



MEDIA KIT | **2010**



Danny McBride photographed by Ray Lego exclusively for Death+Taxes

“In this world nothing can be said to be certain except death and taxes”

# Our Mission

**T**o speak with a distinct and unique voice, to be honest and opinionated at all times, to never compromise, and to faithfully provide our readers with the very best editorial covering cutting-edge music, politics, fashion, and pop culture.

Indie Rock is a language. Just like German, French, or English, one must be well versed in the vocabulary,

pronunciation, rules and grammar before possessing the ability to have an intelligent conversation.

At Death+Taxes we are fluent in Indie Rock and use our booming voice to discuss music and cultural happenings that matter the most to our educated and discerning audience. You can't fake this stuff—either you can speak with authority or you stay out of the conversation. **dt**

# The Death+Taxes Reader

**99%** of our  
readers are  
early adopters  
of products.



Phoenix photographed by Ray Lego exclusively for Death+Taxes

*\*Readex Research independent study October 2006.*

#### Demographic Breakdown:\*

MALE: 68%  
FEMALE: 32%  
MEDIAN AGE: 25

#### Age breakdown:

34 + 12.1%  
21-34: 79.1%  
16-20: 8.8%

#### Household Income:

UNDER \$40,000: 33%  
OVER \$40,000: 67%  
OVER \$60,000: 32%  
OVER \$80,000: 20%  
OVER \$100,000: 8%

#### Education:

ATTENDING COLLEGE: 21%  
ATTENDED COLLEGE: 52%

#### Marital Status:

SINGLE: 79%  
MARRIED: 21%

*\*Source: 2009 Death+Taxes Online Survey*

#### How many hours per day are you online?

1-2 HOURS: 28.5%  
3-5 HOURS: 40.2%  
ALL DAY: 31.4%

#### Are you willing to try something before others?

YES: 99.2%  
NO: 0.8%

#### How much time do you spend with each issue?

30 MINUTES: 28.9%  
ONE HOUR: 35.6%  
OVER AN HOUR: 35.6%

#### How many people (besides yourself) read your copy of D+T?

1: 31.4%  
2-3: 55.2%  
4-6: 9.8%  
MORE: 3.8%

#### What is your age?

16-20: 8.8%  
21-34: 79.1%  
OVER 34: 12.1%

**71%** of our readers spend over one  
hour with the magazine.



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# Why Us? “It’s the editorial, stupid”

**M**ore so than our global distribution, our most unique and valuable asset is our editorial voice.

Death+Taxes is a sure thing for our readers. Whether delivering insightful interviews with individualist music icons like Michael Stipe, or reporting on the drunken secret society of Epcot Center employees, our readers know that they will always find editorial they genuinely

relate to, and that they will find nowhere else. We are united by taste with our readers. We look where no one else does. We give our readers what no one else can. For you the advertiser, this all boils down to one important notion: credibility. Death+Taxes is a beacon of editorial credibility for our readers, which makes us a highly effective vessel for brand advertising. **dt**



Harmony Korine



Danny McBride



St. Vincent



Of Montreal



Michael Stipe



Bill Maher

# Media Information

## 2010 RATES

Circulation: **60,000**

	1 X	3 X	6X
		10% Frequency Discount	15% Frequency Discount
Full	\$4,635	\$4,218	\$3,868
2/3	\$3,914	\$3,523	\$3,327
1/2	\$3,064	\$2,758	\$2,605
1/3	\$2,226	\$2,039	\$1,926
1/4	\$1,473	\$1,326	\$1,252
COVER 4	\$10,300	\$10,300	\$10,300
COVER 2 PAGE 1	\$9,785	\$9,785	\$9,785
COVER 3	\$7,210	\$7,210	\$7,210

*No frequency discount on cover positions*

# Distribution

NEWSSTAND: 69%

SUBSCRIPTIONS: 26%

OTHER: 5%

READERS PER COPY: 2.5

**DEATH+TAXES is a bi-monthly magazine, circulated at a frequency of 6x per year.** The publication is distributed exclusively through RCS, an industry leader in their own right, and serviced to all major newsstands and bookstores including Barnes & Noble, Borders, Universal News,

Hudson News, Hastings, B. Dalton, 7-11, FYE, etc., as well as a vast network of independent newsstands. The magazine also enjoys a bonus circulation at most major national music events including San Diego Street Scene, Bonaroo and Bumbershoot. **dt**



Ray Lego with Wes Anderson exclusively for Death+Taxes



Chad VanGalen

## 2010 Specs

	Bleed	Trim	Live Area
<b>SPREAD</b>	17.75" x 11.0625"	17.25" x 10.8125"	16.25" x 10.3125"
<b>FULL PAGE</b>	8.875" x 11.0625"	8.625" x 10.8125"	8.125" x 10.3125"
<b>HALF PAGE (HORIZONTAL)</b>	n/a	8.625" x 5.656"	8.125" x 4.906"
<b>HALF PAGE (VERTICAL)</b>	n/a	4.3125" x 10.8125"	3.8125" x 10.3125"
<b>1/4 PAGE</b>	n/a	4.3125" x 5.656"	3.8125" x 4.906"

## File Delivery

Files should be delivered in CMYK at 300 dpi as a JPG, PDF, TIFF or EPS.  
The preferred method of delivery is to our FTP site.

### DELIVERY INSTRUCTIONS:

[ftp.deathandtaxesmagazine.com](ftp://ftp.deathandtaxesmagazine.com)

**USERNAME:** deathandtaxes@deathandtaxesmagazine.com

**PASSWORD:** death+taxes

**FOLDER:** dt\_ads

**SUB FOLDER:** issue number





*Pink Mountaintops*



*Animal Collective*

## 2010 Editorial Calander

Issue Number	Reservations	Ads Due	Street Date	Issue Name
ISSUE 21	CLOSED			
ISSUE 22	CLOSED			
ISSUE 23	01.20.10	01.26.10	03.02.10	Mar/April
ISSUE 24	03.16.10	03.23.10	04.27.10	May/June
ISSUE 25	05.11.10	05.18.10	06.22.10	July/Aug
ISSUE 26	07.06.10	07.13.10	08.17.10	Sept/Oct
ISSUE 27	09.01.10	09.07.10	10.12.10	Nov/Dec
ISSUE 28	10.25.10	11.02.10	12.07.10	Jan/Feb

## Marketing Strategies

**DEATH+TAXES is committed to actualizing our lifestyle** presence beyond the page. We maintain a strategic event presence throughout the year in order to interact with our readers in their lives, on their turf. Events include: South by Southwest, San Diego Street Scene, FYF Festival, Bumbershoot, Bonnaroo, CMJ, and Death + Taxes issue

release parties throughout the year in the New York City area. Death+Taxes also sponsors proprietary national tours with popular indie bands several times a year. Marketing for the D+T tour includes advertising on MySpace.com as well as a broader coordinated print and online campaign. **dt**



Justice



Chrtis Kataan

# Contacts

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# Brands

