

ABOUT TRINI SECRETS



Trini secrets M A G A Z I N E

Trini Secrets magazine is a bi-annual luxury lifestyle publication for clients of Trini in Private, hair/beauty industry professionals, and those who frequent the businesses advertised within the book. Created by the world-renowned stylist Trini, also the Ambassador for L'Oréal Professionnel USA, Trini Secrets communicates the latest trends in hair and fashion, while exploring exciting events, entertainment and celebrity news, and information on health and wellness, dining, popular personalities and even travel. Our staff of talented writers, photographers and designers ensures each issue is stimulating, engaging and visually appealing.

DISTRIBUTION & CIRCULATION



20,000 Circulation

7,000 ■

copies are placed in Trini in Private Salons & Spa for the clientele



6,000 ■

copies are placed in business offices throughout Brickell/Downtown



3,000 ■

copies are placed in business offices and homes throughout Key Biscayne



4,000 ■

copies are placed in various locations throughout Florida and New York

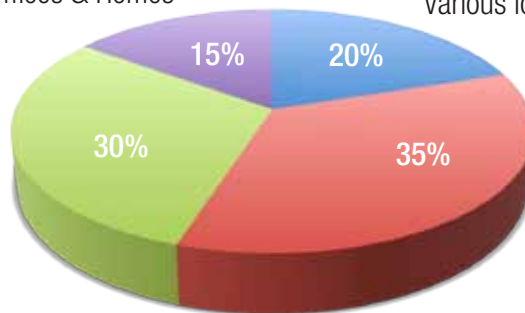


Key Biscayne
Business Offices & Homes

Florida & New York
Various locations

Brickell/Downtown
Business Offices & Lobbies

Trini in Private
Salons & Spa



Total Circulation: 20,000

Pass Along Rate: 5X

Total Readership: 100,000

Plus Digital Version on website: www.triniinprivate.com

FACT SHEET



Trini

- Artistic Director
- French Beauty Expert
- Celebrity Stylist
- L'Oreal Professionnel Ambassador
- Visionary & Creator of Hair Perfume
- Editor in Chief of Trini Secrets Magazine
- Founder of L'Oreal Academy Miami
- One of the 100 People Pushing Florida into the Future
(Source: Florida International Magazine)

THE FRENCH "SAVOIR-FAIRE" DEDICATED TO ELEGANCE AND EXCELLENCE



ADVERTISEMENT AGREEMENT

COMPANY _____

ADDRESS _____

AUTHORIZED BY _____ TELEPHONE _____

AD AGENCY _____

AGENCY ADDRESS _____

AUTHORIZED BY _____ TELEPHONE _____

This Agreement is made by and between Trini Development and the Advertiser. Advertiser has read and understands this entire Agreement.

ISSUE DATES: We will publish twice per year: once for SPRING / SUMMER and once for FALL / WINTER.

CHECK ONE

- | | | | |
|----------------------------------|--|-------------|-------------------|
| <input type="checkbox"/> AD SIZE | <u>FULL PAGE (7.54" x 9.29")</u> | RATE PER AD | <u>\$2,000.00</u> |
| <input type="checkbox"/> AD SIZE | <u>2nd or 3rd COVER PAGE (7.54" x 9.29")</u> | RATE PER AD | <u>\$2,400.00</u> |
| <input type="checkbox"/> AD SIZE | <u>BACK COVER PAGE (7.54" x 9.29")</u> | RATE PER AD | <u>\$2,700.00</u> |
| <input type="checkbox"/> AD SIZE | <u>DOUBLE PAGE (15.08" x 9.29")</u> | RATE PER AD | <u>\$3,000.00</u> |

CHECK ONE

- | | | |
|--------------------------------|------------------------|--|
| <input type="checkbox"/> ISSUE | <u>SPRING / SUMMER</u> | Full payment is required before January 15th |
| <input type="checkbox"/> ISSUE | <u>FALL / WINTER</u> | Full payment is required before July 15th |
| <input type="checkbox"/> BOTH | <u>FULL YEAR</u> | |

ARTWORK REQUIREMENTS

Artwork must be supplied in camera-ready format, such as high-resolution (300dpi) PDF, EPS, JPG or TIFF. All fonts must be embedded and outlined. Artwork images must be embedded. The document should also be submitted in CMYK colorspace, and contain a .125" bleed all around.

Additional charges may apply if artwork does not meet the requirements and must be edited.

If artwork needs to be created, please contact Creative Creative at 786.201.4647 or info@creativecreative.com

AUTHORIZED BY _____ DATE _____
Print Name & Title

SIGNATURE _____