

CAPTURE TODAY'S
ULTIMATE TEEN

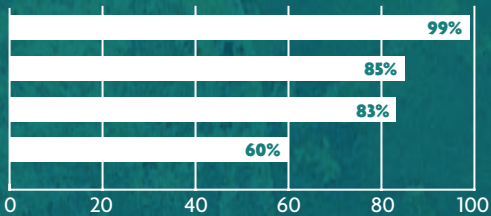
American
Cheerleader[®]
MAGAZINE



MEDIA
HIGHLIGHTS
2011

MORE THAN MEETS THE EYE: **THE POWER PLAYER**

DEDICATED READERS*



1 million + readers

99%

Say *American Cheerleader* is one of their favorite magazines if not their #1.

85%

Spend more than one hour reading *American Cheerleader*

83%

Save every issue

60%

Visit americancheerleader.com at least once a week

4.7 years

Average subscription

“To anyone who thinks cheerleading isn’t a sport, I can definitely tell you that it is.”

—Ashley Tisdale

American Cheerleader delivers unique editorial to the millions of teens who are passionate about cheerleading and the lifestyle surrounding the sport. Our readers are devoted to looking and feeling their best and are always on the lookout for the latest in technology, fashion, beauty, skin and haircare products.



In the **CHEERLEADER OF THE MONTH** program, readers enthusiastically apply for the opportunity to be featured on the cover. The contest promotes a connection and devotion between *American Cheerleader* and our readers that is unmatched by other teen titles.

“Once I got to the gym, I never wanted to leave. I loved cheerleading. that was my thing.”

—Miley Cyrus



AMERICAN CHEERLEADER READERS

- **TRENDSSETTERS:** 74% of *American Cheerleader* readers enjoy trying the latest trends.
- **OPINION LEADERS:** 86% of readers say if they like a product, they tell their friends.
- **FASHION FORWARD:** 61% shop for clothes twice a month or more, and 97% enjoy shopping for jewelry and accessories.
- **SKIN CONSCIOUS:** 74% use moisturizers and 86% use facial cleansers.
- **BEAUTY CONSCIOUS:** 74% of readers wear makeup at least five days a week or more.

64% of readers send 30 or more texts per month.

71% see one to three movies a month.

68% use perfume everyday.

64% purchase hair care products once a month or more.

78% of readers workout twice a week or more.

READERS

INFLUENCE, PASSION, DEDICATION: CAPTURED

MORE THAN MEETS THE EYE: THE POWER COMMUNITY

American Cheerleader Media reaches the elusive teen through her world: Print, Online, Events and Social Media.



AMERICAN CHEERLEADER SOCIAL MEDIA: Facebook, MySpace, Twitter, YouTube

AMERICANCHEERLEADER.COM: Daily blogs, videos, features, photos, contests and extras

AMERICAN CHEERLEADER MAGAZINE:

Dedicated to building confident teens and the strong leaders of tomorrow.

AMERICAN CHEERLEADER EVENTS:

American Cheerleader sponsors and conducts several events throughout the year. The flagship event is *AC On Tour*.

AMERICAN CHEERLEADER E-NEWSLETTER:

Our newsletter offers exclusive features and new contests, as well as super subscriber savings right in your inbox.

AMERICANCHEERLEADER.COM

American Cheerleader offers daily blogs, videos, original features, photos, contests and extras online.

SOCIAL MEDIA:

The *American Cheerleader* audience is always connected.

American Cheerleader magazine presents the 3rd annual **AC On Tour**, the season's best events for reaching the ultimate teen—doing what they're most passionate about. . . **cheerleading.**

CONNECT IN PERSON:

Tap into the trendsetters with our multi-city, multi-event sponsored tour of the national cheer competition circuit.

- Gain instant credibility with cheerleaders and their parents by connecting your brand to the #1 cheer magazine in the U.S.—*American Cheerleader*.

AC ON TOUR:

The most interactive teen program targeted to the female influencers.

This multi-faceted tour creates an ideal environment for your brand.

