

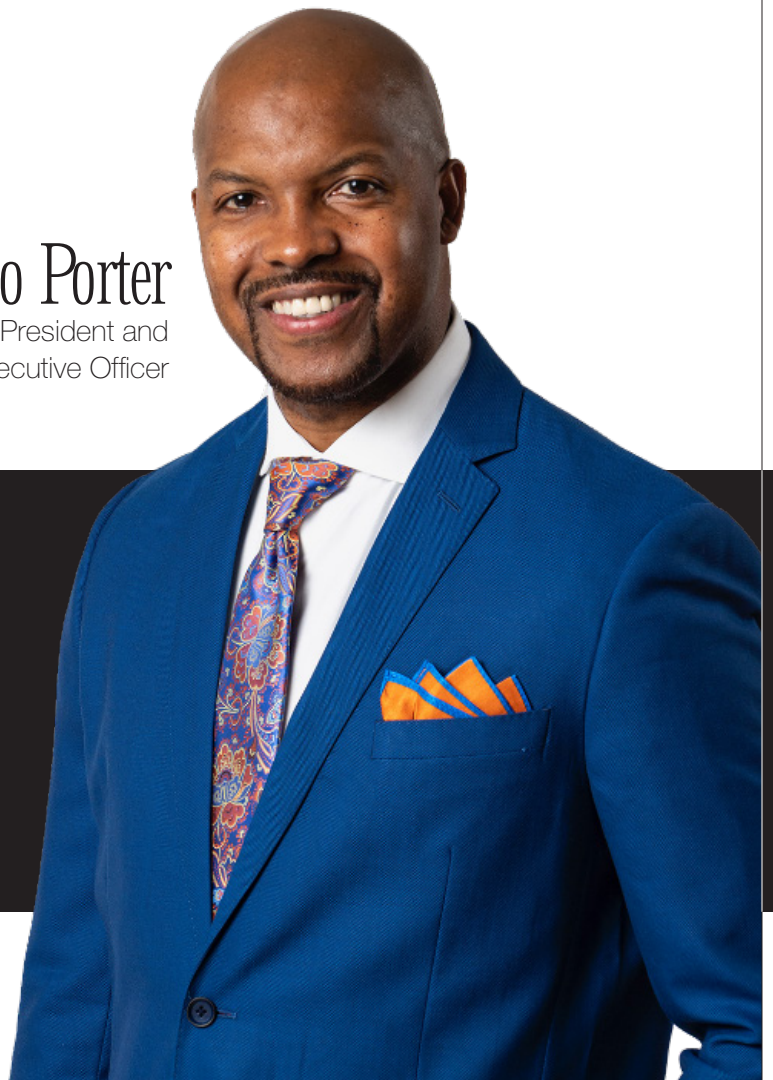
CORE MAGAZINE

CHAMPIONS OF REAL EXCELLENCE

Business | Philanthropy | Sports | Leadership | Marketing

Bo Porter

Founding President and
Chief Executive Officer



PUBLICATIONS

Winter: January 1st Quarter
Spring: April 2nd Quarter
Summer: July 3rd Quarter
Fall: October 4th Quarter

PUBLISHER@CORE-MAG.COM

About the Magazine

CORE Magazine provides its readers a unique blend of professional expertise, inspirational and motivational profile stories, in-depth analysis, and high standard trusted brand advertisements that save our readers money and enhance their professional growth. CORE Magazine is a quarterly digitally-based publication provided for subscribers and print on demand. Founding President Bo Porter is a strong advocate for philanthropy and community engagement and therefore he's committed to donating 10% of the magazine's annual income to non-profit organizations.

