




Our mission is to spotlight the best contemporary international artists we can find and encourage a new focus on the use of illustration by the advertising and design communities. 3x3 is the first magazine devoted entirely to the art of illustration. Three times a year we take an in-depth look at art and environment of three illustrators. We explore their influences. How they work with clients. How they got their first big break. Each article is written by a fellow illustrator who knows exactly what our audience wants to hear. From the U.S. to Europe, Asia, or wherever, we'll stay tuned to what's going on the world of illustration. We'll feature four or more new talents in every issue, they might be right out of school or are just now beginning to make a name for themselves or illustrators we find that have a truly unique take on the art of illustration. Plus we'll showcase the best work of as many as sixteen of the best illustrators in every issue. All in all it'll be eighty pages of the best illustration has to offer, including guest articles by Vicki Morgan and Gail Gaynin on careers in illustration and an Ad-Campaign feature that spotlights recent advertising campaigns and agencies that have used illustration. 3x3 will become the benchmark against which all illustration is measured.

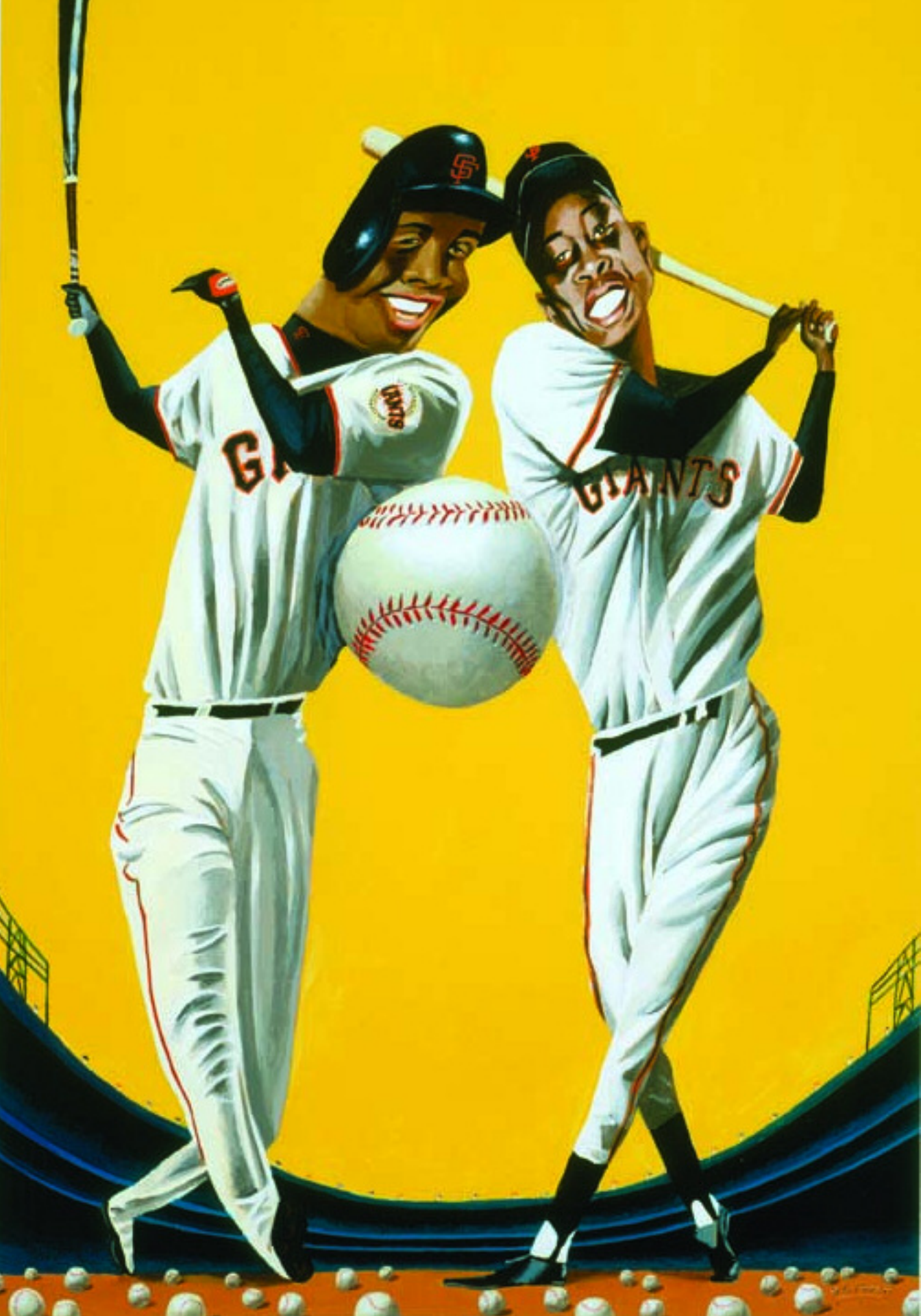


Our audience is made up of all those who enjoy the art of illustration. These include advertising agency art directors, creative directors, editorial art directors, design directors, graphic designers, art buyers, artist reps, art and design students and educators of illustration, advertising and graphic design. In addition, our distribution will reach an audience who appreciates art, they are perhaps a Sunday painter, a high school student interested in becoming an illustrator or someone who collects contemporary images. Many of our featured illustrators also show in galleries around the country. *Our age group* will range from the college student to the working professional. *Our area of influence* is international. At the moment we have subscribers as far away as New Zealand and newsstand distribution in the United Kingdom, Scotland, France, Spain, Korea, the United States and Canada. *Our distributors* include both domestic and international markets. In the States Ingram Periodicals distributes 3x3 with supplemental distributors, Ubiquity and Bernhard de Boer covering New York City and the tri-state area. And Central Books, UK is our international distributor. *Our subscribers* include some of the top art directors, graphic designers, illustrators, as well as students and educators.

