

Advertising With Shroud

The Numbers

- 1,500 copies of a single issue are sold in more than 250 stores in North America.
- 1,240 copies sell through online wholesale and retail channels throughout the world.
- 300-500 copies sell direct or through genre-specific specialty outlets.
- Demographic: Male 18-34 Years- 65%; Male 35+ - 25%; Other- 10%
- Geography: North America- 95%; UK/EU- 5%
- Magazine Format: 8 X 10 full color gloss cover, B&W interior, professional offset printing.

The Value to Advertisers

- Shroud is available in Barnes & Nobles across North America, the most popular and largest retail book chain in the country!
- Shroud is sold through a number of independent retail book and hobby stores;
- Shroud is available Internationally via Amazon.com and BN.com-- two of the largest and most widely-used online retailers in the world.
- Shroud interacts regularly with its loyal readership via MySpace, Facebook, YouTube, message boards, and at a number of events and tradeshow.
- Shroud has established a stellar reputation within the genre and has been recommended for a number of awards including the prestigious Bram Stoker award (twice);
- Shroud ads are affordable and offer tremendous potential for a return on your advertising investment.
- Shroud will help you design your ads at no additional charge.

Back Cover	7.5 X 9.5	Color	\$500
Full Page Inside Cover	7.5 X 9.5	Color	\$350
Full Page Interior	7.5 X 9.5	B&W	\$ 300
Half Page	7.5 X 4.75	B&W	\$175
Quarter Page	3.75 X 4.75	B&W	\$75

Shroud Professional Endorsements:

“It is an excellent magazine. I endorse it fully.”

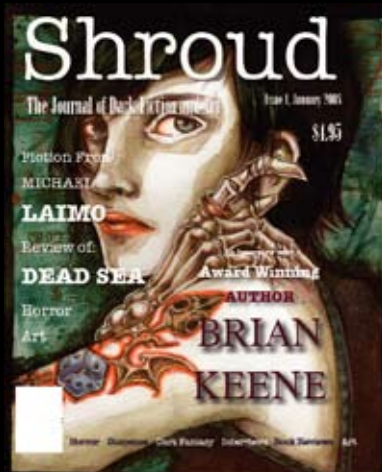
-Brian Keene, Author of KILL WHITEY, DARK HOLLOW, AND THE RISING.

“... has managed to obtain truly wonderful, entertaining, and in some cases, award-caliber fiction from the magazine’s contributors...”

-Norman L. Rubenstein,
Fear Zone

“[Shroud] is the future of the genre, where dark fiction transforms into Dark Literature...”

-Robert Canipe, Author of WRITERS ON THE STORM: Stories, Observations, and Essays



“Shroud is very swiftly becoming one of the best horror magazines in the business...”

-Nate Kenyon, Author of BLOODSTONE



“Shroud Magazine is already making itself known as one of the better horror/dark fiction mags available.”

-J.G. Faherty, Author

“Magazine looks incredible! Gorgeous cover, love the layout and the perfect-binding. Sweet!”

-Tom Piccirilli, Author of THE COLD SPOT, THE MIDNIGHT ROAD, and A CHOIR OF ILL CHILDREN

“This is one of the best horror fiction magazines already...”

David Riley,
Riley's Books, UK



WWW.SHROUDMAGAZINE.COM

Dark Fiction, Noir, Horror, Suspense, True Events, Macabre Artistry, all Delivered to your Door

Shroud Publishing

Business Metrics and Milestones (08/2008)

467% revenue growth from January 2008 to July 2008

4000+ individual customer visits to www.shroudmagazine.com/month and rising

Average order amount increase from \$17.21 to \$38.08 in 7 months

Web site page views now exceeding 8000/month

DISTRIBUTION CHANNELS/PARTNERS

ONLINE:

www.shroudmagazine.com
www.magazines.com
www.amazon.com
www.bn.com
www.horror mall.com
www.mags on the net.com
www.5starmags.com
www.lockergnome.com
www.magazine.subscriptions.us

RETAIL/WHOLESALE

Borderland books
San Francisco, CA

Dark Carnival
Berkeley, CA

Larry's comics
Lowell, MA

Bull Moose Music
Sanford, ME

Riley's Books
United Kingdom

River Run Books
Portsmouth, NH

Baker & Taylor
(books) Nationwide

Ingram
(books) Nationwide

Barnes & Noble
Nationwide

NACSCORP
(books) nationwide

Bertrams (wholesaler)
UK
Blackwell (library supplier)
UK
Book Depository (Amazon
Marketplace)
UK
Coutts (library supplier)
UK
Dawson (library supplier)
UK

(books only)