



# OpenMinds production

For any questions or to participate in any of these advertising opportunities, please contact [advertising@openminds.tv](mailto:advertising@openminds.tv)

# OpenMinds

Open Minds: The Authority on UFOs and Extraterrestrials

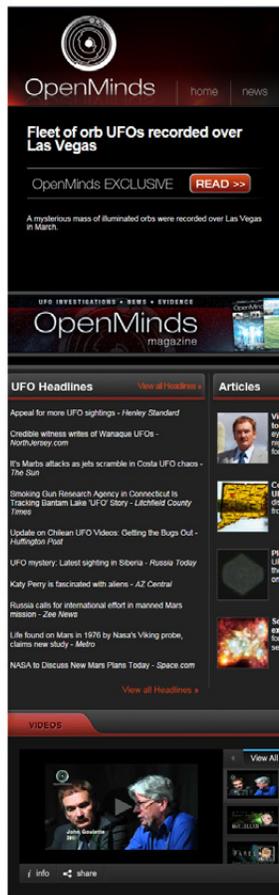
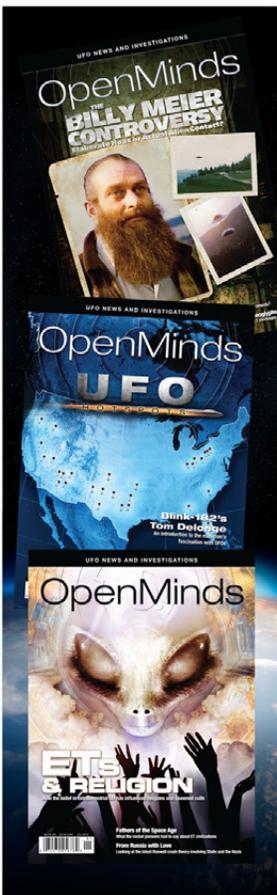
## Mission

Open Minds believes greater truths can be discovered when individuals question and critically examine their beliefs and those of others. In this objective manner, we open ourselves to our mission, which is to present to those who wish to know factual evidence so they can make their own decisions. Our knowledge as individuals, and as a human race, grows not through ignorance or stubbornness, but through keeping an Open Mind.

## Company Overview

Open Minds Production, LLC, is a research-based organization with a mission to investigate and report evidence of extraterrestrial, UFO, and other phenomena to a global audience. To do this, Open Minds utilizes:

- a nationally distributed periodical, Open Minds Magazine
- a very popular website, [www.openminds.tv](http://www.openminds.tv)
- a weekly radio show, Spacing Out!
- the largest annual UFO conference in the world, International UFO Congress
- video production and DVDs including the Open Minds Investigates series



# OpenMinds

Open Minds Magazine: UFO News and Investigations

## Editorial Content

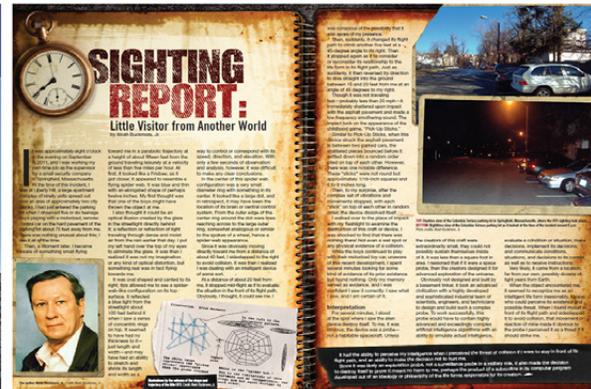
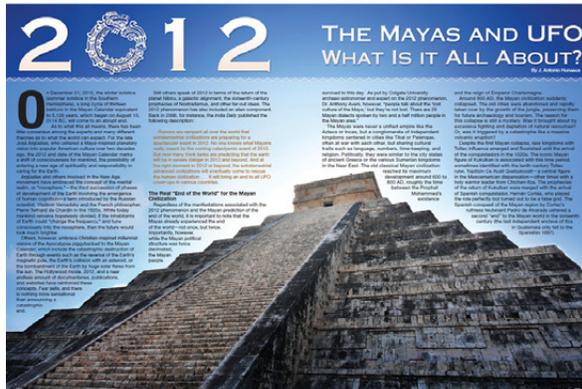
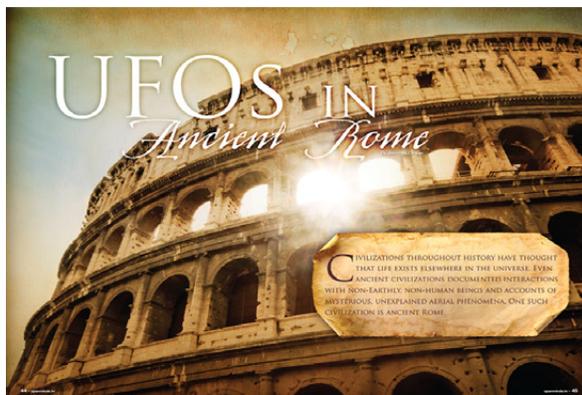
Open Minds Magazine is a 100-page, full-color magazine, published six times per year. Open Minds is the only UFO magazine on the market today that provides a comprehensive and compelling overview of the UFO phenomenon. The publication includes content from all over the globe, complete with unique artwork, compelling imagery, powerful feature articles, and the latest news stories.