Reach a Captive Audience

CORE Magazine's target based subscribers will include but is not limited to corporate executives, professional athletes, sports fans and growth mindset leaders. The CORE Magazine platform will also be a marketing hub to promote brand awareness among these professionals. CORE Magazine will be distributed quarterly in full color both in print and digitally among various business sectors from top fortune 500 company executives to law offices, high traffic medical waiting rooms and professional sports teams. Circulation will reach beyond subscribers to include individuals who follow nominees chosen for our featured stories. This influence will attract the attention of customers and clients that patronize and support highlighted companies and the executives that lead them. This vast list of readers will include but not limited to groups such as:

High Level Professionals

- Presidents
- Professional Athletes
- Chief Executive Officers
- Chairmen
- Principals
- Partners
- Chief Financial Officers
- Chief Operation Officers
- Executives
- Senior Vice Presidents
- Vice Presidents
- Directors
- Fashion Designers
- Interior Decorators
- Executive Search Firms
- Real Estate Agents

Business Sectors

- Professional Sports Organizations
- Medical facilities (private doctor offices, hospitals, physician groups)
- Developers and construction companies
- Brokerage firms, law offices and other intermediaries
- Financial institutes (banks, trust companies, life insurance, etc.)

CORE Magazine Sponsorship and Featured Stories

Businesses have the opportunity to sponsor cover and feature stories. CORE Magazine will release the names and storylines to all subscribers at least 8 weeks before the publication releases. Here are our sponsorship levels:

Sponsorship Level	Rate	Description
Presenting	\$50,000	Includes a Cover Story Sponsorship, Full page ad, Full Page ad in 4 additional publications, a Tier-1 Gala event package, Press Release and Marketing E-Blast
Platinum	\$30,000	Includes a Feature Story Sponsorship, Full page ad, Full Page ad in 2 additional publications, a Tier-2 Gala event package, Press Release and Marketing E-Blast
Gold	\$15,000	Includes a Feature Story Sponsorship, Full Page ad, Full Page ad in 1 additional publication, a Tier-3 Gala event package, Press Release and Marketing E-Blast

CORE Magazine will publish featured stories that include educational, inspirational, motivational and empowering articles from industry experts and contributors on business, sports, leadership, philanthropy and upcoming events. Featured stories will include:

- Ball2Business Profile Story
- ME2me (A Letter to my younger self)
- Champions4Causes
- Champions Digest (Book Club)
- A.P.EX. Awards (At the Pinnacle of EXcellence)

Our second, third and fourth editions will feature nominees for our A.P.EX. awards. A.P.EX. award recipients exemplify the highest quality by CORE Magazine standards in their respective fields. Voting for A.P.EX. of the Year Nominees begins between October and the first week of December. The annual A.P.EX. of the Year Awards will be issued in (3) categories: Sports, Business and Leadership. The top nominees in each category will be honored and featured in the first edition each year.

Social Media Platforms Rates and Sizes

Ad Size	Position	Rate	Dimensions
Leaderboard:	Top-of page	\$125 per month	728 x 90
Half Page:	Right Column	\$150 per month	400 x 267
In-Copy:	Box Center of page	\$125 per month	728 x 90

Web Advertising Digital File Requirements

File size limit:	50k
Looping restrictions	unlimited
Supported file types:	created by advertiser
Static Retype:	.jpg or .git
Animated Retype:	git, html

Contact us if your preferred content format is not listed here.

NOTE: Please provide a destination URL with all digital file submissions.

In today's digital world, social media has become part of our everyday existence. CORE Magazine recognizes the importance of a social media presence. Through our social media, we share CORE feature stories, events, and information about our advertising partners and so much more. Follow us on our social media channels and stay informed and connected.

Business Directory

CORE Magazine website business directory creates an easy to navigate direct link to your business. When you advertise in CORE Magazine you can request to be added to the business directory at no additional fee.

Events

CORE Magazine website also includes an event directory, if your business is sponsoring an event, please contact us to add your event to our directory.

Ad Size / # of Issues	1X	2X	3X	4x
Full Page	\$3,000	\$5,500	\$7,750	\$10,000
1/2 Page	\$1,500	\$2,750	\$3,775	\$5,000
1/3 Page	\$1,000	\$1,850	\$2,750	\$3,250
1/4 Page	\$850	\$1,600	\$2,500	\$3,100
Inside Front Cover	\$4,000	7,500	\$10,750	\$13,500
Inside Back Cover	\$4,000	\$7,500	\$10,750	\$13,500
Outside Back Cover	\$5,000	\$8,950	\$13,450	\$17,500
Center Fold	\$1,500	Premium added to selected plan		
Pages 1–5	\$250	Premium added to selected plan		



Requirements for Advertising Material

CORE Magazine will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digital:

