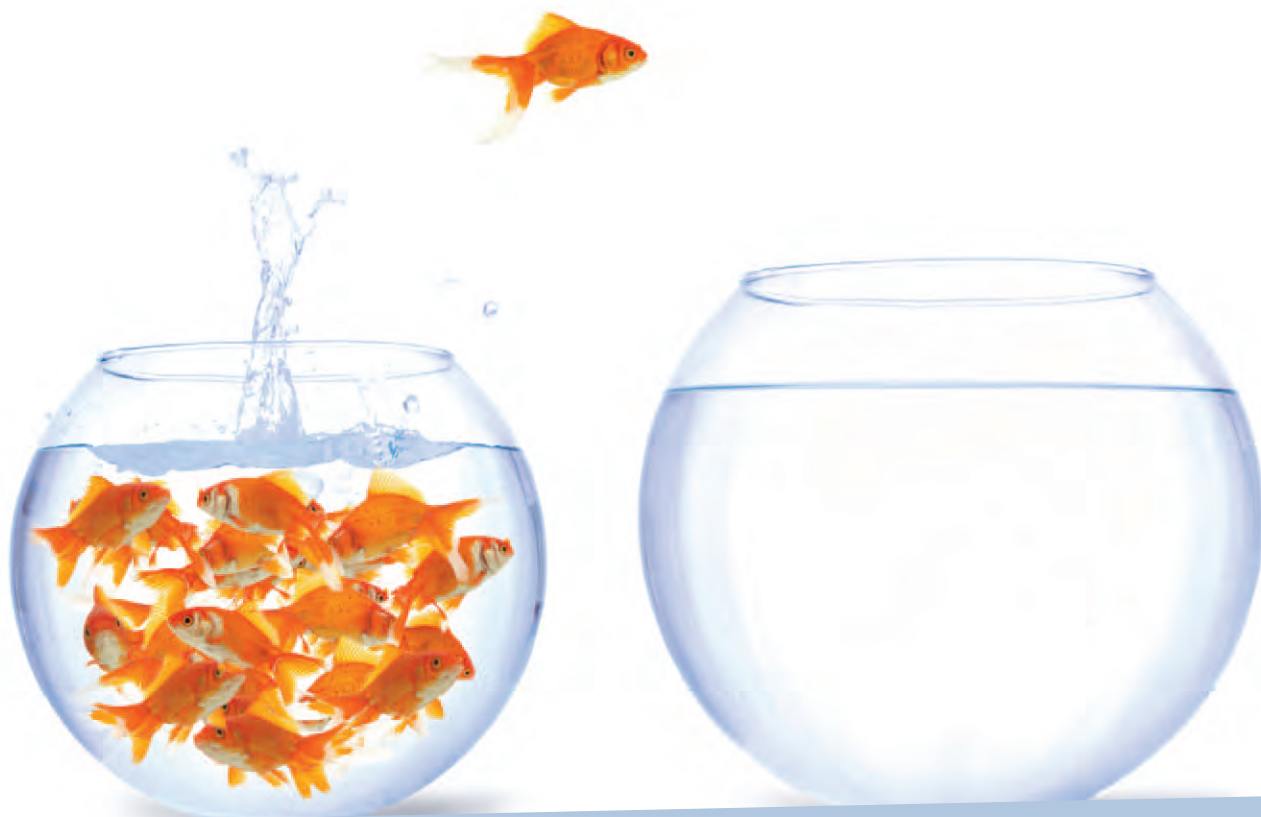


UicTM

UP IN CUMMING[®]

WWW.UPINCUMMING.COM

WE STAND
OUT
from the rest



WE ARE COMMUNITY

live. work. play. read. click...

PROUDLY SERVING FORSYTH COUNTY

Cumming • Johns Creek • North Forsyth

P.O. Box 3448 Cumming, GA 30028

Ofc: 678-442-0783 • Fax: 770-904-3129



WE ARE COMMUNITY

As one of the fastest growing counties in the Nation, Forsyth County businesses and residential areas are expanding rapidly. Up in Cumming® Magazine, the most recognized Forsyth community publication, continues to grow and change with it. Because we cover over 95% of Forsyth County we reach the largest cross-section of readers including one of the the wealthiest zip codes in the state (30024)*. With contemporary upscale design and relevant editorial UiC™ provides the community with a publication that they are proud to receive. UiC™ Magazine is the largest distributed publication in Forsyth County with roughly 58,300 copies monthly. Our distribution is the key to delivering cost-effective advertising directly to the end consumer.

