

A person wearing a vibrant red, sheer, flowing dress is standing on stone steps. They are holding a black leather handbag with green horizontal stripes and gold hardware, including a large circular ring. They are also wearing white sneakers with black stripes on the laces and soles. The background is a blurred outdoor setting.

# *Elia*

## MEDIA KIT 2022

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

A portrait of Ella Fitzgerald, an African American woman with short, curly white hair, smiling broadly. She is wearing a bright red jacket over a white collared shirt and large gold hoop earrings. The background is a solid grey. The text "WELCOME to" is overlaid in white, with "WELCOME" in a bold serif font and "to" in a smaller serif font.

**WELCOME** to

*Ella*

# ***Elia***

A Growing  
Name in Global Business

**4** COUNTRIES

**12** EDITIONS

**1.3** MILLION READERS

**14 Books / 6** LANGUAGES

A BRAND THAT PROMISES  
GLOBAL RECOGNITION





P.O. Box 973 Cedar Hill, Texas 75106 75115  
Office: (972) 765-1735 Cell: (972) 765-1950  
<http://www.ellapattersonshow.com>

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## Dear Business Owner / PR Managers / Advertising Managers:

Hello and Welcome Everyone:

We are excited to send you information about our lifestyle print magazine. *Ella* Magazine is dedicated to promoting your businesses. The Magazine Print Version of *Ella* debuted in October 2020 and will always provide an insightful, upbeat look at what makes your Global communities a special place to live. We would like to invite you to peruse our magazine and if you like what you see please feel free to purchase exquisite advertising in *Ella* Magazine.

**Allow us to promote, expand, and publicize your business in our beautiful 4 Color Glossy Magazine.**

I have been a publisher, editor, and writer for more than thirty years. I know, understand, and appreciate what makes your story unique. Every *Ella* issue is filled with people, places, photos, and stories about our world. Global communities love to read about their children, pets, products, and businesses. This is what makes them unique and special.

Here's what makes *Ella* Magazine a superior **advertising** vehicle:

- Quarterly circulations, four times annually.
- 860,000 combined social media followers
- 98 - 150 interesting fun-filled pages of Vibrant Glossy Images.
- Top quality magazine advertising at comparable pricing.
- Printed on premium glossy stock.
- 4-Color for all ads at no extra cost.
- Delivered to every requested home.
- Distributed to area businesses.
- Keepsake quality gives this magazine a three-month shelf life.
- More cost effective than weekly or daily advertising vehicles.
- Stand-out quality printing.
- Ad sizes to meet every budget. (*We work with you, not against your budget*)
- Responsive customer service – customer satisfaction is our top priority.
- Nothing but the best when meeting the needs of our clients.
- Genre: *Lifestyle, Automotive, Travel, Cuisine, Foods, Beverages, Wellness, Home, Décor, Fashion, Inspiration, Self-Help*
- Mood & Tone: Modern, Elegant, Informative.
- Target: Male and Female. Ages 18 - 75

During these challenging economic times, businesses and advertisers need solutions that reach their target market, stands out from the competition, has longevity, and is cost effective. We believe *Ella* Magazine meets each of these objectives.

We look forward to hearing from you, both as an advertising client and customer of our magazine.

Sincerely,

Ella Patterson

Publisher Knowledge Concepts Publishing

*Ella* Magazine

[ella@globalonemag.com](mailto:ella@globalonemag.com)

# About Us

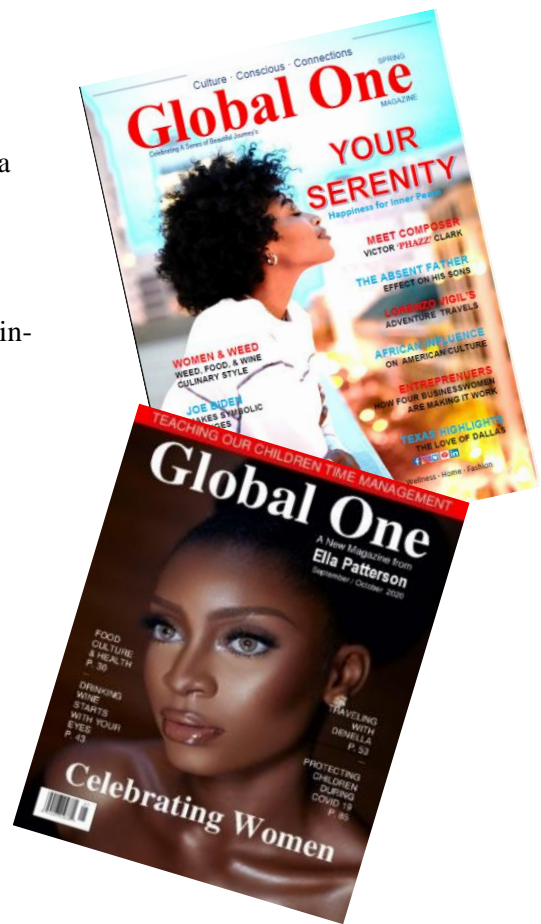
In 1996, *Ella* Magazine is a subsidiary of Global One Magazine. Ella began as a newsletter / review vehicle. Ella has grown to become a major contributor to the media market through influential editorial content and a renowned brand. Ella is best known for her published books. She has published fourteen books, 10 magazines, written proposals, and business plans for major companies. Ella understand in-depth publishing, marketing, and advertising.

