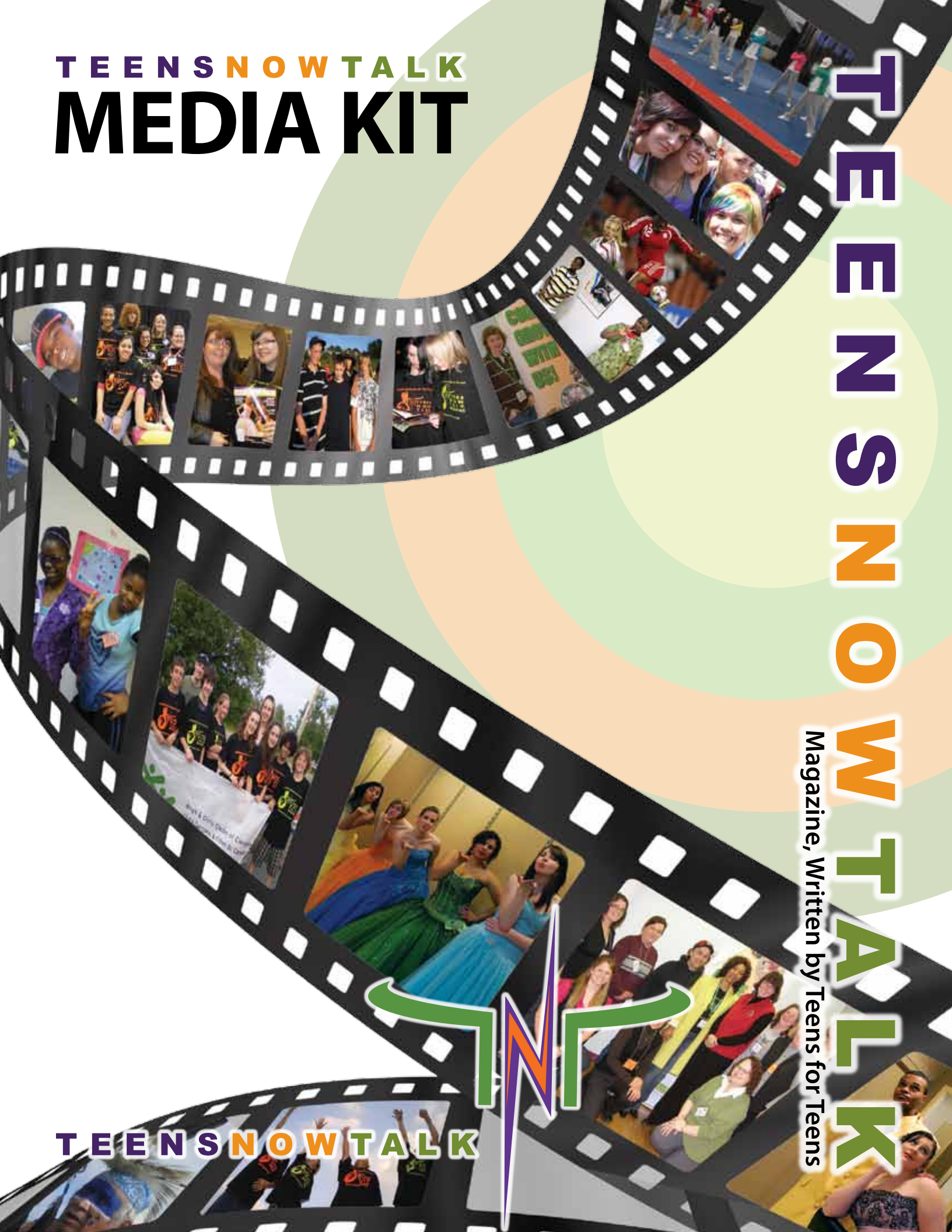


TEENS NOW TALK
MEDIA KIT

TEENS NOW TALK

Magazine, Written by Teens for Teens

TEENS NOW TALK





TEENS NOW TALK
The Magazine Written by Teens for Teens

Teens Now Talk (TNT) magazine is the only magazine written by teens for teens. It captures the respect and admiration of the hard to reach teen demographic, as well as their curious parents and educators throughout Nova Scotia, Atlantic Canada and beyond.