We are truly a community publication:

Our Mission is to provide a monthly community publication that brings positive articles and information to our readers in a quick-read format. No other publication offers the community focused and up-to-date style that we provide our advertisers and readers. Realizing the need for involvement within the community, we have become the voice of local non-profits, featuring them within the pages of UiC™ Magazine or under Community News online at www.upincumming.com. Through FREE listings online and other community efforts, we are lending our support to these organizations to make Forsyth County the place everyone will want to call home.

*Source: Cumming-Forsyth County Chamber of Commerce.

UiC™ Magazine
features

**Approx. 58,300 Copies
Distributed Monthly**

Relevant Editorial

**Contemporary
Upscale Design**

**Largest Direct Mailed
Publication in
Forsyth County**

**Over 95% of
Forsyth County
is Covered by
Our Distribution**





live. work. play. read. click...

I LIVE

Reaching the largest number of consumers every month:

- Direct mailed to roughly 57,300 homes and businesses -- reaching over 95% of Forsyth County.
- Average home value: over \$309,000
- Median household income: \$85,318
- 95% of our readers own their own home.
- The only local publication to have 100% penetration in these Forsyth County Zip Codes: 30040,30041,30028, 30097 and 30024, one of the wealthiest zip codes in the state.

I WORK

More than just Business to Business contacts:

- Forsyth's only publication reaching over 3,300 businesses via direct mail
- Distributed directly to business owners and executives for business to business contacts.
- 1,000 additional copies distributed to high traffic businesses/facilities and every advertiser's location.
- Within our distribution we cover 100% of the Cumming Market.

I PLAY

We are THE source for community information:

- Provide up-to-date information on Forsyth interests, home trends, health & fitness, family values, and arts & entertainment.
- Focus on parks and recreation, school activities, and encouraging community involvement.

I READ

We are a community publication allowing timely announcements of retail sales, events, & home buying incentives to both current and potential Forsyth County residents:

- Monthly Publication delivering readers pertinent and timely information
- A resource included in new resident, new business and relocation packets
- Pass along readership of over 141,250
- Delivering only positive news in a quick-read format
- Lifestyle editorial including: health and fitness, home and garden, travel and education.

I CLICK

24/7 access provides increased exposure:

- UIC™ publishes all information on our interactive website, allowing our readers non-stop access our information. This additional coverage receives approximately 154,060 hits monthly.
- Online calendar of events and promotion of non-profits through UIC™ Cares
- Special features: Online Exclusives, Ask Our Experts, Local Directory, Community News, Podcasts, Photos, Recipe Exchange, and Ezines (our monthly virtual magazine) that even provide links to our advertisers' websites.



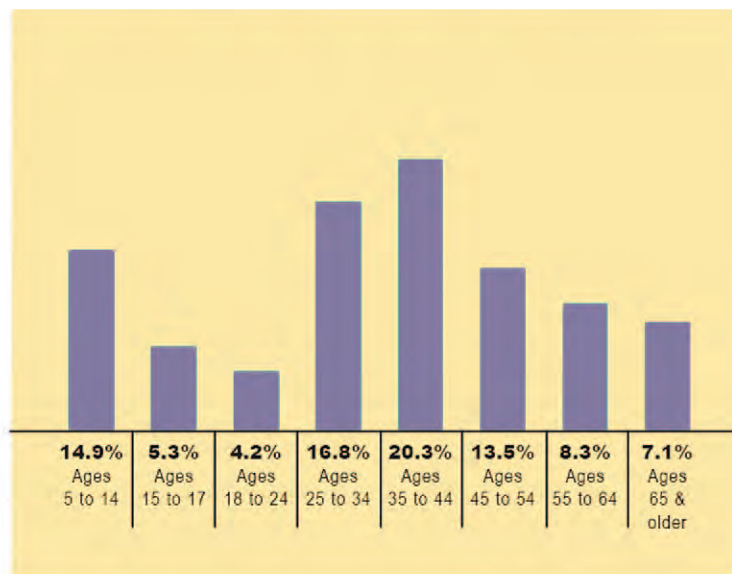
 **UIC™**
UP IN CUMMING®
WWW.UPINCUMMING.COM

POPULATION BY AGE:

