2023 MEDIA KIT

ACTIVE

PATRIOTIC

AFFLUENT

COMMUNITY-MINDED

The official publication of the Benevolent and Protective Order of Elks of the USA
Since 1922, *The Elks Magazine* has been the official publication of the Benevolent and Protective Order of Elks of the USA. The magazine is published 10 times per year for the more than 725,000 members of the Order, all of whom are 100-percent paid subscribers (AAM audited). *The Elks Magazine* provides members with news about the organization and its charitable activities, including its work with veterans and active-duty members of the US armed forces. The magazine also provides readers with regular business and health columns, travel articles, and feature articles devoted to American history, general history, and US military history. Readers are fully engaged with the content and spend an average of 1.5 hours with every issue. The audience is comprised primarily of mature adults who are active, patriotic, community minded, and affluent. With extensive reach into this highly responsive niche audience, *The Elks Magazine* is an extremely effective marketing tool for direct-to-consumer advertisers.
Who are *The Elks Magazine* Readers?

Elks are . . .
- 85% ........ Men
- 74% ........ Married
- 68 yrs. ...... Average Age
- 43% ........ Military Veteran
- 36% ........ Employed
- 61% ........ Retired

Almost twice as wealthy as the average American . . .
Average Income: $95,800
The average income for US adult males is $53,196. Elks earn 80% more. They have significant disposable income.

White Collar . . .
26.6% are CEOs, presidents, owners or partners, 44% higher than average for the US adult male population.

<table>
<thead>
<tr>
<th>Profession</th>
<th>% Elks</th>
<th>% US Average</th>
<th>% Above Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>31.9</td>
<td>14.3</td>
<td>123</td>
</tr>
<tr>
<td>Business &amp; Finance</td>
<td>7.4</td>
<td>3.0</td>
<td>147</td>
</tr>
<tr>
<td>Legal</td>
<td>4.3</td>
<td>0.9</td>
<td>378</td>
</tr>
<tr>
<td>Education, Training, Library</td>
<td>4.3</td>
<td>3.5</td>
<td>23</td>
</tr>
</tbody>
</table>

Educated . . .
15.6% hold post graduate degrees, 51.4% higher than average for US adult males.

Homeowners . . .
92% of Elks own their primary residence, compared to only 67.4% average for US adult males.

Source: Mediamark Research, Inc. (MRI), 2016.

Readers of *The Elks Magazine* do not watch life go by.
They are active and contribute to their communities and to society at large.

“Our clients obtain solid advertising leads and experience continuous growth through *The Elks Magazine.*”
—Julie Cohn, Media Buyer
Benedict Advertising

For advertising rates and information, contact:
JWK Media Group • 101 NE 3rd Avenue, Suite 1500, Ft. Lauderdale, FL 33301 • Phone: (954) 406-1000 • E-mail: info@jwkmediagroup.com
These companies have benefited from advertising in *The Elks Magazine* . . .

**Clothing**
- Haband
- Uniformal Wearhouse
- Cotton Traders

**Collectibles**
- US Money Reserve
- Gov Mint
- Littleton Coin Co.
- Westminster Mint
- Frontier Precious Metals

**Electronics**
- Consumer Cellular
- Great Call
- TV Ears

**Health**
- Pfizer
- Bristol-Meyers Squibb
- The Prostate Formula
- Eargo
- Inogen
- Advanced Affordable Hearing
- TRP

**Gardening**
- Aquacide Co.

**Home**
- SunSetter Products
- American Standard
- Safe Step Tubs
- My Pillow
- Acorn Stairlifts
- Andersen Windows
- Liners Direct
- Purple Mattress
- Wiselift

**Travel**
- YMT Vacations
- Archaeological Paths
- American Cruise Lines

**Insurance & Law**
- MetLife
- Humana
- Kazan, McClain
- Satterley & Greenwood
- Physicians Mutual

**Jewelry**
- Stauer
- Danbury Mint

**Other Products**
- Rock Auto
- Omaha Steaks
- Figis Gift Baskets
- Harbor Freight Tools
- FirstStreet
- Emblematics
- The Kansas City Steak Co.

*Elks have income that they use to take care of themselves and enjoy life.*

*The Elks Magazine* is the perfect vehicle for advertising your products or services.