## Ella's business model is simple:

- Attract companies that need advertisement.
- Secure high-value readers.
- Connect our audience to our advertisers.
- Build our partners' businesses.

## Ella positions you in print.

We know that print advertising is one of the most powerful influencers among consumers and businesses.



## Our Brand ... *Ella Magazine*

... tells stories like no one else. We celebrate the human experience. We celebrate women's issues. *Ella* Magazine was first published in 2006 as a small online travel and automotive newsletter that derived from travel, automotive and product reviews and later(2020) blossomed into this beautiful lifestyle print magazine. Ella Patterson is the published author of this beautiful lifestyle print magazine. The publication can be found in over 24,000 locations across the globe.

Our mission is to ensure quality and accuracy in journalism and disseminate accurate information.

- Our core principles are culture, conscious, and connections.
- Our goal is to inform and inspire our readers through a series of beautiful journeys.
- Our journalism intent is to provide knowledge, and educate our readers in wholesome, and
- fun-loving ways.

*Ella* showcases businesses that specialize in transportation, automotive, travel, destinations, hotels, resorts, airlines, cruise lines, spas, books, wellness/ health, retail, beauty, fashion, restaurants, cuisine, food, beverages, décor, professional services, and consumer products.

Ella represents the best that you can be, the best of you we are, and the best you have to offer.

Genre: Global Lifestyles  
Mood & Tone: Modern, Elegant, Informative  
Target: Businesses & Consumers

Office: (972) 765-1735 Cell: (972) 765-1950



ELLA PATTERSON, PUBLISHER / CEO



A core tenet of **Ella Magazine** is our belief in the exponential value of paid readership. We don't mail free magazines to mailboxes or stack them in bins at bagel shops. Our readers come to us — and by extension, are willing to pay for the Ella experience.

Print marketing is instant, compelling, and effective. Whether it's in our magazine this month or next month the power of a great print advertisement cannot be discounted.

In **Ella Print Advertisement**, marketers have more room to be serious, funny, creative, and concise. Customers have learned to give print marketing their undivided attention. At Ella, our creative professionals turn graphics and script into powerful poignant works of art.

Whether you are subscribers or newsstand buyers, your advertising and sponsorship investment is received by brand enthusiasts. Ella is the magazine they value and trust. Through this powerful advertising relationship, we help you build your business, and connect you to the most valuable customers in the state of Texas.

For advertising in the Ella Magazine, contact us at 972-765-1950 or email her at [globalonemagazine@gmail.com](mailto:globalonemagazine@gmail.com)  
<http://www.globalonemagazine.com/mediakit>  
<http://www.thepattersonshow.com>

## THE LATEST TRENDS

90% adults say they have read magazines in the last six months.

**1,400**

advertisers say magazines offer the highest ROI over any other medium.

## LEVERAGE

the most influential print product in town.

Ella print advertising market is identifiable, we cater to businesses that want to advertise as well as the consumer who wants to buy.



# Audience Demographic

**1.2 Million** Page Views per month

445% INCREASE IN STAGRAM BASE OVER LAST YEAR

60% FEMALE AUDIENCE / 20% MALE AUDIENCE

80% ARE MOBILE USERS

84% OF AUDIENCE IS DIRECTED FROM SOCIAL MEDIA

**Ella Magazine** reaches upscale, affluent, educated, eco-conscious consumers who are values-driven purchasers seeking products and services that will enhance their lifestyle.

## Age

19% .....18-34    24%..... 35-44

24%..... 45-5    43%..... 55+

Average Age...40+

## Education

7%.....Doctorate

21%..... Masters

42%..... Bachelors

24%..... Associate/Some College

6%.....Other

**92% take at least one international trip per year**

## Household Income

79%.....\$129,000    11%.....\$130,000–\$200,000

9%.....\$200,000+    Average HHI...\$149,000

**83% choose travel packages based on wellness options**

## Activities

49%.....Sports / Hiking / Walking

42%.....Meditation / Wellness

**79% choose *Global One* as their favorite magazine to spend time with**

## Favorite OSM Categories

58%.....Food /Cuisine

56%.....Women / Men / Relationships

56%.....Health / Wellness / Meditation

30%.....Travel / Destinations

27%.....Tips / Trends

43%.....Home / Lifestyle

40%.....Fashion / Retail / Style

67%.....Automotive / Transportation

25%.....Life / Career

\*These results are based on our in-house subscriber surveys.