Ages 5 to 14	14.9%
Ages 15 to 17	5.3%
Ages 18 to 24	4.2%
Ages 25 to 34	16.8%
Ages 35 to 44	20.3%
Ages 45 to 54	13.5%
Ages 55 to 64	8.3%
Ages 65 and older	7.1%

Median Age Total Population34.6

(Source: 2000 Census)

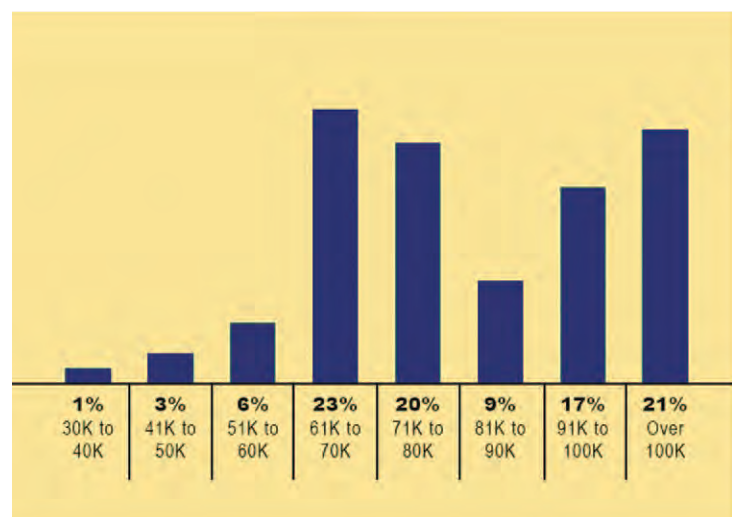


POPULATION HOUSEHOLD INCOME:

Percentage of Homes by Household Income in zip codes 30040, 30041, 30024, 30028, 30097:

Median household income:
\$85,318*

(*2007 Estimate; Source: U.S. Census Bureau)



(Source: Fastlist 2004)