**BE SEEN,
BE HEARD,
BE THE VOICE**



TEENS NOW TALK
Magazine. Written by Teens for Teens

Teens Now Talk Magazine - (902) 492 2474 ext.1 - www.teensnowtalk.com

We love giving you exposure

TNT
TEENS
NOW
TALK

Extend Your Reach, Marketing Dollars and Exposure

What better place to be seen but in a magazine written and read by teens, supported by parents and used in classrooms by teachers?

Let us give you the exposure and reach you deserve

TNT is the explosive Halifax-based 64-page magazine written by teens for teens and their curious parents. Since 2007, our high-gloss quarterly magazine has been used as a powerful resource guide by teens, parents and teachers worldwide.

Now some TNT facts:

Before TNT, most businesses relied on newspapers as a way to reach their target market.

A TNT survey shows:

A TNT survey shows:

91% of teens ages 13 to 19 do not read the newspaper at home.

87% of teens have purchased magazines.

96% of teens have not purchased newspapers.

100% of teens think it is a good idea to promote your product, services or event in a magazine teens and their parents read.

Teens love to talk, and now you have the opportunity to have teens talk about your business. Extend your reach, maximize the value of your marketing, drive traffic to your location and heighten your exposure and brand awareness by being seen in the ideal publication, Teens Now Talk.

Benefits: TNT puts your message into the hands of thousands of readers and ignites action. We are actively involved in schools, community centres, teen events, and we place our advertising partners in a position to be seen and heard, allowing them to stand out from their competition.

Added Value: TNT advertising partners can also gain additional direct exposure through one or all of TNT's multi-dimensional campaigns campaigns, such as school visits, the TNT shopping card, the TNT calendar, TNT Expo and events, contests, press releases, our website and even radio and television exposure.

“

You know Teens Now Talk is hot when you just can't keep them in your waiting area. Lol!

”

– Sandra Parson – Gladstone Professional Centre

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Teen readers value TNT!

Quarterly Features

Spring:

Prom fashions, spring travel, new technology, colleges and universities

Summer:

Teen employment tips, beach fun, beauty and health tips, travel and camping guide

Fall:

Back 2 school fashion, gizmos and gadgets, Get Active Challenge, picking your college or university

Winter:

Holiday special, gift guide

Dynamite Sections in Every Issue

Threads N' Trends - The hottest in fashion, beauty, Gadgets & Gizmos, Fashion Warz

Treats N' Treadmills - Nutrition, fitness and health, Dear Diva

Travel N' Tourism - The best getaways for family, friends and school vacations

Think Green N' Think Global -

Teen solutions for the environment, culture and community awareness

Training N' Trophies -

Education, sports, young entrepreneurs, teen employment

Tunes N' Technology - Music, gaming, arts and entertainment, webspeak

Teen Writing - Poetry and short stories by teens, books and game reviews, Word on the Street

TNT Fun - Horoscopes, contests and quizzes, Embarrassing Moments

* Just like our powerful teens... issue features are subject to change.

TNT Readers Survey

* 90.2% of teens attending junior high and high school view TNT as an important tool to help give teens a voice and showcase Atlantic Canadian youth talent.

* 87.5% of teens said they use TNT as a resource guide to keep up with the current events and trends which relate to and are accessible to Atlantic Canadian teens.

* 94.4% of teens and parent readers want to see advertisements from their community and plan to support those who support their magazine.

* 92.2% of adults polled (parents, teachers, business owners, youth organization staff) recognize and support TNT. They also read it cover to cover and pass it along or recommend it to a teen.

* 87% of teens stated TNT will inform other teens, parents and teachers about what makes teens tick, while also inspiring and motivating teens to use creative writing and art as a form of healthy communication.

It is my pleasure to say thank you to Teens Now Talk. This format fills a giant gap in our community. It's a wonderful forum for teens, young adults and parents. As a businesswoman, I feel it's a breath of fresh air that teens have access to professionals with timely information they can use.