## POWERFUL CIRCULATION:

Readership: 1,830,000 approx.  
and growing

Subscriptions: 57%

Single Copy Sales: 33%

Cover Price: \$9.99

Collector's Edition Price: \$17.99

Annual Subscription: \$120.00





# ***Ella*** Magazine

## Publication Information

|                                |  |
|--------------------------------|--|
| Number of Print Editions:      | 6 per year plus 2 special edition issues     |
| Special Editions: (12 Options) | Automotive or Home or Travel or Fashion      |
| Format / Avg. Page count:      | Magazine / 98 through 150 pages              |
| Circulation Cycle:             | Quarterly                                    |
| Ownership:                     | Global One Magazine, Inc.                    |
| Digital Year Established:      | 2018 Worldwide                               |
| Print Publication Established  | 2020 City / Regional / National Magazine     |
|                                | 76% controlled / 12% Paid / 12% Sponsor Paid |
| Content:                       | 45% Advertising / 55% Editorial              |
| Primary Delivery Methods:      | Digital / Social Media /Print / Delivery     |



# ***Ella*** Magazine

## Audited Media Platforms:

|  |                             |
|--|-----------------------------|
| Average quarterly readers (print)        | 830,752+ (Print Edition)    |
| Average net circulation (print)          | 1830,752+ (Digital Edition) |
| Average monthly unique visitors (online) | 545,239+                    |
| Average monthly page views (online)      | 1,275,000+                  |
| Average unique mobile visitors           | 128,345+                    |
| Average website unique users:            | 800,690+                    |
| Average social visitors combined         | 860,000+                    |

Sources: Digital: ComScore  
(Demographic Profile Report, July 2020)  
Print: MRI Spring 2020  
AAM Publisher's Statement June 2020



Ella Magazine is not judgmental. We do not take sides with moral issues. We are only advising.

Ella Magazine is not just a catalogue. We are about what matters most at a certain stage in your life.

Ella Magazine is not just a magazine. It's a way of life, attitude, experience, and spirit. Its for women who want to live by their words.

A woman with dark hair pulled back, wearing a vibrant, multi-colored dress with a geometric pattern of red, yellow, and blue sections. She is standing on a white surface, leaning against a stack of white rectangular blocks. She is holding a white bag with a red and black patterned strap. The background is a plain, light gray wall.

# *Elia*

**RATE CARD 2022**

## PRINT MAGAZINE 4 COLOR ADS - WINTER, SPRING, SUMMER, & FALL

| FOUR COLOR          | 1X         | 2X         | 3X         | 4X         |
|---------------------|------------|------------|------------|------------|
| Two Page Spread     | \$340,500. | \$320,500. | \$310,500. | \$290,500. |
| Full Page w/bleed   | \$300,500. | \$270,500. | \$250,500. | \$230,500. |
| Full Page           | \$240,000. | \$220,000. | \$200,000. | \$180,000. |
| 1/2 PG (horizontal) | \$190,500. | \$170,000. | \$160,000. | \$140,000. |
| 1/2 PG island       | \$150,500. | \$140,500. | \$130,500. | \$120,500. |
| 1/4 PG (horizontal) | \$110,500. | \$100,000. | \$90,000.  | \$70,000.  |
| 1/5 Vertical        | \$ 80,500. | \$60,500.  | \$50,500.  | \$40,500.  |

| Premium AD Positions      | 1X           |
|---------------------------|--------------|
| Both Front & Back Covers  | \$ 1,980,000 |
| Front Cover               | \$ 575,500   |
| Inside Front Cover        | \$ 440,000   |
| Inside Front Cover + 1 PG | \$ 780,000   |
| Central DBL Spread        | \$ 700,000   |
| Back Cover                | \$1,650,000  |
| Inside Back Cover         | \$ 495,000   |

|                              |            |
|------------------------------|------------|
| RHP* Opposite Cover Stories  | \$ 450,000 |
| RHP* Opposite Contents       | \$ 450,000 |
| RHP* Opposite Masthead       | \$ 485,000 |
| RHP* Opposite Editors Letter | \$ 465,000 |
| RHP* Opposite Food / Flavor  | \$ 455,000 |
| RHP* Opposite Centered       | \$ 465,000 |
| RHP* Opposite Health         | \$ 455,000 |
| RHP* Opposite Travel         | \$ 455,000 |
| RHP* Opposite Automotive     | \$ 450,000 |

*\*Right hand pages*

### SPONSORED PRODUCT SPOTLIGHT

Includes product name, 30 words of descriptive text, product image and URL to website

**Rate** \$495 per spotlight



#### PRODUCTION DETAILS

Trim Size: 8 1/4 x 10 7/8

Binding: Perfect Bound

Paper: 60# matte (body)

Estimated Distribution 1,300

### CREATIVE SERVICES

#### A. AD RESZING:

Native ad files and creative assets must be provided.