About the

COMMUNITY

FORSYTH COUNTY

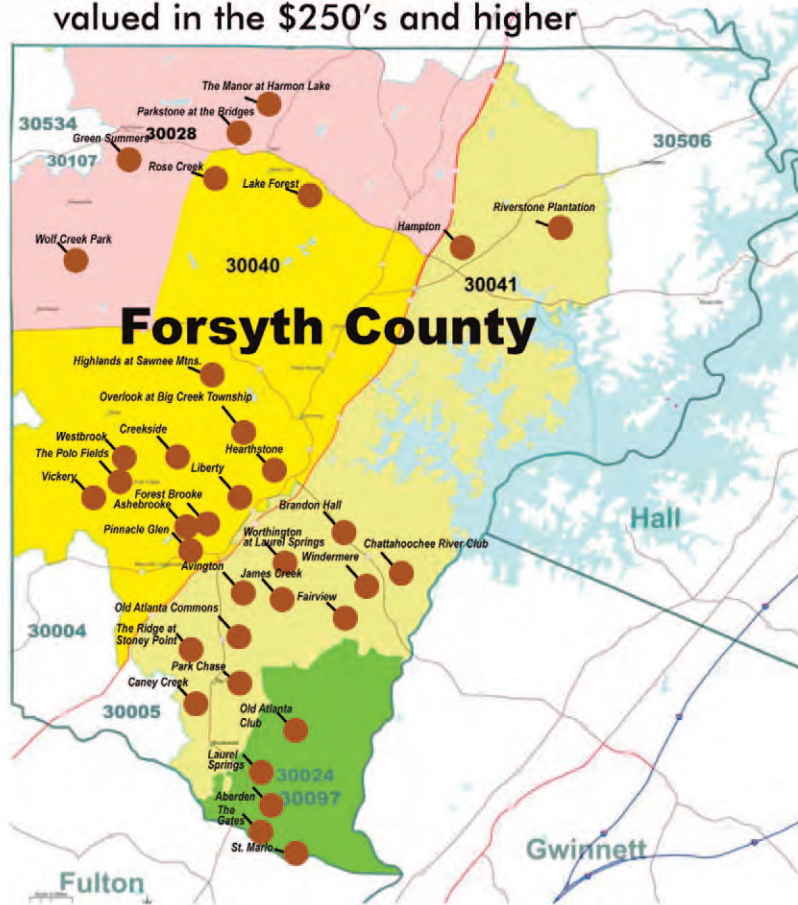
95% of readers own their own home

Average value of homes are over

\$309,000*

Source: Trulia® Real Estate Search:
www.trulia.com

- Sample of subdivisions in distributed area valued in the \$250's and higher

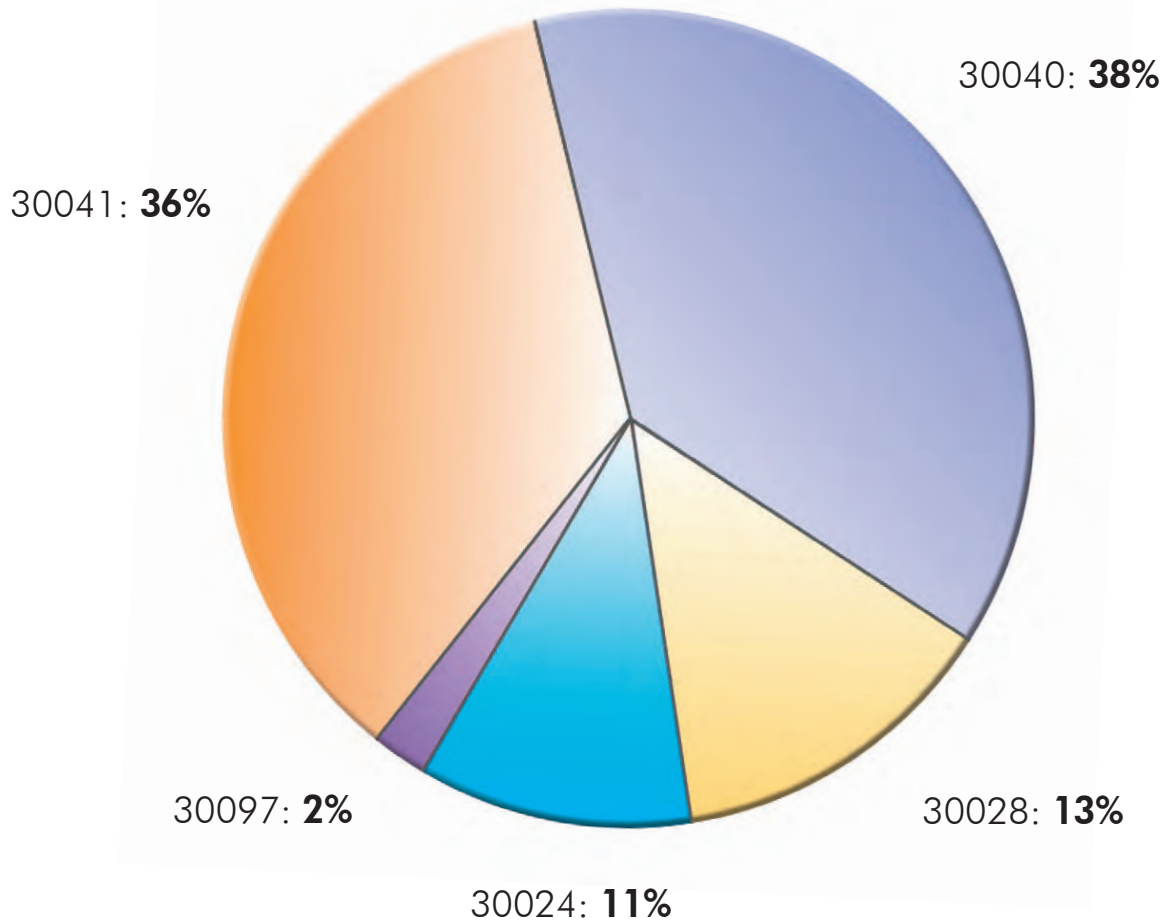


Direct Mail

DISTRIBUTION

FORSYTH COUNTY

DIRECT MAIL PERCENTAGES BY ZIP CODE



CUMMING ZIP CODES:

30040: 38%
30041: 36%
30028: 13%

JOHNS CREEK ZIP CODES:

30024: 11%
30097: 2%

MAGAZINE READERSHIP

Reading a magazine is an experience that fulfills the personal needs and reflects the values of the reader, which is one reason readers spend 44 minutes reading each issue. With the overall popularity of reading at an all-time high over watching TV, 84% of adults 18+ read magazines.

HERE ARE THE TOP 10 REASONS TO ADVERTISE IN MAGAZINES:

Magazine advertising engages: Multiple studies show that consumers are more likely to find magazine advertising acceptable and enjoyable compared to advertising in other media. In addition, they find magazine advertising less interruptive.

