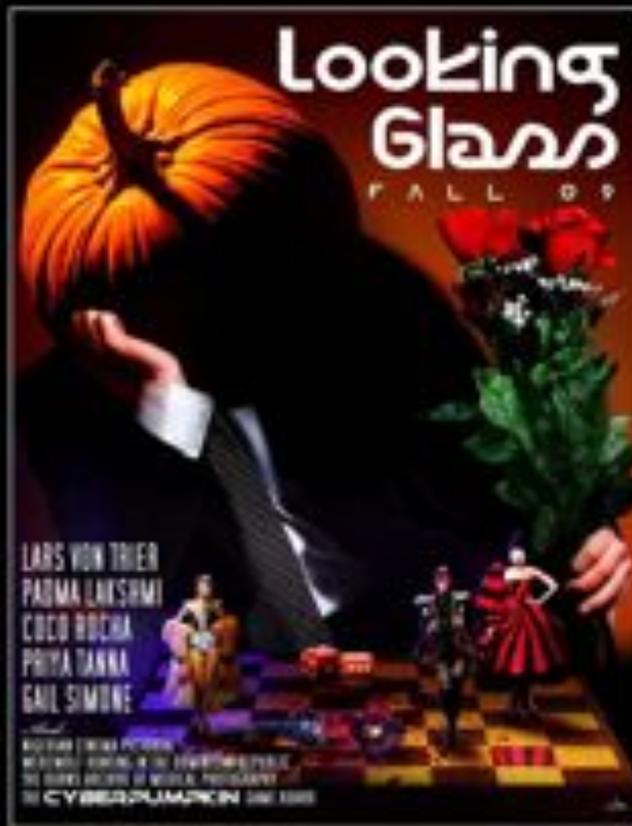


# Looking Glass



BOOKS / LOVE / TRAVEL / SCIENCE / FILM / COMICS / POLITICS / STYLE / ART / SPORTS

Issue 9, on release in October

[www.lookingglassmagazine.com](http://www.lookingglassmagazine.com)





# Looking Glass

## The Readership

The LOOKING GLASS reader is affluent, educated and adventurous (18-35).

Our readership encompasses the most highly-gifted and talented young people in the English speaking world. We are ready for the new epoch of publishing. In the pages of LOOKING GLASS, a reader can find the kind of writing he would have found when Hannah Arendt literally redefined good and evil in the pages of *The New Yorker*, or when Hunter Thompson while covering a motorcycle race for *Sports Illustrated*, gave us a homegrown *Book of Revelations*. But our pages also include products (paper-technology, card games, etc.) that can only be distributed through the print medium.

## Advertising Advantages

The Looking Glass readership includes enthusiasts from and across a number of interested groups. We intend to facilitate content-rich networking and host or appear at four major events per year, one for each of our issues. This increases our circulation exponentially, and more than doubles the effect of our advertising.

Furthermore, issues of Looking Glass are not disposable. Everything from the superb photography to the high-quality printing materials make the issues collectible art objects. The advertisements in them remain in the homes of our subscribers long after the issue is taken from the stands.



