

# M

## MEDIA KIT 2010



**MGM RESORTS**  
INTERNATIONAL™



## MISSION STATEMENT

**D**esigned to explore the style, glamour and excitement of the Las Vegas experience, **M** magazine is the exclusive in-room publication of MGM Resorts International, including ARIA Resort & Casino, a soaring 61-story, 4,004-room gaming resort; non-gaming luxury hotels Vdara Hotel & Spa and Las Vegas' first Mandarin Oriental; and Crystals, a 500,000-square-foot retail and entertainment district all contained within CityCenter, the revolutionary multi-use development delivering an exceptional urban experience to Las Vegas.

Communicating directly with hotel guests, editorial reflects a myriad of interests by offering engaging and informative perspectives on travel, entertainment, dining, fashion and nightlife.

Published quarterly, **M** is a unique opportunity for select advertisers to associate with MGM Resorts International's portfolio of resort hotels and casinos and worldwide audience. Our reputation for excellence is apparent with every turn of the page.



# MGM RESORTS INTERNATIONAL GUEST SPENDING

Guests of MGM Resorts International spend freely while staying at the resorts.  
The readership of M magazine is estimated to spend over \$6.7 billion annually.\*

## ANNUAL MGM RESORTS INTERNATIONAL GUEST EXPENDITURES

Dining .....	\$2.5 Billion
Retail .....	\$1.1 Billion
Entertainment.....	\$541 Million
Gaming.....	\$2.5 Billion
<b>TOTAL .....</b>	<b>\$6.7 Billion*</b>

## DISTRIBUTION

CityCenter, Las Vegas	
ARIA™ Resort & Casino, Las Vegas .....	4,004 rooms & suites
Vdara™ Hotel & Spa, Las Vegas .....	1,495 suites
Mandarin Oriental <sup>SM</sup> , Las Vegas .....	392 rooms & suites
Bellagio®, Las Vegas .....	3,933 rooms & suites
MGM Grand®, Las Vegas .....	5,034 rooms & suites
The Signature at MGM Grand, Las Vegas .....	1,500 suites
Mandalay Bay®, Las Vegas.....	3,700 rooms & suites
THEhotel at Mandalay Bay, Las Vegas .....	1,122 suites
Four Seasons, Las Vegas .....	424 rooms & suites
The Mirage®, Las Vegas .....	3,044 rooms & suites
Monte Carlo™, Las Vegas .....	3,000 rooms & suites
New York-New York®, Las Vegas .....	2,023 rooms & suites
Luxor®, Las Vegas .....	4,400 rooms & suites
Excalibur®, Las Vegas.....	4,000 rooms & suites
Beau Rivage®, Biloxi.....	1,780 rooms & suites
Gold Strike®, Tunica.....	1,200 rooms & suites
MGM Grand®, Detroit.....	400 rooms & suites
<b>TOTAL .....</b>	<b>41,451 rooms &amp; suites</b>

## ADDITIONAL DISTRIBUTION

- Crystals™ retail & entertainment, Las Vegas
- The Mansion at MGM Grand, Las Vegas
- Shadow Creek Golf Course, Las Vegas
- Fallen Oak Golf Course, Biloxi
- VIP Services
- Concierge and Bell Desks
- Business Centers and Convention Areas
- Spa and Salon Lounge Areas
- Towel Distribution Points at Pools

## READERSHIP

Total Number of Rooms .....	41,451
Average Occupancy .....	90%*
Average Stay/Number of Nights .....	3.5*
Average Number of Guests .....	2.4*
Average Readership per Issue.....	2,302,307
<b>Total Average Readership Annually.....</b>	<b>9,209,228</b>

To calculate the number of readers, we multiply the total number of rooms by the average occupancy and multiply by 90 days (quarterly). Then divide that number by the average length of stay, multiplied by the number of guests.