Magazine advertising is considered valuable content: Consumers value magazine advertising according to numerous studies. Starcom found that when readers were asked to pull ten pages that best demonstrate the essence of their favorite magazines, three out of ten pages pulled were ads. MRI data show that consumers trust and value magazine advertising. These studies' findings reinforce the Northwestern University Magazine Reader Experience Study's results, in which advertising-related experiences increased magazine usage.

Magazine advertising moves readers to action: More than half of readers took action on magazine ads or had a more favorable opinion about the advertiser, according to research from Affinity Research.

Magazine advertising improves advertising ROI: Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

Magazine advertising sells: Dynamic Logic discovered that when comparing magazines, the Internet and TV, magazine advertising was the most powerful medium in increasing purchase intent. Magazines, in a media mix that included online and TV, contributed 67% of the total increase in purchase intent (9.0% of a total 13.5% shift).

Magazine advertising is relevant and targeted: Consumers consider magazine advertising more relevant than other media. With a range of titles that appeal to a wide variety of demographics, lifestyles and interests, advertisers can hone in on targets that fit their needs.

Magazines provide reach to the most desirable consumers: Across almost every demographic, the top 25 magazines out-deliver the top 25 TV shows. In addition, heavy magazine readers are likely to be among the highest spenders across most product categories.

Magazine audiences accumulate faster than you think - and with lasting impact: The average magazine accumulates approximately 60% of its audience within a month's time. In addition, consumers refer to magazines multiple times, even saving them, giving advertisers the opportunity for added exposure.

Magazines influence influentials: Magazines are the medium "Influentials Americans" - the one in ten consumers who control the levers of change - turn to the most for making purchase decisions and recommendations.

Magazines supply credibility: Consumers trust and believe magazine advertising more than advertising in other media.

Sources: Starcom; Northwestern University Magazine Reader Experience Study; Affinity Research; How Media Measure Up; Documenting the Role of Magazines in the Mix; ROI for DTC; ROI for KRAFT; Measuring the Mix; What Drives Automotive Sales; Dynamic Logic; Ephron on Media; Initiative; MRI Fall 2005; Roper; Neopets Youth Study; Hearst Engagement Factor Study.

*TOP TEN REASONS

Consumers Read Magazines:

1. I get value for my time and money
2. It does not disappoint me
3. It makes me smarter
4. It's my personal time out
5. I often reflect on it
6. The stories absorb me
7. I learn things first here
8. It's part of my routine
9. I find the magazine high quality and sophisticated
10. I trust it

*Magazine Publishers of America

Advertising SUBMISSION GUIDELINES

WHEN SUPPLYING IMAGES, LOGOS OR CAMERA READY ADS PLEASE FOLLOW THE FOLLOWING GUIDELINES:

All ads should be built as CMYK. RGB & PMS colors are invalid for print.

Make sure all fonts (both printer and screen) are supplied or converted to outlines.

All photos and line art should be supplied in a TIFF, EPS, PDF or JPEG format of at least 300 dpi or higher.

When designing a Full Page Bleed ad please allow for 0.5" margin for text within "Live Area" or trim size. Please add 0.2" bleed to all exterior edges. Magazine Trim size is 8" x 10.875" and Magazine Bleed size is 8.4" x 11.275"

FILE FORMATS ACCEPTED:

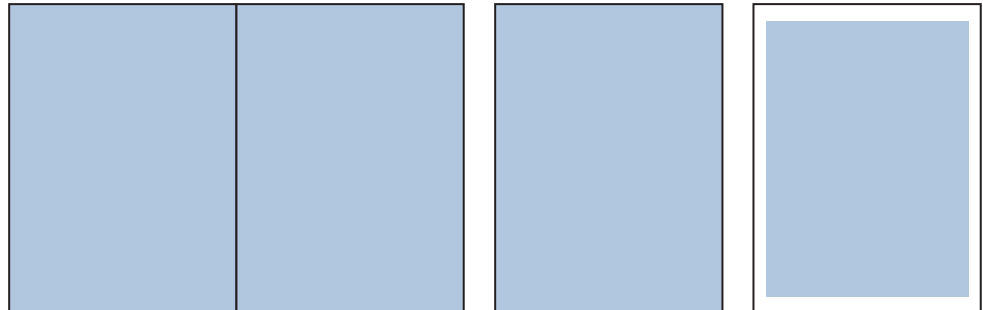
Adobe Illustrator CS3 or below, Adobe Photoshop, Adobe InDesign and a High Resolution (300 dpi or higher) PDF, TIFF, EPS, or JPEG to size.