Rate \$150 per ad

#### A. CUSTOM AD CREATION:

Print & Website Banner Ads

### Deadline Day and Time:

January / February / March

April / May / June

July / August / September

October / November / December

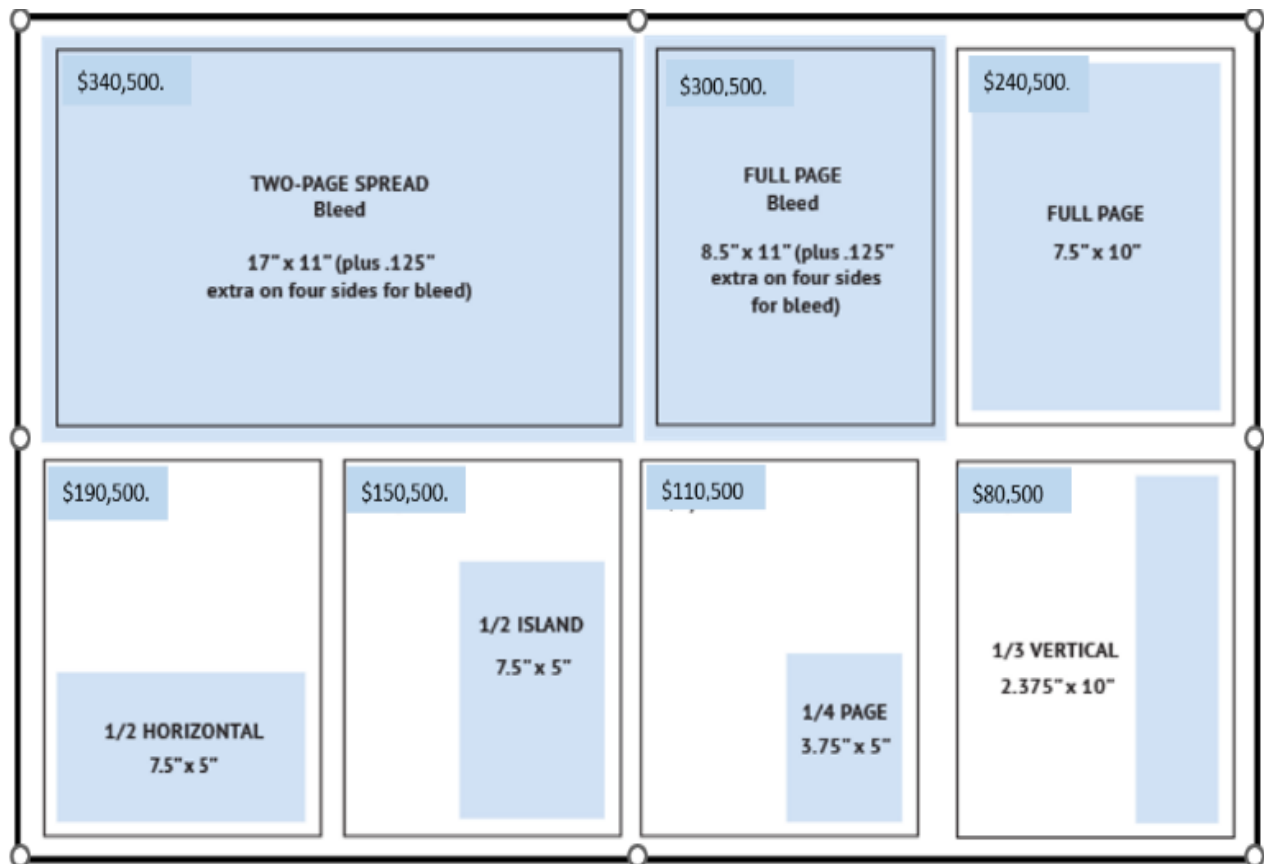
Due November 1, by 5 PM

Due March 1, by 5 PM

Due June 1, by 5 PM

Due September 1, by 5 PM





## SPECS MECHANICAL SPECIFICATIONS & REQUIREMENTS

The following information specifies the size and type of file formats, proofs, and media we accept, general guidelines and contact information. Printed offset; perfect-bound.