- Please adhere to the live area space as stated
- We will ONLY accept PDFX-1a files (ensure that files are 300 dpi)
- Images should be a minimum resolution of 300 dpi at 100% size
- Do not use spot colors or RGB art. Convert all colors to CMYK. Keep any black/gray type as one color black
- Type should be a minimum of 8 point. Reverse type less than 10 point is not suitable for reproduction
- CORE Magazine is not responsible for reproduction of type sizes smaller than those mentioned above
- Ink density of all four process colors must not exceed 300%

Camera ready ads specifications acceptable formats:

- PDF, jpeg, and tiff
- All camera ready ads must be 300 dpi
- All non-bleed ads must have borders on all sides
- Please do not add crop marks to submissions

All ADS must be built to specifications below:

- PDF is the preferred format for ad submission
- All high resolution images and fonts must be embedded into the PDF when saved
- Do not use cropped marks that are visible on the final ad
- When built to size, we will position based on dimensions
- Create high resolution PDF
- View final PDF and make sure all elements are correct

JPEG/TIFF Specifications

- Image must be flattened and contain no layers
- Image must be 300 DPI at 100% trim size
- Image must be CMYK

Sending materials

- Submit files via email if the file is under 10MB. If over 10MB, please arrange with your Ad Rep to upload your file to an FTP site
- All ads must include crop marks.
- Crop marks should have an offset of 1/4" (18pts) beyond trim
- All ads with bleed must have 1/8" bleed on all four sides
- CORE Magazine reserves the right to add keyline to floating ads to differentiate them from editorial
- CORE Magazine reserves the right to refuse any or all copy deemed by CORE Magazine to be unsuitable
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against CORE Magazine because of such content
- We do not guarantee an exact color match, slight variations may occur

2020 PUBLISHING SCHEDULE



Q4

Advertising Closing:
August 29, 2020

Material Deadline:
September 8, 2020

Publish Date:
September 29, 2020

2021 PUBLISHING SCHEDULE



Q1

Advertising Closing:
November 29, 2020

Material Deadline:
December 8, 2020

Publish Date:
December 29, 2020

January–March

- A.P.EX. Feature Stories (3x)
- New Year's
- MLK Day
- Super Bowl
- Black History Month
- Valentine's Day
- Spring Break
- MLB Spring Training
- MLB Hall of Fame Class Announced
- NBA All-Star Game
- March Madness
- NFL Playoffs
- BCS Playoffs / National Championship

Q2

Advertising Closing:
February 21, 2021

Material Deadline:
March 9, 2021

Publish Date:
March 30, 2021

April–June

- A.P.EX. Feature Stories (3x)
- National Autism Day
- MLB Opening Day
- Jackie Robinson Day
- NFL Draft
- Mother's Day
- Father's Day
- High School Proms
- Graduations
- College WS
- MLB Draft

2021 PUBLISHING SCHEDULE



Q3

Advertising Closing:
May 30, 2021

Material Deadline:
June 9, 2021

Publish Date:
June 30, 2021

July–September

- A.P.EX. Feature Stories (3x)
- MLB All-Star Game
- MLB Hall of Fame
- Summer Vacation
- Back to School
- NFL Kickoff
- NCAA Kickoff
- Trade Deadline

Q4

Advertising Closing:
August 29, 2021

Material Deadline:
September 8, 2021

Publish Date:
September 29, 2021

October–December

- A.P.EX. Feature Stories (3x)
- Thanksgiving
- Christmas
- NBA Tip Off
- MLB Playoffs
- World Series
- MLB Winter Meeting
- NFL Playoffs

CORE MAGAZINE

CHAMPIONS OF REAL EXCELLENCE

Business | Philanthropy | Sports | Leadership | Marketing

phone: 832-799-3564 | Website: www.CORE-Mag.com | Email: marketing@core-Mag.com

Address: P. O. Box 16751, Sugar Land, TX 77496

Added Bonus Exposure

Print on demand copies of the magazine will be available to the targeted market places of those covered in our featured stories. We project to sale over 1000 printed copies per each issue.

Bo Porter

Founding President and Chief Executive Officer

Direct: 832-799-3564

Email: bo@boporterenterprise.com

Speaking Engagements: pr@boporterenterprise.com

Website: www.boporterenterprise.com