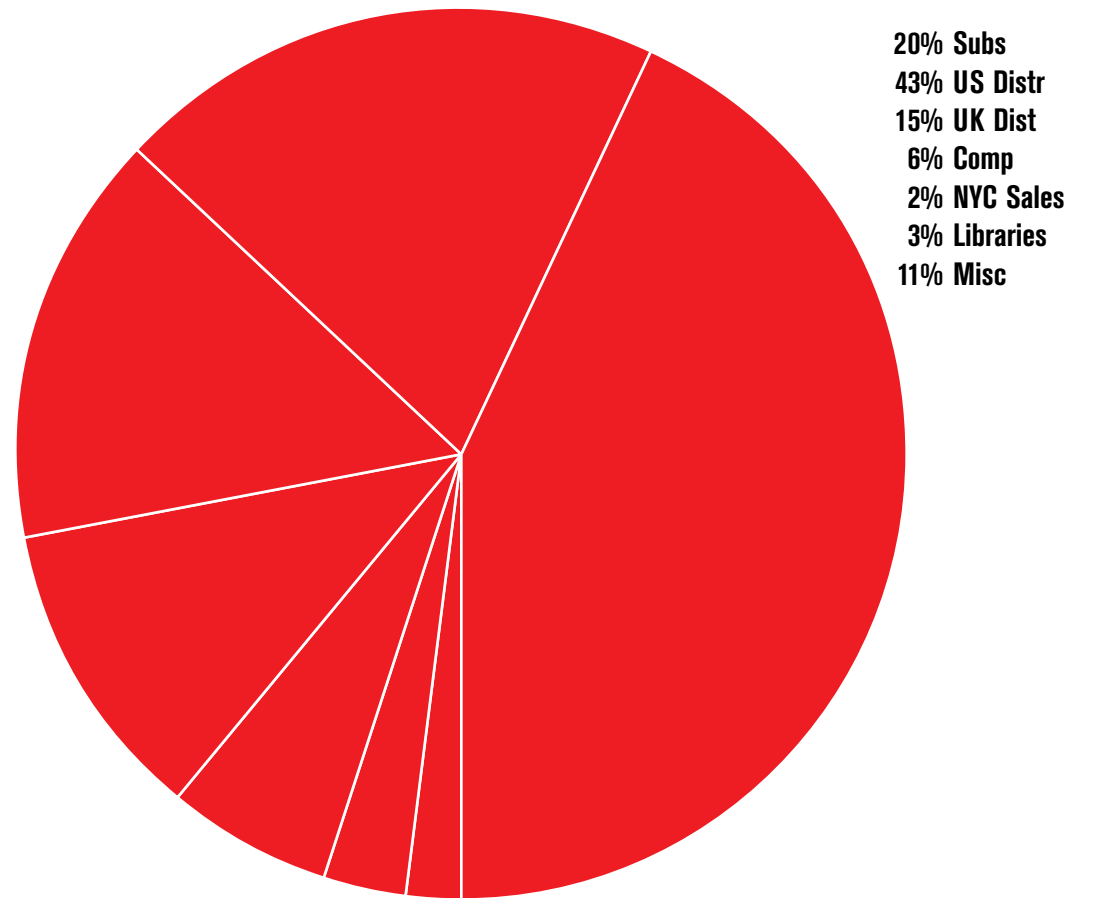




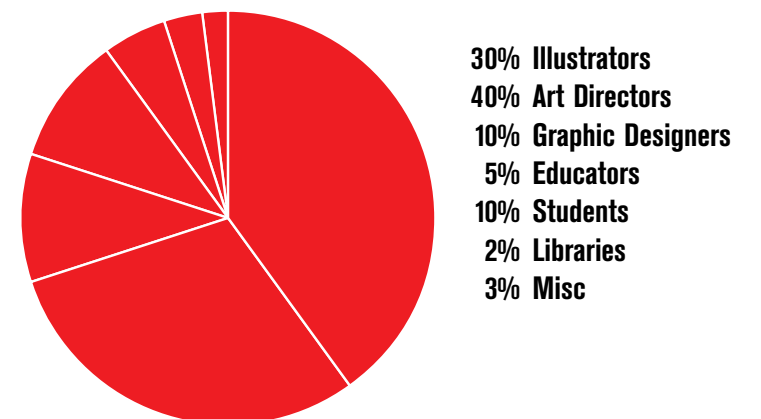
Our pitch to you is simple, we can deliver a highly targeted audience made up of individuals who understand and appreciate art and illustration. From the art director of *Travel & Leisure* to the editorial artist Steve Brodner—our very first subscriber—we have some of the top names subscribing to 3x3. But we know we must crawl before we can walk. We don't have the mass circulation of *CA* or the newsstand presence of *Print*—yet. That's why our rates aren't as high as theirs. What we can offer is a publication where your ad will stand out, where you can still have the inside front or back cover, where what surrounds you is editorial and not your competition. You see we don't need or want a lot of advertising, it clutters up our magazine. Our readers hate having to go through ten pages of advertising to get to the first article. Not at 3x3. Each issue is designed with both the reader and advertiser in mind. Your ad stands out because our reader sees your ad in context with content, not placed against, behind or in front of another ad but next to something our reader wants to see—an image, the article, the studio. You win because they have noticed your ad, the reader wins in not having to wade through advertising to enjoy why 3x3 was created in the first place. It's a truly win-win situation.



Our total circulation as of February 2008 is 3,300 copies distributed internationally through paid subscriptions, newsstand and bookstore sales and comped copies.



Our subscriber base is made up of individuals as follows:



3x3 Magazine 2008 Rate Card

Four Color	1x	2x	3x	6x
Full Page	\$1920	\$1740	\$1440	\$1200
Spread, ROP	\$3000	\$2700	\$2580	\$2150
Spread, Cover 2 & Page 1	\$4200	\$3900	\$3600	\$3250

Black & White

Full Page	\$1500	\$1440	\$1320	\$1000
Spread	\$2500	\$2250	\$2000	\$1850

Color Surcharge

2-Color (1 Color + Black)	\$530
Metallic (Special Request)	\$750
4-Color Process + 1 PMS	\$950

Bleed No Charge**Special Position** 10% Additional**Covers**

Inside Front Cover	\$2750
Inside Back Cover	\$2750
Back Cover	\$3900

Outserts \$6300 per oz. (Net)**Insert Tip-In Charge** We do not accept inserts**Insert Rates** We do not accept inserts

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