- Maureen Babin - Amarack Consulting

Reaching Today's Teens

Teens Now Talk (TNT) magazine is the only vehicle that reaches the majority of the teen audience ages 13 to 19 and their curious parents on a consistent basis.

Be Seen for more than one day!

TNT magazine is distributed across Atlantic Canada on over 300 newsstands, including Chapters, Coles, Wal-Mart, Lawtons, Co-Op and Superstores.

In addition (TNT) magazine is freely passed out to: over 50 junior high, high schools visits, trade show, youth summits and expos, parades, and community event throughout the four Atlantic Provinces.

Available in over 25 libraries:

Halifax Public Libraries
 East Hants Public Library
 Pictou Academy Library
 Sir Robert Borden Junior High Library
 Sherwood Park Education Centre – Sydney
 Polyvalente Des Îles – Îles de la Madeleine, PQ
 Library and Archives Canada – Ottawa
 Strathcona County Library – Strathcona, AB
 Olympus Jr. High Library – CA

Over 50 Teen groups and youth centres:

HRM School Youth Health Centres-20
 IWK Health Centre- Teen Lounge
 Phoenix House
 HRM Recreation Centres-29
 Boys and Girls Clubs
 Annapolis Valley Regional School Board
 South Shore Regional School Board

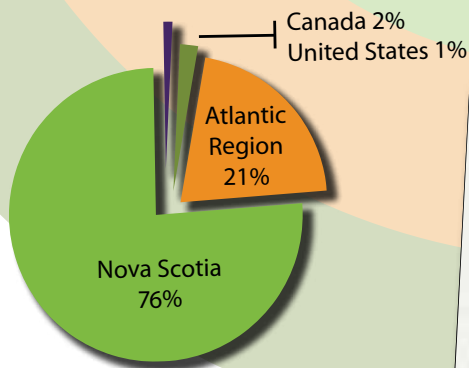
Over 60 public and private schools throughout Nova Scotia: see the full school list on pg 13, inside magazine

Newsstands

TNT is carried in over 300 newsstands including all Chapters, Lawton, Coles, Superstore, Lawtons and Co-op throughout Atlantic Canada.

TNT Subscriptions

Over 1500 homes, schools and business receive Teens Now Talk magazine delivered to their door. Now with TNT's Pay if Forward campaign, \$1 from every subscription will go toward helping teens and schools with school supplies.



“

Teens Now Talk is the leading selling local magazine in our location.

”

– Grant Rangers – Chapters, Global News Interview

“

Teens Now Talk magazine is one of the most sought after publications in school libraries throughout Canada.