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## Rate Card

<table>
<thead>
<tr>
<th>FOUR-COLOR RATES</th>
<th>1x</th>
<th>5x</th>
<th>10x</th>
<th>DISCOUNTS &amp; TERMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$19,800</td>
<td>$18,810</td>
<td>$17,820</td>
<td>Advertising placed through an agency is discounted 15% from the gross rate. Additional discounts are available for direct response advertisers. New advertisers require payment with order for the first three insertions unless credit is extended. Credit terms are Net 30 from the date of publication unless agreed otherwise for special circumstances.</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$15,800</td>
<td>$15,010</td>
<td>$14,220</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$11,800</td>
<td>$11,210</td>
<td>$10,620</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$7,800</td>
<td>$7,410</td>
<td>$7,020</td>
<td></td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$3,800</td>
<td>$3,610</td>
<td>$3,420</td>
<td></td>
</tr>
<tr>
<td>PREMIUM POSITIONS</td>
<td>Cover 4</td>
<td>$22,800</td>
<td>$21,660</td>
<td>$20,520</td>
</tr>
<tr>
<td></td>
<td>Cover 3</td>
<td>$21,800</td>
<td>$20,710</td>
<td>$19,620</td>
</tr>
<tr>
<td></td>
<td>Cover 2</td>
<td>$21,800</td>
<td>$20,710</td>
<td>$19,620</td>
</tr>
<tr>
<td>SHOPPER (PER INCH)</td>
<td>$280</td>
<td>$280</td>
<td>$280</td>
<td></td>
</tr>
</tbody>
</table>

Maximize Sales - Plan Repeat Exposure!

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• All advertising rates are subject to change without notice. Further rate protection exists only if a contract for multiple insertions has been signed prior to the rate change.

• The submission of a signed insertion order is construed to be an acceptance of the rates, policies, and provisions under which advertising is sold at the time.

• Contracts and insertion orders must specify a definite schedule of insertions, issues, sizes of space, and rates.

• Failure to make an insertion order correspond in price, or in any other way, with the rates, terms, and provisions in effect at the time is regarded as a clerical error and publication is carried out and charged for based on current rates without further notice.

• No deduction for an error in a key number is allowed.

• Cancellations or space alterations will be accepted only if received before the space closing date. If acceptable materials are not received by the materials due date, the magazine reserves the right to repeat the last advertisement run, or to charge for the space reserved if no advertisement is available.

• Frequency discounts are earned by running five or more insertions within a twelve-month period. Frequency rates are not earned unless a contract stipulating the frequency rate is signed prior to the first insertion. Ad insertions ordered at a frequency rate that is not earned within the twelve-month period will be short-rated, and the advertiser will be billed the difference between the contracted frequency rate and the rate for the frequency actually used.

• Advertisers and their agencies assume all responsibility for the content of advertisements placed and printed and are liable for any and all claims arising therefrom against the publisher.

• Advertisements that resemble editorial matter will be marked “Advertisement” by the publisher. In some instances, the advertiser or agency may be required to reformat or redesign advertisements that too closely resemble editorial matter.

• The magazine does not accept advertisements for liquor, alcohol, firearms, sex-related products, or political or religious messages.

• All advertising copy and illustrations are subject to the publisher’s approval prior to the execution of an order. Regardless of whether the publisher has previously accepted an insertion order or advertisement, the publisher reserves the right to refuse any advertisement submitted which in the publisher’s opinion does not conform to the standards of the magazine. The publisher shall not be held liable for damages if an advertisement is refused for any reason.

• Conditions, printed or written, appearing in an insertion order or other instructions which conflict with the publisher’s policies and provisions will not be binding on the publisher.
## Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing</th>
<th>Material</th>
<th>In-Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>12/7/22</td>
<td>12/9/22</td>
<td>1/28/23</td>
</tr>
<tr>
<td>March</td>
<td>1/10/23</td>
<td>1/16/23</td>
<td>3/04/23</td>
</tr>
<tr>
<td>April</td>
<td>2/10/23</td>
<td>2/15/23</td>
<td>4/01/23</td>
</tr>
<tr>
<td>May</td>
<td>3/10/23</td>
<td>3/15/23</td>
<td>4/29/23</td>
</tr>
<tr>
<td>June</td>
<td>4/10/23</td>
<td>4/14/23</td>
<td>5/27/23</td>
</tr>
<tr>
<td>July/August</td>
<td>5/10/23</td>
<td>5/15/23</td>
<td>7/01/23</td>
</tr>
<tr>
<td>September</td>
<td>7/10/23</td>
<td>7/14/23</td>
<td>8/26/23</td>
</tr>
<tr>
<td>October</td>
<td>8/10/23</td>
<td>8/15/23</td>
<td>9/30/23</td>
</tr>
<tr>
<td>November</td>
<td>9/11/23</td>
<td>9/15/23</td>
<td>10/28/23</td>
</tr>
<tr>
<td>December/January</td>
<td>10/10/23</td>
<td>10/16/23</td>
<td>12/02/23</td>
</tr>
</tbody>
</table>