Your brand will make an impact on over 50,000 cheerleaders and over 150,000 spectators with:

- **Sampling**
- **Booth presence**
- **Event signage**
- **PA announcements**
- **Web exposure**
- **In-book publicity**
- **Print advertising**



INFLUENCE, PASSION, DEDICATION: **CAPTURED**



MOMENTS

REACH THE MARKET THAT CONTINUES TO SPEND: **TEENS**

IN EVERY ISSUE:

- **Cheerleader of the Month**
- **Fitness routines, stunts & tumbling tips**
- **Health & nutrition columns**
- **Beauty products & makeover ideas**
- **The hottest fashions**
- **Fundraising**
- **Gear, gadgets & goodies**
- **Reviews of TV shows, music, books, video games, movies & more**
- **Exclusive interviews with hot celebs**
- **Profiles of extraordinary teens & teams**
- **Cheer news & more!**

2011
EDITORIAL
CALENDAR

American
Cheerleader[®]
MAGAZINE



FEBRUARY 2011

All-Star Issue

- **Captain to Captain:** Rival captains interview each other on the sport
- **Stand Out in the Crowd:** Ways to show your personal style while in uniform
- **Fashion:** Prom looks that stand the test of time
- **Beauty:** Liven up dull winter skin, plus fresh fragrances

ON SALE: **JANUARY 4, 2011**

SPACE CLOSE: **OCTOBER 29, 2010**
MATERIALS DUE: **NOVEMBER 9, 2010**

JUNE 2011

Camp Issue

- **Camp Etiquette:** Mind your camp manners with these helpful tips
- **Summer Danger Zone:** Stay safe while having fun in the sun
- **Fashion:** Show off your cutest campwear at a dorm sleepover
- **Beauty:** A look to make you glow, plus the next generation of hair removal

ON SALE: **APRIL 26, 2011**

SPACE CLOSE: **FEBRUARY 25, 2011**
MATERIALS DUE: **MARCH 7, 2011**

OCTOBER 2011

College Cheer Issue

- **Dating Dilemma:** Inner-squad relationships—smart or scandalous?
- **Cheers to Careers:** Majors that utilize your cheer skills plus cool spirited jobs
- **Fashion:** Stylish workout wear fit to stunt in
- **Beauty:** Campus cool, plus the ultimate in hair care

ON SALE: **AUGUST 30, 2011**

SPACE CLOSE: **JUNE 24, 2011**
MATERIALS DUE: **JULY 11, 2011**

APRIL 2011

Tryouts—Uniforms & Shoes Issue

- **Rookie Smarts:** First-year tips to becoming a freshman MVP
- **Going Mental:** Advice for working through stunting and tumbling blocks
- **Fashion:** The latest cheer uniforms, plus cheer shoes that put a pep in your step
- **Beauty:** Mani/pedi perfection

ON SALE: **MARCH 1, 2011**

SPACE CLOSE: **JANUARY 4, 2011**
MATERIALS DUE: **JANUARY 10, 2011**

AUGUST 2011

Back-to-School Issue

- **Spirit Week Confidential:** A behind-the-scenes look at pep rallies, bonfires and game night
- **Cheer Haters:** Quick comebacks for people who put down cheerleading
- **Fashion:** Back-to-school looks to fill you with GLEE
- **Beauty:** Skin care to fit your skin type

ON SALE: **JUNE 28, 2011**

SPACE CLOSE: **APRIL 29, 2011**
MATERIALS DUE: **MAY 9, 2011**

DECEMBER 2011

Competition Issue

- **Program Pride:** Boosting camaraderie and team support, plus sidebar on hazing and initiations
- **Extra Credit:** Easy tips to boost your scores at competition
- **Fashion:** Festive looks to fit the season
- **Beauty:** Who made it to the top of AC's annual Beauty Awards list?

ON SALE: **OCTOBER 25, 2011**

SPACE CLOSE: **AUGUST 26, 2011**
MATERIALS DUE: **SEPTEMBER 5, 2011**

2011

Rate Card #15

American Cheerleader is devoted to millions of teens who are passionate about cheerleading.

UNIQUE EDITORIAL

No other magazine is as dedicated to building confident teens and the strong leaders of tomorrow as *American Cheerleader*. No other magazine speaks as directly to their needs and dreams today.

Create an exciting marketing program for your brand by showcasing your products within the *American Cheerleader* media environment.