Please confirm due dates in advance of advertiser/agency/engraver production planning. All materials should be uploaded into [globalonemagazine@gmail.com](mailto:globalonemagazine@gmail.com), in PDF format no later than the closing dates unless you have been given an extension by Ad Department.

All extensions must be confirmed in writing. Extensions are given for individual advertisers on a per issue basis. If you are in doubt about an extension, please call your account representative ASAP. Virtual proof technology is used following SWOP standards utilizing TR005 output profile. Color guidance proofs are no longer required.

### AD SIZE MEASUREMENTS

| Page Size   | Bleed                            | Live / Safety  | Trim    |
|---|----------------------------------|----------------|---------|
| 1/3 Square  | 5.25" x 5.25"                    | 4.5" x 4.5"    | 5" x 5" |
| 1/6 Vertical  | N/A                              | 2.25" x 4.875" | N/A     |
| Spread  | 16.25" x 10.75" 15" x 10"        | 16" x 10.5"    |         |
| 1/2 Hor. Spread   | 16.25" x 5.375" 15.25" x 4.625"  | 16" x 5.125"   |         |
| Checkerboard  | 4.1875" x 5.25" 3.3125" x 4.875" | N/A            |         |
| Gutter Safety is 0.25" on each side (0.5" in total) Page Size Bleed Live Safety |                                  |                |         |



|                |                 |                 |                  |
|----------------|-----------------|-----------------|------------------|
| 2 Page Spread  | 17" x 11" .125" | 16.5" x 10.5"   | <b>Non-Bleed</b> |
| Full Page      | 8.25" x 10.75"  | 7" x 10"        | 8" x 10.5"       |
| 2/3 Vertical   | 5.25" x 10.75"  | 4.25" x 10"     | 5" x 10.5"       |
| 1/2 Vertical   | 4.125" x 10.75" | 3.75" x 10"     | 3.875" x 10.5"   |
| 1/2 Horizontal | 8.25" x 5.375"  | 7.125" x 4.625" | 8" x 5.125"      |
| 1/3 Vertical   | 2.875" x 10.75" | 2.125" x 10"    | 2.625" x 10.5"   |

## SPECS

**PUBLICATION TRIM SIZE: 8" X 10.5"**  
**(allow 0.5' safety from trim for live matter)**

### GUTTER SAFETY

Headlines/Body Text—0.25' each side of gutter, to provide 0.5' total separation for spreads

Mirror Images: No mirror images in spread without prior approval.

### FILE FORMATS ACCEPTED

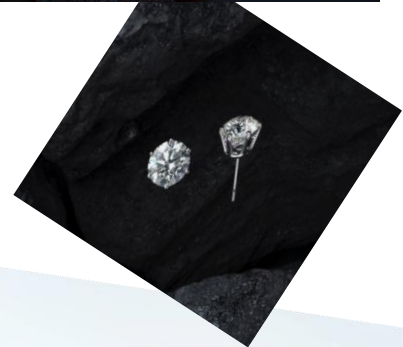
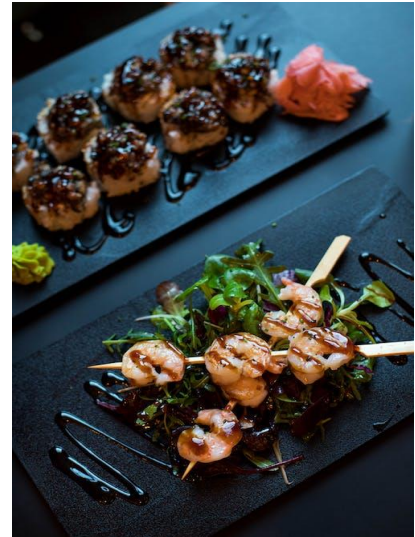
Digital File Type: PDF ONLY. All digital files must conform to SWOP Specifications.

Please confirm due dates in advance of advertiser/agency/engraver production planning. All materials should be at our office no later than the closing dates unless you have been given an extension by Ad Services.

All extensions must be confirmed in writing. Extensions are given for individual advertisers on a per issue basis. If you are in doubt about an extension, please call your account representative ASAP. Virtual proof technology is used following SWOP standards utilizing TR005 output profile. Color guidance proofs are no longer required.

**INSERTS** Mechanical information and rates for inserts and booklets should be obtained from Publisher before printing. Supplied insert orders must be received 2 weeks prior to ad close and We-Print orders must be received 5 weeks prior to ad close. For Questions on Material Extensions, Run-of-book Ads, Technical Questions On File Format, Specs, Ad Portal, and Supplied Inserts.