SUBMITTING ADS, IMAGES OR LOGOS:

All info can be either emailed to: addesigns@upincumming.com or mailed to: UiC™ Magazine - P.O. Box 3448, Cumming, GA 30028

AD APPROVAL:

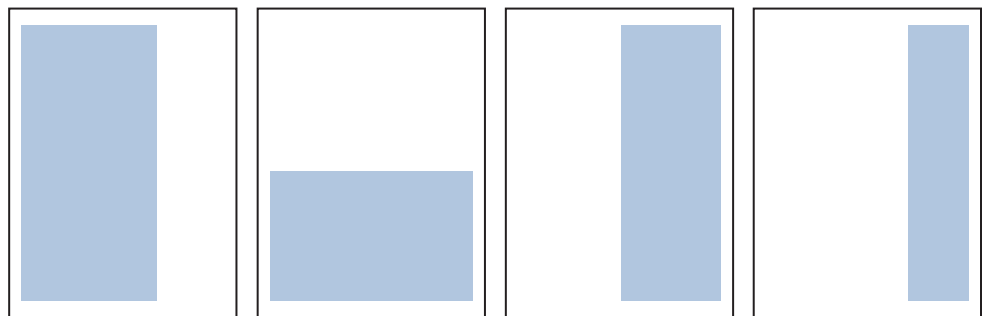
Ad proofing is done through our website (www.upincumming.com/sign_in.php). When your ad is ready, you will receive an email notification to alert you that your proof is available so please provide an email address to your sales representative. You will receive log in information that will allow you to view your ad, approve it, or request changes. If you do not have an email address, your sales representative will either bring or fax you a copy for your review. All approvals need to be done through our website Ad Proofer or written and submitted to your sales representative or the creative dept. via email, signed proof or fax (FAX: 770-904-3129).



Spread with Bleed
16.4" x 11.275"

Full Page Bleed
8.4" x 11.275"

Full Page
7.2" x 9.925"

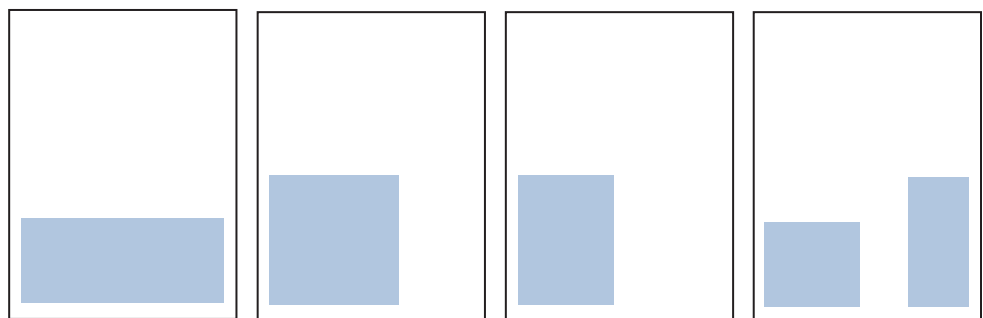


2/3 Vertical
4.8" x 9.925"

1/2 Horizontal
7.2" x 4.8"

1/2 Vertical
3.475" x 9.925"

1/3 Vertical
2.16" x 9.925"



1/3 Horizontal
7.2" x 3.0875"

1/3 Square
4.8" x 4.8"

1/4 Vertical
3.475" x 4.8"

1/6 Horizontal
3.475" x 3.0875"

1/6 Vertical
2.16" x 4.8"



Represents approximate live area of ad only, please make proper adjustments for bleeds.

Advertising SUBMISSION DEADLINES 2012

MONTH	SPACE/CREATIVE	APPROVAL
January Issue	12/9/11	12/13/11
February Issue	1/11/12	1/13/12
March Issue	2/10/12	2/13/12
April Issue	3/13/12	3/15/12
May Issue	4/11/12	4/13/12
June Issue	5/11/12	5/14/12
July Issue	6/12/12	6/14/12
August Issue	7/11/12	7/13/12
September Issue	8/14/12	8/16/12
October Issue	9/12/12	9/14/12
November Issue	10/12/12	10/15/12
December Issue	11/12/12	11/14/12
January 2012 Issue	12/7/12	12/11/12