FULL COLOR	1X	3X	6X	12X	18X	24X
Full	\$8,373	\$8,190	\$7,752	\$7,374	\$7,038	\$6,392
2/3 Page	\$6,885	\$6,584	\$6,222	\$5,959	\$5,687	\$5,164
1/2 Page	\$6,244	\$5,967	\$5,585	\$5,419	\$5,168	\$4,697
1/3 Page	\$4,616	\$4,459	\$4,140	\$3,944	\$3,766	\$3,426
1/6 Page	\$2,606	\$2,465	\$2,355	\$2,253	\$2,151	\$1,977

TWO COLOR	1X	3X	6X	12X	18X	24X
Full	\$6,771	\$6,397	\$6,078	\$5,789	\$5,525	\$5,015
2/3 Page	\$6,269	\$5,908	\$5,589	\$5,355	\$5,109	\$4,637
1/2 Page	\$5,440	\$5,287	\$4,879	\$4,714	\$4,497	\$4,089
1/3 Page	\$4,012	\$3,800	\$3,634	\$3,515	\$3,349	\$3,403

BLACK & WHITE	1X	3X	6X	12X	18X	24X
Full	\$6,116	\$5,780	\$5,474	\$5,287	\$5,066	\$4,599
2/3 Page	\$4,888	\$4,684	\$4,382	\$4,225	\$4,029	\$3,664
1/2 Page	\$4,391	\$4,195	\$3,936	\$3,698	\$3,528	\$3,201
1/3 Page	\$3,613	\$3,332	\$3,086	\$3,022	\$2,866	\$2,618

CIRCULATION

Rate base:

150,000

Total

readership:

1.1 million

Readers

per copy:

7.2

Effective Date:

November 1, 2010



CAPTURE THE CHEER WORLD: AMERICAN CHEERLEADER MAGAZINE GROUP

SPECIFICATIONS

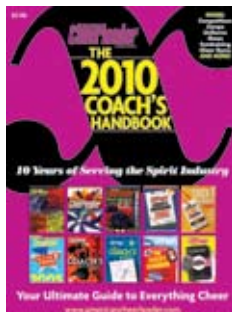
CHEER BIZ NEWS



Customized to the needs of all-star coaches and gym owners, *Cheer Biz News* is the only magazine targeted to the decision-makers of the competitive cheer industry.

FREQUENCY: **BI-MONTHLY**
DISTRIBUTION: **7,500**

COACH'S HANDBOOK



The essential guide to everything cheer, this annual publication lists manufacturers and suppliers that every coach needs from accessories, competition companies, fundraisers, shoes and uniforms.

ON SALE: **SPRING 2011**
DISTRIBUTION: **30,000**

ALL-STAR INSIDER



This exciting annual yearbook spotlights competitive cheerleading's most influential people, coaches and athletes, plus top trends and pages of photos.

ON SALE: **FALL 2011**
DISTRIBUTION: **25,000**

AC ON THE WEB



Americancheerleader.com makes the pages of the cheer world's largest magazine come alive with contests, quizzes, web-exclusive videos, and interactive opportunities for our readers.

americancheerleader.com

Ad Sizes:

Trim Size: 8 x 10 7/8

Full Page (Bleed)	8 1/4 x 11 1/8
Spread (Bleed)	16 1/2 x 11 1/8
2/3 Vertical	4 5/8 x 10 3/16
1/2 Horizontal	7 x 5 1/16
1/2 Vertical	3 1/2 x 10 3/16
1/3 Square	4 5/8 x 5 1/16
1/3 Vertical	2 1/4 x 10 3/16
1/6 Vertical	2 1/4 x 5 1/16

Shipping Instructions

- Mail to:** 333 7th Avenue, 11th Floor, New York, NY 10001
Attn: Ad Materials **E-mail:** admaterials@dancemedia.com
Upload: Files larger than 8MB should be uploaded to AdNet. Contact your ad rep for a link and password.
- Color ads must be sent with a Matchprint or Cromalin proof to help ensure color accuracy. *American Cheerleader* magazine will not be held responsible for color inconsistencies or inaccuracies if a client-approved color proof is not provided.
 - Black-and-white ads must be sent with a laser print or hard-copy proof.
 - Please include clear insertion instructions on all materials.

Advertising Specifications

- Macintosh OS X compatible disks and files only.
- We accept: PDF, EPS, TIFF, JPEG, QuarkXpress, InDesign, Photoshop and Illustrator files and formats.
- We DO NOT accept Pagemaker or Microsoft Word files.
- All color work must be CMYK.
- Images MUST be 300 dpi at the final size.
- Be sure to provide all support files, fonts and images.
- For full-page ads, all critical copy and art should be placed a minimum of 1/4" from the trim on all sides.

Contacts

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