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Mechanical Specifications

Trim Size
8" (width) x 10.5" (height)

Binding
Saddle stitched

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Make sure all type and copy you do not want cut off is placed within the non-bleed (live image area) specifications.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Bleed</th>
<th>Non-Bleed (Live Image Area)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>2-Page Spread, bleed all sides</td>
<td>16.25&quot; x 10.75&quot;</td>
<td>14.25&quot; x 9.75&quot;</td>
</tr>
<tr>
<td>2-Page Spread, bleed across gutter only</td>
<td>14.50&quot; x 9.75&quot;</td>
<td>14.25&quot; x 9.75&quot;</td>
</tr>
<tr>
<td>1 Page</td>
<td>8.25&quot; x 10.75&quot;</td>
<td>7.125&quot; x 9.75&quot;</td>
</tr>
<tr>
<td>2/3 Page - Vertical (2 columns)</td>
<td></td>
<td>4.6875&quot; x 9.75&quot;</td>
</tr>
<tr>
<td>1/2 Page - Horizontal</td>
<td></td>
<td>7.125&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/3 Page - Square (2 columns)</td>
<td></td>
<td>4.6875&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/3 Page - Vertical (1 column)</td>
<td></td>
<td>2.25&quot; x 9.75&quot;</td>
</tr>
<tr>
<td>1/6 Page</td>
<td></td>
<td>2.25&quot; x 4.875&quot;</td>
</tr>
</tbody>
</table>

The Elks Magazine is printed via the computer-to-plate, heat-set Web offset process. Digital formats are required.

Media Accepted
- Mac/PC Formatted Options: Send via CD-ROM, DVD, flash media, or electronically via FTP site.

Desktop Element Formats
- High resolution PDFs.

Media Labeling Requirements
- Agency name, contact name, phone number, ad number and name, vendor contact, return address, and list of contents.

Proofs

Content & Position Proofs
- Supply 2 final SWOP standard color proofs for each 4/color advertisement.
- Supply 2 final black and white laser print outs at actual size (100%) with no corrections noted. If possible, output the laser with registration marks.

Off-Press Proof Cover Sheet
- The off-press proof should be accompanied by a cover sheet or equivalent (e.g., label) stating the proofing product or system used, name, address, contact person of the prepress service supplier, and information relating to conformance to the manufacturer's Application Data Sheet.

Contract Proof Options
- Proofs are subject to annual SWOP certification. Visit www.swop.org/certification for a complete up-to-date listing of SWOP approved color proofs.

Control Bar
- All off-press proofs should include a color bar. This color bar should be at 133-line screen on all halftone proofs - analog or digital. All color bars should include a solid and 25%, 50%, and 75% tints of each process color; solid overprints and at least one gray balance patch (cyan =50%, magenta & yellow=39%). Two-color overprints at 25%, 50%, and 75% are also recommended. This color bar could take the form of a manufacturer's color control guide, a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or their digital equivalents. An exposure control element may also be included where appropriate.
Mechanical Specifications

Miscellaneous Desktop Instructions

• Build pages to trim size and extend bleed beyond page edge.
• Do not stylize fonts from layout application such as making the type bold or italic. While the appearance of the font will look good on the screen, the unstylized font will be what is printed.
• All elements must be at 100% size. Scale images outside the page layout program.
• Rotation and cropping of images in layout program should be avoided.
• If any solid black type or solid black type boxes need to be knocked out of a background, a separate color should be created in the applications color palette with the following tint values assigned to it: 100% black, 25% cyan, 25% magenta, 25% yellow.
• All PDFs must be in CYMK mode for 4/c ads.
• All images must be in Grayscale mode for B&W ads.
• All colors in the page layout program should be changed to CYMK. Spot colors should be turned off except when a spot color is required.
• Four-color solids should not exceed SWOP density of 300%.

Delivery of Ad Files / Proofs

• Ship digital files on CD or DVD to:
  Advertising Department, The Elks Magazine, 425 W. Diversey Parkway, Chicago, IL 60614
  Phone: 773-755-4902  Fax: 773-755-4792
  E-mail Delivery: Ads@jwkmediagroup.com