

2. Target Audience

1. Title, if **bold** indicates publication has advertising and/or rents its list.

Little Apple Magazine

Consumer

CPM \$55

Publishing Company: Apple Productions, 123 Central Ave., Sixth Floor, New York, NY 12345-6789; Tel # (212) 555 - 0231 Fax # (212) 555 - 6789
E-Mail apple@appleproductions.com URL www.appleproductions.com
Title Tel # (212) 555 -1234 Title Fax # (212) 555-7890
E-Mail lam@appleproductions.com URL www.littleapple.com

Personnel: Publ.-Alice Redact, Ed- Brad Express, Art Dir.- Charles Artist

Editorial Description: Creative writing and illustration for and by youth in New York.

Miscellaneous Data: Yr. Est. 1996; Quarterly; Annual Sub. \$12; Inst. \$10; \$3.95/copy; 32pp; Color-4; 8 X 10; Web Offset; Matte; Perfect Bound; 0000-000X; Available On: Online

Circulation:

(ABC, As of 12/31/2002)

Total: 9000
Single Copy/Newsstand: 5000
Subscriptions: 4000

Advertising:

Full-page b/w:
Full page 4/C:

One Time:

\$500
\$800

List Rental: List Management Company: Little Apple Lists, 456 Sunny Rd., Rye, NY 10580-5678 Tel # (914) 555-1234 Fax # (914) 555-5678
Actives: \$100/m

Printing Company: Apple Press, PO Box 56897, Clifton, NJ 07015
Tel # (973) 234-5678 Fax # (973) 123-4567

3. Year established, subscription rates, production data, ISSN, and alternate formats