

*Where do you fit into a  
Digital Publishing World?*



*Digital Publishing  
Increases Profit  
and Lowers Cost*



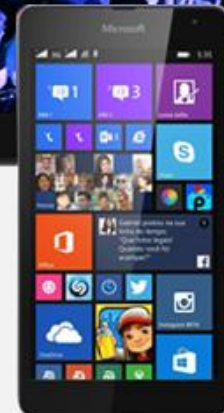
By offering a wider audience across multiple platforms



iOS



*And reaching a broader audience  
with Digital Social Access*



Click or Drag to Zoom



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OFFERS

MEETINGS & EVENTS

RESORTS

ABOUT HILTON

GUESTS ENJOY AWARD-WINNING DINING IN THREE RESTAURANTS, THE LATEST SPORTING EVENTS IN THE LOUNGE OR RELAXING BY THE POOL OR IN ONE OF THE THREE LANDSCAPED GARDENS. 24-HOUR SERVICES, BISTRO RESTAURANT, FITNESS CENTER, AIRPORT SHUTTLE AND BUSINESS CENTER.

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# SOH "Ad Value Proposition" Comparison Chart

	Readers Per Issue	Time Spent	Refer to Friend	2 Page Spread	Full Page	½ Page	Full Back Page
	27m	37 <sub>tracked minutes</sub>	40%	\$15k	\$12k	\$10k	\$13k
	25m	90 <sub>untracked minutes?</sub>	NDA	N/A	\$205k	\$133k	\$245k
	12m	NDA	NDA	N/A	\$255k	\$153k	\$331k
	6.9m	NDA	NDA	N/A	\$235k	\$149k	\$281k
	4.4m	NDA	NDA	N/A	\$73k	\$47k	\$95k
	10m	NDA	NDA	N/A	\$196k	\$132k	\$235k
	42m	NDA	NDA	N/A	\$345k	\$233k	\$432k



## *Top industries that advertise in Entertainment Magazines*

- Health and Beauty Products
- Woman's and Men's Apparel
- Department Stores
- Non Profit
- Mail Houses
- Book Stores
- Home Security
- Real Estate
- Automotive
- Health Foods
- Music Instruments
- Pharmaceuticals
- Pet products
- Weight management
- Alternative Health
- Sports Equipment
- Resorts
- Travel
- Airlines
- Vitamin Supplements
- Movie Promotions
- Cosmetic Surgery
- Hair Restoration
- Fine Jewelry



*Welcome to a much more efficient Digital Planet...*



*With* SHINE ON DIGITAL SOLUTIONS!