# Looking Glass

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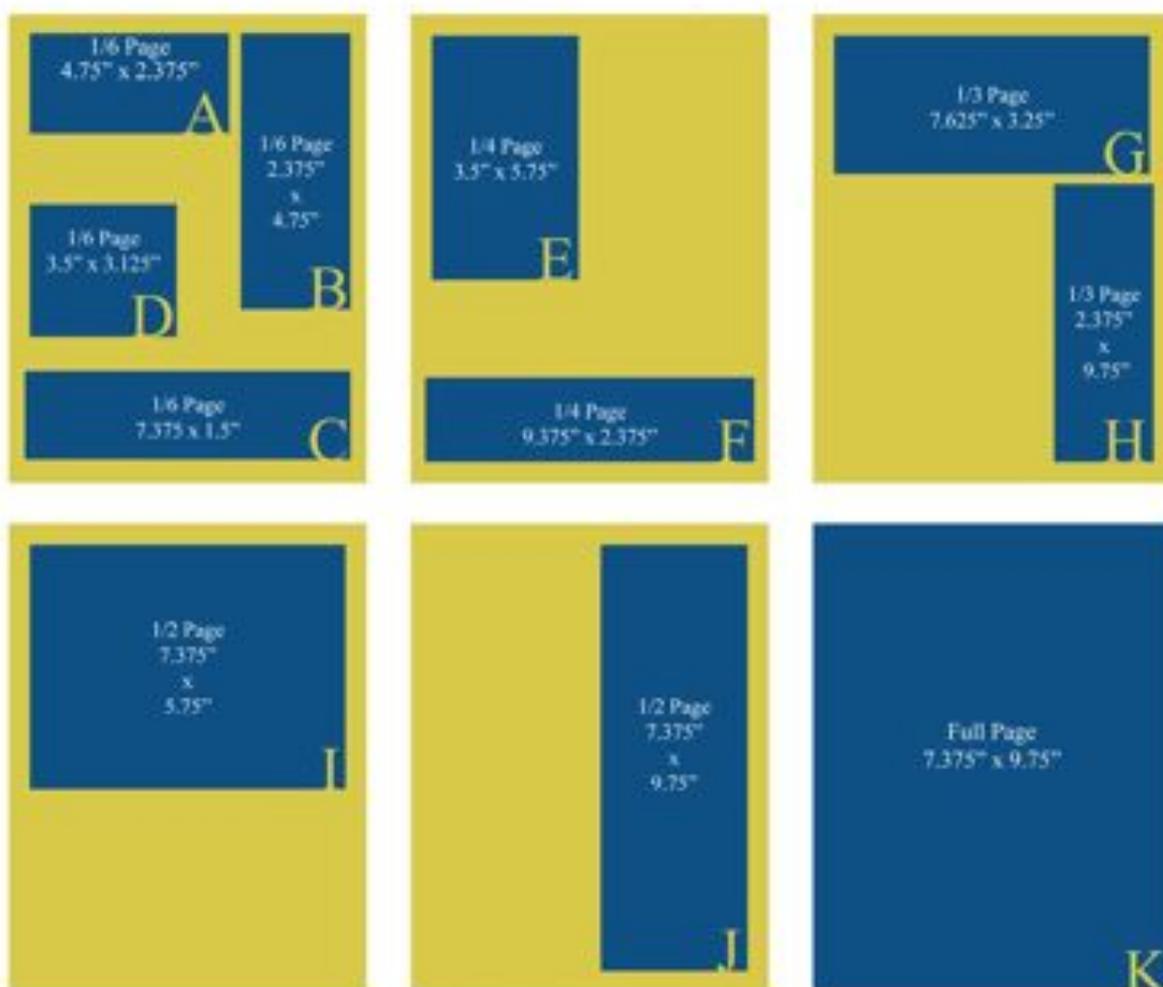
## Black and White Ads

1/6 Page (A - D)	\$295
1/4 Page (E & F)	\$395
1/3 Page (G & H)	\$450
1/2 Page (I & J)	\$595
Full Page (K)	\$995
2 Page Spread	\$1,795

## Full Color Prestige Ads

Outside Back Cover	\$4,800
Inside Front Cover	\$2,995
Inside Back Cover	\$2,395
Full Page	\$1,695
1 1/2 Page Spread	\$1,995
2 Page Spread	\$2,495

Make checks payable to "Hatter & Hare LLC"



We have created events and distribution opportunities at San Diego Comic Con, SxSW, and the Edinburgh Festival, making our product available to all of the 75,000+ visitors each time.

Special discounted rates for ads placed in multiple issues. Enquire for details.

In-house ad creation available for interested advertisers, for an additional fee. See [www.lookingglassmagazine.com/fallissue.html](http://www.lookingglassmagazine.com/fallissue.html) for an example of our art direction.

## FAQ:

### ***WHAT IS YOUR CIRCULATION?***

We reach 75,000 readers through our combined print distribution and events distribution, with a pass-along rate of about 4 readers per copy.

### ***WHO ARE THE READERS?***

An internal survey indicates that our readers have a median age of 29 and an average HHI of \$48,000 a year. Most are creative professionals. 53% are men, 47% women.

### ***WHERE IS LOOKING GLASS DISTRIBUTED?***

Our primary outlets are newsstands located across the country, as well as alternative bookshops, art galleries, music shops and other specialty stores of interest to our readers.

### ***WHY SHOULD I ADVERTISE?***

Because it works! We're an intelligent magazine for intelligent people, and our readers trust that. Looking Glass lets you reach a precisely targeted customer base at an affordable price.

*Editorial calendar available upon request*

Colleen wears pendant by Alexis Bittar

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