Please Contact Ella Patterson 972-765-1735



# Rates

## NON-COMMISSIONABLE FEES

Please call for quote on A/B copy splits.

- Fifth Color: \$1,700 net
- Fifth Color with metallic ink: \$2,400 net
- Advertisers with on-page coupons are not eligible for covers.

## MECHANICAL REQUIREMENTS

- **Method:** Printed web-offset (wet).  
Perfect-bound.
- **Closing Dates:** All closing dates are for receipt of materials to the ad portal.
- Digital ad files are archived for six months and then destroyed.

# DISCOUNTS

## Commission and Cash Discounts:

15% commission to recognized agencies.

Net 20 days. Cash required with order unless credit has been established prior to issue closing date.

NOTE: Production premiums are non-commissionable

## PUBLISHER'S DISCOUNT

Any national publisher of magazines or books is eligible for a discount of 10% for 1 to 5 pages and 15% for 6 or more pages.



# Editorial Calendar & Closing Dates

## WINTER

**JANUARY / FEBRUARY / MARCH**

**INNOVATION / WELLNESS / CULTURE**

AD CLOSE: December 1

ON SALE: January 1

## SPRING

**APRIL / MAY / JUNE**

**STYLE / TRAVEL**

AD CLOSE: March 1

ON SALE: April 1,

## SUMMER

**JULY / AUGUST / SEPTEMBER**

**MIND / BODY / SPIRIT / SPA**

AD CLOSE: June 1

ON SALE: July 1

## FALL

**OCTOBER / NOVEMBER / DECEMBER**

**HOLIDAYS / HOME / FAMILY**

AD CLOSE: September 1

ON SALE: October 1

### Deadline Day and Time:

January / February / March

Due November 1, by 5 PM

April / May / June

Due March 1, by 5 PM

July / August / September

Due June 1, by 5 PM

October / November / December

Due September 1, by 5 PM

Editorial calendar subject to change

<http://www.globalonemagzine.com/mediakit>







## Advertising Opportunities

**GLOBAL ONE** offers full calendar of multi-platform programs and experiential opportunities that provide a deep consumer connection that can help your brand influence what millions of consumers must have now.

**For more information, please contact your GLOBAL ONE Partnership Director.**

## Ella PRINT / DIGITAL:

**Rate Base: 1,130,000**

Newsstand: 129,000

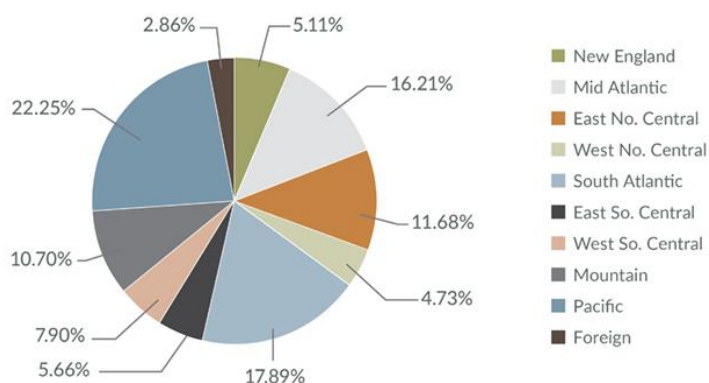
Subscription: 1,130,000 (includes print and digital)

Print Readership: 1,330,000 (4.5 readers per copy)

Digital Viewership: 1,300,000+

News In-flight Distribution (International): 800,000+

**TOTAL OVERALL READERSHIP: 1,880,000**



**We are globally distributed CONSTANTLY expanding nationally. We are currently sold Alabama, Arkansas, California, Colorado, Delaware, Florida, Georgia, Illinois, Indiana, Kansas, Louisiana, Michigan, Missouri, Nebraska, Nevada, Ohio, Oklahoma, Pennsylvania, South Carolina, North Carolina, Tennessee, Virginia, Washington, West Virginia, Wisconsin, Wyoming**

## DIGITAL OPPORTUNITIES

Globalonemagazine.com offers custom solutions through our strategic and creative advertising opportunities:

- Editorial Alignment
- Native Integration at Events
- Video, Digital and Social Executions
- Mobile and Social





# Advertising Contacts

## SALES TEAM

E. Marie Jones  
President of Travel and Destinations  
(972)-765-1735

Felicia Brown  
Sales - Cuisine, Food and Beverages  
(972) 765-1735  
[globalonemagazine@gmail.com](mailto:globalonemagazine@gmail.com)

Video Ads / Website  
Phazz Nation  
214-326-1296

Knowledge Concepts  
Sales  
214-854-1824  
[Martyp3@gmail.com](mailto:Martyp3@gmail.com)



# MAGAZINE ADVERTISING TERMS / CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Ella Magazine (the “Magazine”) published by Global One and Ella Magazine Communication Inc. (the “Publisher”).

