	Jan. 20th	Feb. 22nd
Apr. 2011	Feb. 14th	Feb. 20th	Mar. 22nd
May 2011	Mar. 18th	Mar. 24th	Apr. 26th
June 2011	Apr. 18th	Apr. 21st	May 24th
July 2011	May 17th	May 23rd	June 28th
Aug. 2011	June 21st	June 24th	July 26th
Sept. 2011	July 22nd	July 26th	Aug. 30th
Oct. 2011	Aug. 22nd	Aug. 25th	Sept. 27th
Nov. 2011	Sept. 20th	Sept. 23rd	Oct. 25th
Dec. 2011	Oct. 21st	Oct. 24th	Nov. 29th

Please contact **Alex Mundy** for more information or questions  
602.478.3136 / [alex@allinmagazine.com](mailto:alex@allinmagazine.com)

# Mechanical Specifications

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**Magazine Trim Size:**  
8¼" x 10⅞"

**Binding Method:**  
Perfect Bound

**Printing Process:**  
Web Offset

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AD SIZE	UNIT BLEED	TRIM (for bleed ads)	NON-BLEED
Spread	17 x 11⅞	16½ x 10⅞	15 x 10
Full Page/Covers	8½ x 11⅞	8¼ x 10⅞	7 x 10
⅔ Page Vertical	5⅜ x 11⅞	5⅞ x 10⅞	5 x 10
½ Page Vertical	4⅜ x 11⅞	4⅞ x 10⅞	4 x 10
½ Page Horizontal	8½ x 5½	8¼ x 5¼	7 x 4⅞
⅓ Page Vertical	2½ x 11⅞	2¼ x 10⅞	2 x 10
⅓ Page Square	5⅜ x 5⅞	5⅞ x 4⅞	4⅞ x 4⅞

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**KEEP LIVE MATTER 1/4" FROM FINAL TRIM 1/8" BLEED OVER TRIM ON ALL SIDES**

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**DIGITAL FILE SPECIFICATIONS:**

All files must be submitted in PDF format. Build page to trim and extend bleed beyond page edge. Do NOT apply style attributes. All elements to be placed at 100% with no rotation or cropping. Pantone colors must be in CMYK mode. DPI = 300

**FONT SPECIFICATIONS:**

Font information should include manufacturer, font name and version. Use stylized fonts and do not apply style attributes to basic fonts.

**ACCEPTED PROOFS:**

Two proofs to accompany each ad.

**DIGITAL HALF TONE:**

Kodak Approval with color bars.

**INKJET:**

Iris or Dupont Waterproof with color bars

**MEDIA TYPE:**

CD/DVD

**ADDITIONAL COMMENTS:**

SWOP standards, GATF/SWOP approved scales, targets, and control patches.

**COLOR CALIBRATION:**

Include 5%, 25%, 50%, 95% and 100% Cyan, Yellow, Magenta and Black control patches.

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**SEND AD MATERIALS TO:** Will Tims, **ALL IN** Magazine  
887 Park Lake Circle, Maitland, FL 32751

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