## 2010 ADVERTISING RATES

### GENERAL ADVERTISING RATES

<b>4 COLOR</b>	<b>4x</b>	<b>2x</b>	<b>1x</b>
Full Page	\$19,800	\$21,800	\$24,000
2nd Cover (Inside Front)	\$23,100	\$25,450	\$28,000
3rd Cover (Inside Back)	\$21,400	\$23,450	\$26,000
4th Cover (Back)	\$26,700	\$29,350	\$32,300

### 4-PAGE SHOWCASE RATE

<b>4-PAGE BUY</b>	<b>4x</b>	<b>2x</b>	<b>1x</b>
4 page customized editorial with supporting images	\$68,800	\$75,600	\$83,300

### 2-PAGE SHOWCASE RATE

<b>2-PAGE BUY</b>	<b>4x</b>	<b>2x</b>	<b>1x</b>
2 page customized editorial with supporting images	\$35,600	\$39,200	\$43,000

## 2010 PUBLICATION SCHEDULE

<b>Issue Date</b>	<b>Issue Close</b>	<b>Materials Close</b>	<b>Distribution Date</b>
January (Winter 2010)	Nov. 2	Nov. 9	Dec. 16
April (Spring 2010)	Feb. 12	Feb. 19	April 1
July (Summer 2010)	May 7	May 14	July 1
October (Fall 2010)	Aug. 13	Aug. 20	Oct. 1

## SALES OFFICE

**Brian Manning**, President, Director of Sales  
Custom Publishing Group, Inc.  
3 Governors Way  
Brentwood, TN 37027  
Tel: 615.776.8561 Fax: 615.776.8562  
bmanning@custompublishinggroup.com

**Kathy Ciccarelli**, National Sales Manager  
Custom Publishing Group, Inc.  
3920 Conde Street  
San Diego, CA 92110  
Tel: 619.297.4459 Fax: 619.297.2610  
kc@custompublishinggroup.com



# ADVERTISING SPECIFICATIONS

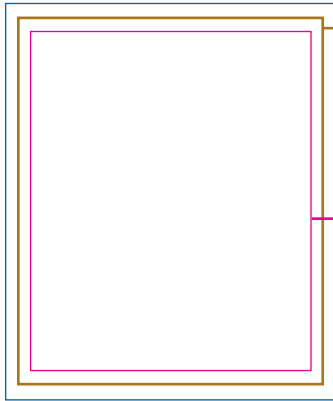
**SEND MATERIALS TO:**

Kathy Ciccarelli  
 Custom Publishing Group, Inc.  
 3920 Conde Street, San Diego, CA 92110  
 Tel: 619.297-4459 Fax: 619.297.2610  
 E-mail: kc@custompublishinggroup.com

**FTP SITE INFORMATION:**

cpg.cpg-design.com  
 Username: m\_magazine\_ads  
 Password: Upload2  
 (Please note: Username and password are case sensitive)

**TERMS:** 50% due with signed contract, balance due upon publication.



**A.** Trim size of publication is 10" x 12". Binding method: perfect bound. To avoid live matter from trimming off, reading matter must not extend beyond .5" from all trims.

Binding method: perfect bound.

- B.** Full page, bleed            10.25" x 12.25"
- Full page, non-bleed        9" x 11"
- Spread, bleed                20.25" x 12.25"
- Spread, non-bleed          19" x 11"

**C.** Printed web offset. All four-color ads require 175-line screen. Digital materials are preferred. Supply native InDesign CS2®, InDesign CS3®, PDF/X-1 or Press Ready PDF documents. Files need to be the correct page size including bleed and be oriented head up. All fonts must be embedded, all images must be high-resolution (300 dpi or higher) and be in CMYK color space. Ads must be supplied with a 100% of size contract-quality proof (Iris, Kodak Approval, Rainbow, DryJet, FirstProof, or equivalent). Ads will be accepted on CD or DVD. Maximum TAC 300% with no more than one solid. Ink sequence: black, cyan, magenta, yellow.

**D.** Special positions can be guaranteed at an additional cost.

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