1. Rates are based on average total audited circulation, effective with the issue dated January - December 2022. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine’s advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.
2. The Magazine is a member of the Circulation Verification Council (“CVC”). Total audited circulation is reported on an issue-by-issue basis in Publisher’s Statements audited by CVC. Total audited circulation for the Magazine is comprised of paid plus verified.
3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, **unless the advertiser explicitly, in writing, opts-out of running in the digital edition, either on the insertion order or via email**, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser’s ad placement will no longer be deemed a “full-run” buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for credits and may not be considered for premium placement). If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

The digital edition of the magazines may be viewed in one of two formats depending on the storefront (i.e., App Store, Google Play, Amazon, Apple News+, etc.): (i) a digital replica of the print version, which is an exact reproduction of the design and content of the print version of the magazine; or (ii) a digital replica of the print version combined with a touch-activated “reader view,” which allows the user to scroll the article text. Please consult a magazine representative for details of format availability.

Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital edition. These include, but are not limited to, special units such as pop-ups, scent strips, die cuts, special effects, and business reply cards. Please consult a magazine representative for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may appear in one of two formats: (i) print replica, where the page on screen looks exactly like the advertisement appearing in the print edition; or (ii) custom design, where the same creative has been reformatted and resupplied for optimal reading on a digital device and/or platform.

Qualifying advertisements running in the digital edition of the magazine will automatically run in a print replica format. If an advertiser wishes to include its qualifying advertisement for the digital edition in a format other than print replica, it must indicate so prominently on the insertion order by the ad close date. Custom designs may not be available on all platforms or devices. Please consult a magazine representative for details.

URLs featured in advertisement print creative are not currently activated in the digital edition. Please consult a magazine representative for further details on URL activation.

4. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

5. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

6. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

7. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted, and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats, and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or

misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

8. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

9. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

10. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the digital edition as they appeared in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the digital edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

11. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.



13. Invoices are rendered on or about the subscriber mailing date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined, and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

14. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

15. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

16. Neither creative fees nor special advertising print production premiums earn any discounts or agency commissions.

17. Publisher reserves the right to modify these terms and conditions. These Advertising Terms and Conditions were issued January 1, 2020.

## **POSITIONING GUIDELINES / GUARANTEES**

- If a position has been guaranteed, an insertion order or letter of intent must be received by the ad close date in order to hold that position. Positions not confirmed by their scheduled date will be released and positioning will need to be re-negotiated.
- Percent of book - guarantees are calculated using the total book size. This includes 4 pages for the covers.
- 1st in Category - Ella Magazine does NOT guarantee 1st in category.

## **POSITIONING FOR RUN OF BOOK ADS / WITH SPECIAL REQUIREMENTS**

- **Fractional ads** - are not guaranteed placement. They are only guaranteed edit equivalent to their size (i.e., half page advertiser is guaranteed no more than a half page of edit).
- **Spreads** - are not guaranteed edit in OR out unless previously negotiated.
- **Regional ads** - are not guaranteed placement. They may be opposite full or partial edit and must be RHP/LHP flexible.

- **Disclaimers** - are not guaranteed edit and will run opposite a promotional page, house ad or PSA.
- **Multi Product ads** - advertisers with multiple products within their creative will not be guaranteed positioning.
- **Advertorials** – Advertorials should be a 1:1 ratio and must run opposite their brand ad  
Advertorials and promo pages are not guaranteed positioning  
Edit in or out is not guaranteed for any advertorial unit
- **Coupon Advertisers** - If an advertiser's creative has a coupon or any kind of cut-out; all positioning guarantees will be re-negotiated.
- **Inserts:**

Insert positioning is unique to the type of insert it is and will be guaranteed placement as follows: 1st, 2nd, or 3rd Non-Scented Insert or 1st, 2nd, or 3rd Scent strip etc. \*Note that a scent strip guaranteed 1st scent strip may have a non-scented insert run prior and vice versa. — Scent Strip positions are NOT grandfathered and do not automatically carry over from year to year. inserts are guaranteed edit in only. A promotional page, house ad or PSA will lead out of the insert.

