



## WHAT WE DO...

- **REVOLT IN STYLE MAGAZINE.**

Southern California's original tastemaker publication. 20,000 Free hard copies hand delivered to 500+ key locations in San Diego and Orange County. Printed on recycled stock with soy based inks because we care about our environment.

- **WWW.REVOLTINSTYLE.COM**

Entire publication available online with over 100,000 views monthly and growing! Exclusive features, videos, online savings, special deals and contests for our fans

- **ONLINE SOCIAL NETWORKING**

9000+ Friends and fans on Facebook and Twitter Unique RIS campaigns and contests announced daily. Visit us at [www.facebook.com/RevoltInStyleMag](http://www.facebook.com/RevoltInStyleMag) and [twitter.com/RevoltInStyleSD](http://twitter.com/RevoltInStyleSD) to join the family!

- **REVOLT SUMMER SURF SERIES**

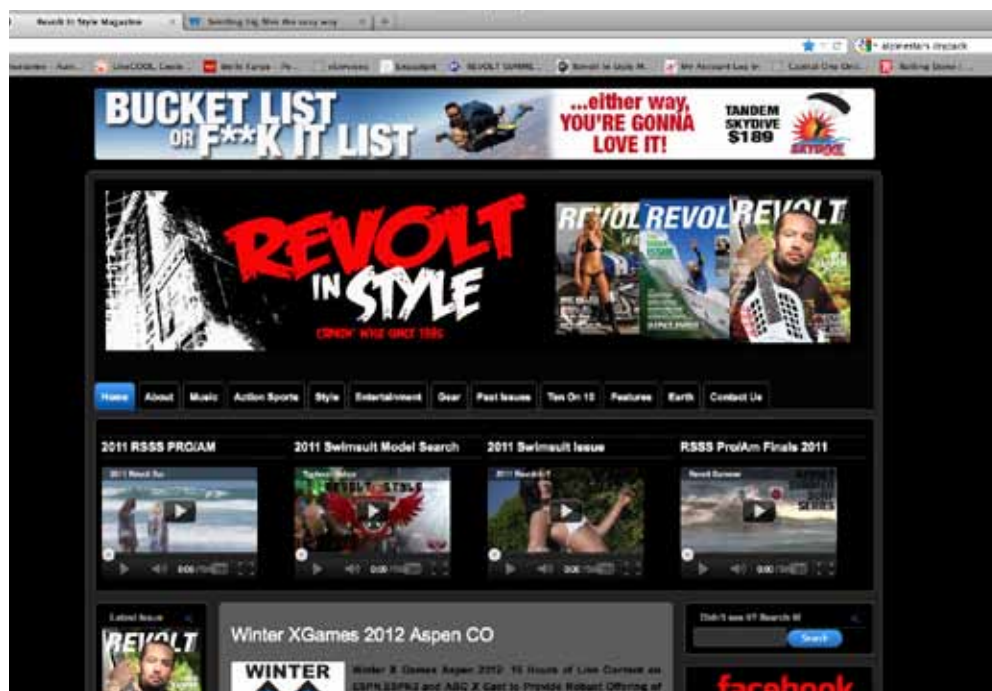
Five years in the making, the RSSS has grown into one of the largest 'Green' Pro Am surfing events in Southern California, supported by surfers and media from around the globe. Check it at [www.revoltsurfseries.com](http://www.revoltsurfseries.com)

- **SPECIAL EVENTS**

Hosting and Producing a variety of events including: **LIVE CONCERTS, SPORTING EVENTS, NIGHTCLUB & FASHION SHOWS, HOLIDAY FESTIVALS** and more. Let us help you create your own signature events. We know how to party, but we also know how to incorporate successful cross promotions with our clients, charities and sponsors at all of our signature events.