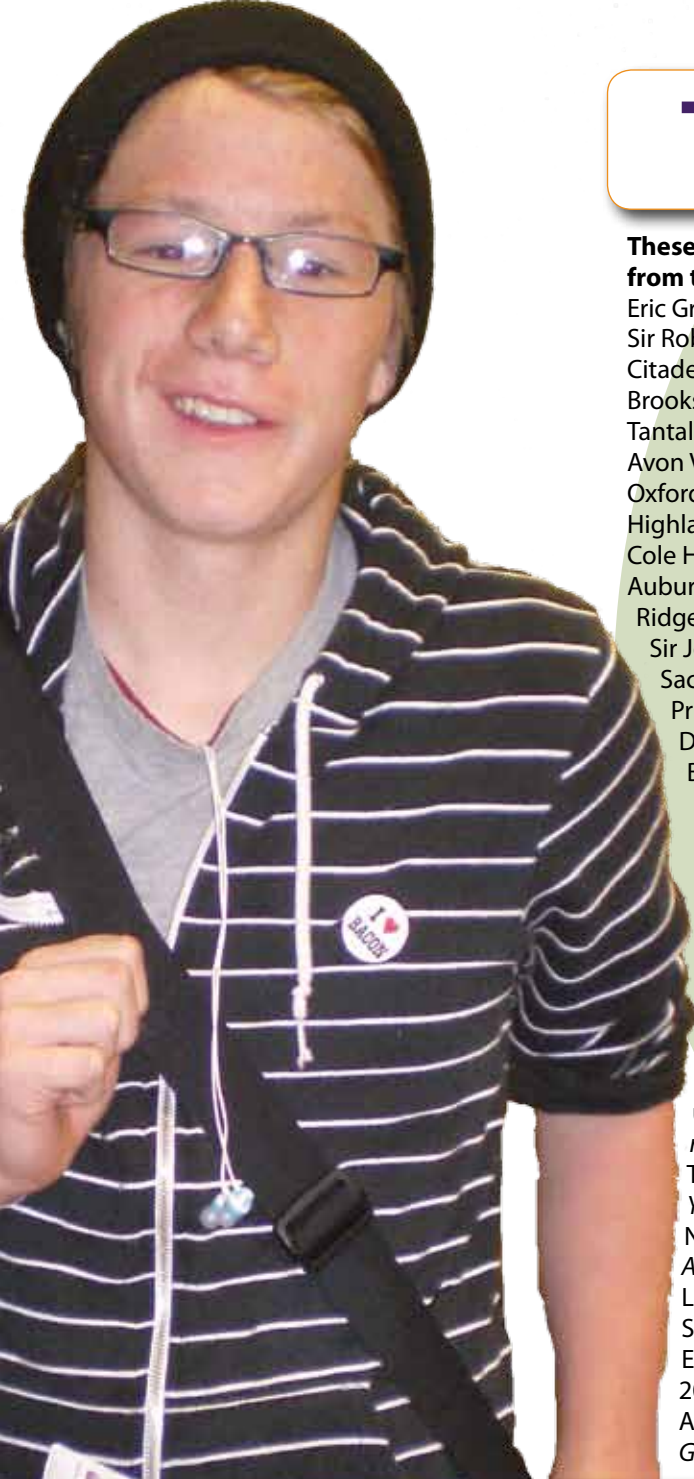
”

– Jill Clark



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The IMPACT of TNT!

These schools have requested visits from the TNT team:

Eric Graves Memorial Junior High School
Sir Robert Borden Junior High School
Citadel High School
Brookside Junior High School
Tantallon Junior High School
Avon View High School
Oxford School
Highland Park Junior High
Cole Harbour High
Auburn Drive High School
Ridgecliff Middle School
Sir John A MacDonald High School
Sackville High School
Prince Arthur Junior High School
Dartmouth High School
Bridgetown Regional High School
Sherwood Park Education Centre
Middleton Regional High School
Avon View High School
East Hants Rural High School
New Glasgow Junior High School
LaSalle Middle School, NY

TNT Accolades:

TNT placed fifth out of the 20 companies out to turn the world upside down – *Leaders of Tomorrow - Atlantic Business magazine*
TNT website #1 on Google and Yahoo search
Nomination: Top 50 CEO Award – *Atlantic Business Magazine*
Lieutenant Governor of Nova Scotia's Masterworks Arts Award.
Entrepreneur of the Year – *BBI*.
2011 Haliwards Winner
Accredited media – *2011 Canada Games*

TNT's Community Events:

TNT Teen Expo
Bullying T-shirt campaign
Neutral Zone – Teen dance
TNT Teen Shopping Card

TNT Team has been a special guest speaker to these groups:

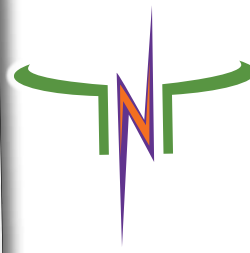
Peace Jam
Leaders of Today
Youthography Luncheon
4-H youth Summit
Chapter's Magazine signing event
Halifax West High School, Pink Day event
Oxford School Peace Day
Ridgecliff Middle School – Career Days
Madelyn Symonds Middle School
Sackville & Dartmouth Boys & Girls Clubs
Saint Mary's Youth Summit
Sir John A High – Teen Centre
Halifax Public Libraries teen reading week
HRM Recreation AGM
Black Business Initiative Summit
Business Is Jammin Youth Camps
HRM School Youth Health Centres
IWK Health Centre – Teen Lounge
HRM Recreation Centres
Free to be Girls Group

TNT – In Print:

Canadian Press – national coverage
Atlantic Business Magazine
Success Magazine
BBI Magazine
Masthead Magazine – TO
Eastlink Magazine (x 2)
Canadian magazine
Finally – Newfoundland
Chebucto News
Wayves Magazine
Snap

TNT – On Television and Radio:

CTV (x 6), Global (x 4)
Breakfast Television (x 4)
Metro News
Z103
The Bounce
CBC
CKDU-Dalhousie
Q104



TNT full coverage and links can be found at http://www.teensnowtalk.com/tnt/news/latest/tnt_press_releases.html

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Teens Now Talk is a powerful shout out for youth, capturing a wide range of teen voices and stories and celebrating youth achievement. Best of all, because Nova Scotian youth are involved in every aspect of the magazine: writing, photography, production, promotion, community events, TNT speaks directly to local teens. It's entertaining, informative, relevant and inclusive. Youth own it and want to be a part of it. What's not to love?

– Karen Dahl - Reg. Mgr. of Youth Services for Halifax Public Libraries

We love giving you exposure



Teens Now Talk magazine

- ★ Written by teens for teens
- ★ Designed to engage, educate and empower
- ★ Informs parents of today's issues and trends
- ★ Provides youth and businesses with a powerful voice and explosive exposure since 2007

TNT Readers

- ★ Youth 13 to 19
- ★ Male/female
- ★ Curious parents and teachers
- ★ Youth organizations
- ★ Business owners

TNT Distribution

- ★ Quarterly publication – March, June, September and December
- ★ Atlantic Canada
- ★ Online coverage – www.teensnowtalk.com
- ★ 4+ readers per copy + 40,000 readers per issue
- ★ Subscriptions
- ★ Schools and Libraries
- ★ Youth organizations
- ★ Community trade shows and events
- ★ 300 newsstands, including Chapters, Coles, Lawtons, Wal-Mart and Superstores

I was ecstatic to see a magazine that recognizes the diverse voices and life experiences of Atlantic Canadian teenagers! I couldn't wait to pass it along to the teachers at my school for its local and current content.

Donelda MacDonald,
Librarian,
Malcolm Munroe Memorial
Junior High School

Teens Now Talk is a great magazine that has captured the attention of our student body and is totally focused on teen issues that are of interest to youth in our city.

Joe Morrison – Principal of
Oxford Regional High School



Rates and Specifications

Advertising Rates

Save 20% when you purchase four consecutive ads
All rates are for full-colour advertisements

For full details, please enquire directly to
Teens Now Talk Magazine: (902) 492-2474, or by
email to teensnowtalk@eastlink.ca

Preferred Page Placement – add 10%
Payment required within 30 days of publication.
Rates do not include HST/GST.
Discounts available for small businesses and
not-for-profit organizations.

Artwork Specifications

TNT magazine's page size is 8½"x11", with a ⅜" outside page margin. See the list of ad sizes in sidebar.

TNT does allow full bleeds in its advertising. To make your ads bleed, please add ⅜" (0.375") to allow for the page margin (safety), PLUS another ⅜" (0.375") for the page bleed. Do not include any ad copy in these areas.

Cover and text paper stock: gloss coated.

Inks: four-colour process, spot inks will be omitted.

Acceptable file formats: include all Adobe files up to and including CS3, or Quark 4 to 7. EPS and PDF files must contain all font information or be converted to outline paths. PDF files must meet X1a standards. All raster (pixel-based) images must be 300dpi.

More information can be found on your order form or at www.teensnowtalk.com

Advertising Deadlines

Winter: December issue
Spring: March issue
Summer: June issue
Fall: September issue

November 1st
February 1st
May 1st
August 1st

Your booth and magazine contribution to our peace day was very much appreciated by the staff and students. Thank you for making our day a success.

Administration and teachers at
Brookside Junior High School

Full
Bleed

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Full
Page

7.75" x 10.25"

1/2
H

7.75" x 5.062"

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V

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5.125" x 5.062"

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V

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7.75" x 2.531"

1/4
Sq

3.813" x 5.062"

1/6
V

2.5" x 5.062"

1/6
H

5.125" x 2.531"

Contact Us

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tnt@teensnowtalk.com
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