## SEPARATION

- **Insert separation**
- Ella Magazine does not guarantee separation from inserts. Any request must be made prior to positioning guarantee and may affect positioning.
- **Competitive separation** will be waived for all positions within the 1st 10% of book. We can only guarantee that the competitive products will not touch. Six pages of product to product (i.e., lip to lip) separation will be provided in the balance of the book with the exception of hair advertisers.
- **Hair advertisers** will only be guaranteed 3 pages of competitive separation. The separation is only from like product to like product i.e., hair color to hair color, relaxer to relaxer.
- **Multi product ads** – Single product advertisers are not guaranteed competitive separation guarantee from multi product ads. § Multi product ads are not guaranteed competitive separation for the products on their page.
- **Promotional pages** – There is no competitive separation from the products or logos listed on promotional pages

- **Advertiser logos** – there is no competitive separation from advertiser logos that appear on an advertisement

## **CREATIVE APPROVAL**

- Advertiser creative is subject to Publisher and Editorial Approval.
- Ella Magazine reserves the right to request that an ad be moved due to creative conflicts or if the advertiser's product is featured on the opposite page.
- Comparative ads are subject to Ella Magazine Comparative Ad Policy.

## **COVERS**

- Cover upgrades are a one-time only offer and do not carry over from year to year.
- If a franchise advertiser passes on a cover 2 years in a row Ella Magazine reserves the right to release the cover.

### **FAQs**

How do I know my ad has been placed?

Once the advertisement is printed in Ella Magazine, copies of Ella Magazine are sent to the client within one working week.

When do I get the Hard copy of Ella Magazine?

Within 10-12 days of publishing Ella Magazine, you will likely get the Hard Copy on request.

Contact: **PATTERSON, PUBLISHER**  
972-765-1950

<http://www.globalonemag.com>

<http://www.globalonemag.com/mediakit>

[https://issuu.com/globalonemagazine/docs/media\\_kit\\_global\\_one\\_2020\\_xo\\_july\\_30](https://issuu.com/globalonemagazine/docs/media_kit_global_one_2020_xo_july_30)







# *Ella*

Do you have a product or story to tell,  
if so contact Ella at [ella.@globalonemag.com](mailto:ella.@globalonemag.com)

972-75-1970



Our Sister Magazine so that you'll have choices.

TEACHING OUR CHILDREN TIME MANAGEMENT

# Global One

A New Magazine from  
**Ella Patterson**  
September / October 2020

FOOD  
CULTURE  
& HEALTH  
P. 30

DRINKING  
WINE  
STARTS  
WITH YOUR  
EYES  
P. 43

TRAVELING  
WITH  
DENELLA  
P. 53

PROTECTING  
CHILDREN  
DURING  
COVID 19  
P. 85

## Celebrating Women



# Global One

Spring 2021

## Special Automotive Edition



45 Cars Women  
Love To Drive

Road Trip Foods

12 Great Texas  
Road Trips

17 Roads With  
Twists, Turns,  
Hills & Curves



Automotive • Test Drives • Travel • Roads • Road Trips • Foods

Culture • Conscious • Connections

# Global One

SPRING

Celebrating A Series of Beautiful Journeys

MAGAZINE

## YOUR SERENITY

Happiness for Inner Peace

MEET COMPOSER  
VICTOR 'PHAZZ' CLARK

THE ABSENT FATHER  
EFFECT ON HIS SONS

WOMEN & WEED  
WEED, FOOD, & WINE  
CULINARY STYLE

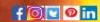
LORENZO VIGIL'S  
ADVENTURE TRAVELS

JOE BIDEN  
MAKES SYMBOLIC  
CHANGES

AFRICAN INFLUENCE  
ON AMERICAN CULTURE

ENTREPRENEURS  
HOW FOUR BUSINESSWOMEN  
ARE MAKING IT WORK

TEXAS HIGHLIGHTS  
THE LOVE OF DALLAS



Lifestyles • Travel • Destinations • Foods • Drinks • Auto • Wellness • Home • Fashion

# Global One

SUMMER

## Cozy Places & Spaces

Creating Your  
Prayer Corner

How To Really Get  
Your Groove Back!

Delicious Food  
Recipe's

Easy Cocktails  
& Fresh Brews

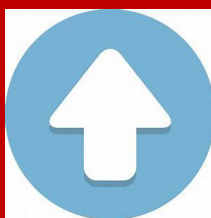
Lorenzo's  
Adventure Travels

Automotive Reviews

Tips for Cozy  
Places & Spaces



Lifestyle • Travel • Home • Food • Cuisine • Drinks • Automotive • Beauty • Wellness • Fashion



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### **Custom Book Project Services (CBPS)**

CONTACT PATTERSON  
136 S. LAUREL SPRINGS DR.  
DESOTO, TEXAS 75115  
972-765-1950  
.kces@gmail.com

### **INSTAGRAM**

foodanddrinks - ( Patterson)  
RealPatterson - (cars\_travel\_leisure)  
PattersonBooks - ( Patterson)

### **WEBSITES**

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