



shattered-glam.com
**shattered
glam**
Not for the Jane Plain™

**The Twin Cities' premier
young women's magazine**

offering a fresh approach and unique
perspective from a local publication

**Editorial that supports
your advertisement**

fashion, health, beauty,
nightlife and lifestyle

**Market to eclectic
local women**

who will connect
with your message

A woman with long blonde hair, wearing a black dress and high heels, is walking on a city street at night. She is looking down and to her left. The background shows city lights and a brick sidewalk.

Shattered Glam Magazine is aimed at **young, active, trendy women in the Twin Cities region, aged 18 - 26**. The Shattered Glam woman is smart and sexy. She is passionate about her image, not a slave to a particular fashion trend but more likely to create her own style. She can dress up or dress down with equal enthusiasm. She is active and maintains a large social network. She enjoys venues from noisy clubs to quiet coffeehouses. She epitomizes the free-spirited, independent modern woman. Shattered Glam Magazine will provide her with timely and well-written articles covering nightlife lifestyles, music, entertainment, and fashion, all visually appealing and developed from her point of view. Shattered Glam's goal is to read like a conversation among friends.

For Advertisers

Even with rapid advances in communications technology, magazines remain a popular choice for information and entertainment. Nearly nine of ten people typically read at least one magazine every month, and magazine advertising is still a dominant force in influencing purchasing decisions. Survey results compiled by American Business Media indicate that more than 50% of women agree that magazine advertising influences their purchasing decisions, and nearly **85% indicate that frequent magazine advertising makes them more likely to consider the product or service advertised.**

Shattered Glam's appeal to our demographic will provide advertisers with a direct connection to young, active, image-conscious women in the Minneapolis-St. Paul Metropolitan area. We offer the added benefit of introducing products and services at the time when these women are beginning to emerge as an economic force and forming brand loyalties and purchasing preferences. With purchasing power exceeding \$350 billion nationwide, these young adults are avid consumers of products related to appearance and personal fulfillment.

The Shattered Glam Image

Shattered Glam Magazine is conceived as an effective combination of quality information, entertainment, and bold visual style. Working with established writers and promising new local talent, as well as the Twin Cities' most innovative artists, **Shattered Glam is a showcase for talented young women in the Minneapolis-St. Paul area.**

Merging insightful writing with quality photography and innovative graphics, Shattered Glam is a single source for current information for living a full and active life in the Twin Cities.

Our Demographic

Minneapolis, St. Paul, and the suburban counties that surround them contain **more than 184,000 women in between the ages of 18 and 26**. US Census Bureau projections indicate that the female population in this age range will remain stable or increase slightly over the next 5 years. These women will be leaving High School to attend college, get a job, get married, and build a life of their own. They will attend clubs and concerts, buy clothes and make-up, get their hair styled, read books, buy cars, rent apartments or buy homes, and pursue their own dreams. In addition, this area plays host to 28 colleges and universities, including the University of Minnesota, which boasts a staggering undergraduate student population of over 30,000, comprised of more than 50% women.

184,000
eager young
readers

US Census Bureau data
of young women aged 18-25
stable through 2012

First Issue
 ROP 15,000
 US Mail* 10,000
 Take Away..... 5,000

*to early subscribers and purchased database of
in demographic residents

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Our Mission:

To deliver a quality readership of interest to our advertisers.

Our Vehicles:

A full color newsstand size magazine, engaging website and regular communications with members of our demographic.

Distribution:

Our desire is to have the publication provided as a courtesy to recipients and supported by our advertisers for at least the first year. Paid subscriptions will be available to out of region interested parties.

From our initial run of 15,000 copies, we will distribute 10,000 copies via US Mail delivered to the homes of early subscribers and a select purchased database of individuals within our target demographic.

The balance of 5,000 copies will be released for "take away" distribution through our advertisers and select indoor locations.

Shattered Glam Magazine covers local:

- Style
- Fashion
- Makeup
- Culture
- Dating
- Careers
- Lifestyles
- Entertainment
- Music, Film, Art
- Venues
- Events
- Trends & Opinions

We are particularly interested in interviews with trendsetters in business, entertainment and the arts, as well as reviews of clubs and concert venues, books, and restaurants. We also publish fiction, both conventional and experimental, as well as poetry. We serve our readers with a broad cross-section of life in the Twin-Cities, to help them develop their identity and to whet their appetite for adventure.