### ABOUT RIS

Every issue of Revolt In Style is a resource bible for an active southern California lifestyle. We pack our five departments: Action Sports, Music, Style, Entertainment, & Gear with valuable reader services, offering everything from exclusive celebrity interviews, pictorials & columns, to previews & reviews of the hottest new gear and styles. Our readers know they can trust us to find out what's new and exciting. Not only have we created a highly visible media platform but we produce an annual signature PRO AM SURF SERIES. For the past five summers, Revolt In Style Magazine has been dedicated to the establishment and development of the REVOLT SUMMER SURF SERIES. It has grown into one of the largest 'Green' Pro Am surfing events in Southern California, supported by surfers and media from around the globe. Revolt In Style has built a solid brand in Southern California and we can help build yours.



# SPEC SHEET



## EDITORIAL CALENDAR

Feb / Mar - X-Games / Resort Report  
 Mar / Apr - The Green Issue  
 Apr / May - Summer Gear guide  
 May / June - The Swimsuit Issue  
 June / July - RSSS / The Music Issue  
 July / Aug - X Games / US Open  
 Aug / Sept - Ultimate SD Summer  
 Sept / Oct - Back 2 Issue  
 Oct / Nov - Halloween Issue  
 Nov / Dec - Holiday Gift Guide  
 Dec / Jan - NYE Special Edition

## ADS DUE

Feb 10  
 Mar 10  
 Apr 10  
 May 10  
 June 10  
 July 10  
 Aug 10  
 Sept 10  
 Oct 10  
 Nov 10  
 Dec 10

## STREET DATE

Feb 15  
 Mar 15  
 Apr 15  
 May 15  
 June 15  
 July 15  
 Aug 15  
 Sept 15  
 Oct 15  
 Nov 15  
 Dec 15

## ADVERTORIAL (upon approval)

Advertising/editorial hybrid where advertisers enlist Revolt In Style to produce a feature endorsing their company, product or service. The cost is included in the price of a (minimum) 3 month - full page advertisement agreement. A major difference between regular editorial and advertorial is our clients enjoy content approval, a luxury usually not provided with regular editorial.

## AD SUBMISSION

All ads must be submitted as a **flattened** PDF, TIF or JPG at 300 dpi in CMYK color.

**\*IMPORTANT NOTE: keep all live info .5" from trim edge**

## DEMOGRAPHIC / DISTRIBUTION

Revolt In Style Magazine and Revolt In Style Online is the original Southern California taste-making publication that specifically targets: 18-36 yr male & female (60/40%) • median age 25 • We hand deliver 20,000 hard copies to over 500 surf/skate/snow/coffee/gym/boutique/campus locations in San Diego and Orange Counties frequented by people that represent a targeted, but well balanced spectrum of Southern California. • Distributed at select Tradeshows including: Agenda Tradeshaw, Magic Marketplace, Thread Show, Sacred Craft Expo, & Crossroads. • 100,000+ online views monthly • 9000+ social network friends & fans. • 20,000 monthly email newsletters

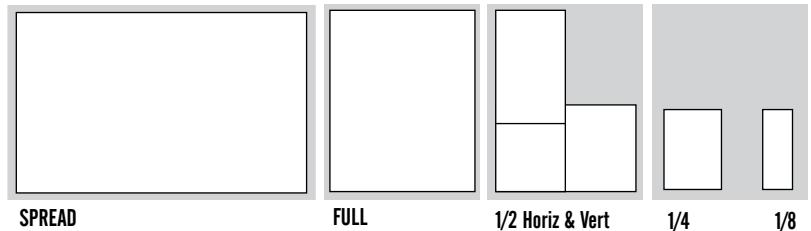
## AD RATES

FRACTION	1x	3x	6x	11x
BACK COVER	3,600	2,880	2,400	2,200
INSIDE FRONT	3,000	2,400	2,200	2,000
INSIDE BACK	2,400	2,200	2,000	1,800
SPREAD	1,800	1,600	1,400	1,100
FULL PAGE	1,200	1,000	800	600
HALF PAGE	650	550	450	350
1/4 PAGE	400	350	300	250
1/8 PAGE	225	200	175	150

