our brand promise
Study Breaks is a college magazine that’s populated exclusively by content from student writers, photographers, and designers from across the country. The website is an online forum for college writers to talk about everything from specific, college-related issues like campus carry and student loans, to pop pieces like album reviews and op-eds on feminist panties.

The print magazine, which is published monthly and currently on eight campuses in four cities throughout Texas, is also populated by student writing, photography, and graphic design, but showcases long form journalism in addition to creative features, profiles, and opinions.

The Study Breaks voice (unlike this description, which is serious and professional for reasons of appearance) is smart, funny, and self-aware. Our primary purpose is to act as a medium for students to gain writing experience and exposure by publishing their work. And, as a magnet for college writers, Study Breaks also doubles as the home of the college voice, where the content, politics, and opinions of every piece reflect the unfiltered thoughts of the national student body.
We know where to reach the students!

Our street team distributes hand to hand to fellow students on and around campus every month. Face to face field marketing allows us to interact with readers and deliver the magazines directly to the hands of our target audience.

All of our distribution points are placed in high traffic areas on and around campus. Each point is tracked with our GPS TrackUs.com system to insure each point is reached & checked.

<table>
<thead>
<tr>
<th>CIRCULATION &amp; READERSHIP</th>
<th>TOTAL COPIES</th>
<th>READERS (*2.425 average readers per copy)</th>
<th>VERIFIED DISTRIBUTION POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTIN</td>
<td>7,000</td>
<td>24,250</td>
<td>300+</td>
</tr>
<tr>
<td>LUBBOCK</td>
<td>4,000</td>
<td>18,187</td>
<td>375+</td>
</tr>
<tr>
<td>SAN ANTONIO</td>
<td>9,500</td>
<td>38,800</td>
<td>600+</td>
</tr>
<tr>
<td>SAN MARCOS</td>
<td>4,500</td>
<td>18,187</td>
<td>200+</td>
</tr>
</tbody>
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03. we enhance & build your brand

CAMERA READY ARTWORK

- When submitting camera ready artwork, ads must be submitted at 300dpi
- Ads must be in CMYK color mode
- Ads can be submitted as Print Ready PDFs, or TIFFs
- Ads created in Adobe InDesign and Illustrator must have outlined text and sent as flattened press-ready PDFs
- Files up to 5mb can be emailed to: ads@studybreaks.com, sent on CD-R or uploaded to our FTP server (call for instructions)

COUPONS

- Premium w/ Picture
- Large
- Small

Printed on 8pt Matte Cardstock with perforated edges for easy tearing. Placed in the center of the magazine for premium placement.

FULL PAGE
8.375” x 10.875”
Bleed: .25”
Margin: .25”

HALF PAGE (V)
3.6” x 9.875

QUARTER PAGE
3.625” x 4.75”

*Not to scale
In-House Design | Photo Session with Professional Photography
Marketing Development
Mobile Website Design

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