\*Contact us for online advertising rates

## AD SPECS

FRACTION	WITH BLEED		NO BLEED		FINAL TRIM	
	WIDTH	HEIGHT	WIDTH	HEIGHT	WIDTH	HEIGHT
SPREAD	18.5	x 11.5	17	x 10	18	x 11
FULL PAGE	9.5	x 11.5	8	x 10	9	x 11
1/2 HORIZ	9.5	x 5.25	8	x 4.75		X
1/2 VERT	4.75	x 11.5	4	x 10		X
1/4 PAGE	X		4	x 5		X
1/8 PAGE	X		2	x 5		X



# 2012 REVOLT SUMMER SURF SERIES



## ABOUT THE RSSS

Season 6. The Revolt Summer Surf Series is a San Diego based surfing competition dedicated to providing a stage for both male and female surfers (professional and amateur) to perform in their sport and be recognized for their achievements. For the past 5 summers, Revolt In Style Magazine has been dedicated to the establishment and development of a grassroots Pro Am Surf Series and 'Green' Beach Festival, supported by surfers and media from around the globe.

Multiple events are held in strategic San Diego locations through out the entire summer season. This platform has allowed the RSSS to help talented surfers advance their skills in a safe and positive competition format, while also providing a highly visible, family friendly and eco-friendly setting for all our sponsors and spectators. Not only are we building an event that focuses on the competition of surfing but also provides exposure for our sponsors and revenue for the surrounding businesses & beach communities.

Each season we have partnered with the San Diego Lifeguard Association, LifeSaving Del Sur.org, Discover PB.org and other important community organizations. We are privately insured and secure proper permits from San Diego Parks and Recreation for each event.

## 2011 DEMOGRAPHIC

Competitors: 95 -125 per event  
Spectators: 5k -10k per event - 50k+ at the Final Event  
Ages: Under 18 - 20% • 18 to 29 - 55% • Over 30 - 25%  
Sex: Male 60% • Female 40%

## 2012 DATES and LOCATIONS

**JUNE 30** Crystal Pier, Pacific Beach

**JULY 28** OB Pier, Ocean Beach

**SEPTEMBER 1** Oceanside Pier, Oceanside

**OCTOBER 6 'THE FINALS'** Crystal Pier, Pacific Beach

**Opportunities include:**

**TITLE SPONSOR • OFFICIAL SPONSORS • PER EVENT SPONSORS • SWAG SPONSORS • DIVISION SPONSORS**

## **7 DIVISIONS**

The RSSS offers four separate events with seven different divisions: Men's Pro Am, Junior's (13-16), Grom's (12 & under), Women's, Longboard, Stand Up Paddle (SUP) and The Expression Session.

In 2012, the RSSS is expected to be even larger than previous years with more prize money, larger setups, live web casts & stronger media ties. The legendary gift bags awarded to all the top riders from each division are full of the finest surf gear & products provided by our sponsors. To date we have awarded our competitors over \$200,000 in cash and prizes, including new surfboards and skateboards & bicycles.

Other elements, including product demo's, live DJ's, special celebrity appearances, raffles, giveaways & beach games, add to the festival atmosphere.

## **ECO FRIENDLY**

Partners like The Surfrider Foundation, San Diego Coastkeepers, The Progress Project, and Buster Biofuels help raise ocean, coastal, recycling and environmental awareness at each event. We have eliminated the use of plastic and styrofoam containers for food & beverages and repurpose our advertising banners each season. Onsite activation with eco friendly products, beach clean-ups and recycling programs at each event is not only smart, but sends a great message. We care!

## **THE FINALS**

Held at Crystal Pier the same day as the Annual Pacific BeachFest. The BeachFest is an annual signature end-of-summer festival that attracted an estimated 50 to 75,000+ people to the Pacific Beach community in 2011. Live Music & DJ's perform on three different stages while Surfing, Skateboarding, Running and Volleyball competitions run simultaneously. Hundreds of product and food vendor displays help create an amazing backdrop for our final surf event of the season. This is an exciting addition to the RSSS event plan not only for our competitors but also for our sponsors. In 2012 we expect to attract 100,000 people to the combined events. Revolt In Style has built a solid brand in Southern California and we can help build yours.