This exciting magazine explores the true nature of the UFO phenomenon in terms of its history, evidence, and enormous sociopolitical and scientific implications. Open Minds Magazine is presented objectively with a focus on the facts, yet the publication is destined to change our current outlook on UFOs—an outlook that has been affected for decades by the stigma of ridicule and a relentless process of misinformation and/or disinformation by the mainstream media.

Open Minds Magazine is written and edited by a team of internationally recognized journalists and researchers who have worked in the UFO arena for decades. They are supported by a network of highly-qualified experts, writers, and an extremely talented design team.

Open Minds has been in print for over 2 years, with its first issue appearing on newsstands in April/May 2010. The editorial staff is dedicated to the bimonthly publication and always meets its distribution deadlines. With over 14 issues under its belt, Open Minds is not to be considered a fly-by-night niche magazine.

Open Minds Magazine is targeted to the vast and highly educated social segment fascinated with mysteries, anomalies, and the unusual. Tens of millions of people spend their hard-earned money in this particular genre of movies and entertainment, and also nonfiction publications such as Open Minds Magazine. Thanks to Open Minds Magazine, readers, curious scholars, and even skeptics and rationally minded followers of the scientific method, will find some provocative answers to the most fascinating question: Are we alone in the universe?



# OpenMinds

Distribution and Readership

As of the April/May 2012 issue of Open Minds magazine, national distribution was over 60,000 per issue. In addition, Open Minds has a highly engaged subscriber base. It is estimated that each copy of the magazine sold will reach approximately 3 different readers and, due to its collectable value, less than 20% of each magazine sold will be discarded.

Open Minds Magazine is distributed throughout the U.S. and Canada in all Barnes and Noble, Borders, Walgreens, some airports, and select independent bookstores. Open Minds is also available in a digital format and on Apple Newsstand. Of these readers, about one-third is engrossed in the UFO phenomenon and belongs to a UFO group, attends conferences, and/or interacts online in UFO forums. This magazine satisfies them, as well as an immense group of casual observers whose interest is piqued by the engaging topic of UFOs. Nothing compares to the effectiveness of a high-quality, print magazine, and Open Minds Magazine is the source for compelling and trustworthy information about UFOs.

## Reader Demographics

### Age, Gender, and Household:

- More than 80% of our readers are 45 and older. Approximately 40% of those readers fall between the age group of 55-64.
- Approximately 75% of our readers are male.
- Over 55% of our readers are married, with the others being primarily divorced or widowed.

### Employment, Education, and Income:

- Nearly 60% of our readers are employed full time and nearly 30% are retired. Less than 3% are unemployed.
- Over 90% of our readers have an education level higher than high school.
- Open Minds has an affluent readership with over 80% of readers household income totaling more than \$50,000 per year. Of those, over 30% earn more than \$100,000 per year.



# OpenMinds

Open Minds Magazine Ad Specs

## 2012 Open Minds AD Specifications & Sizes

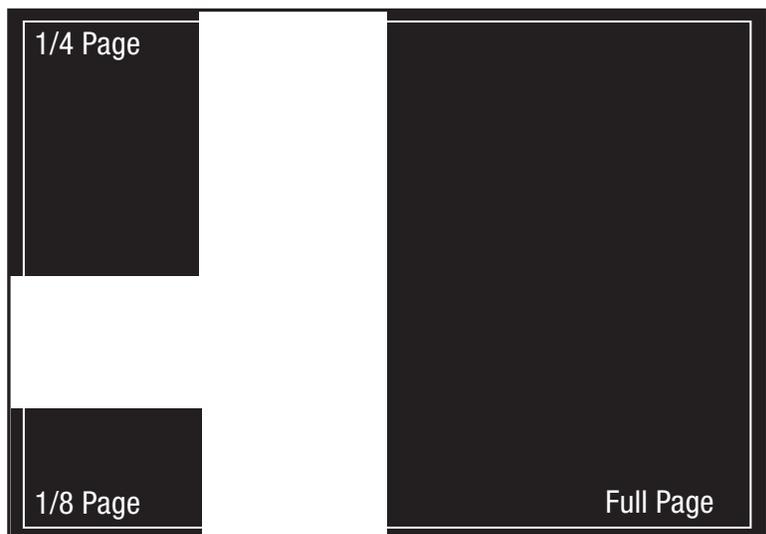
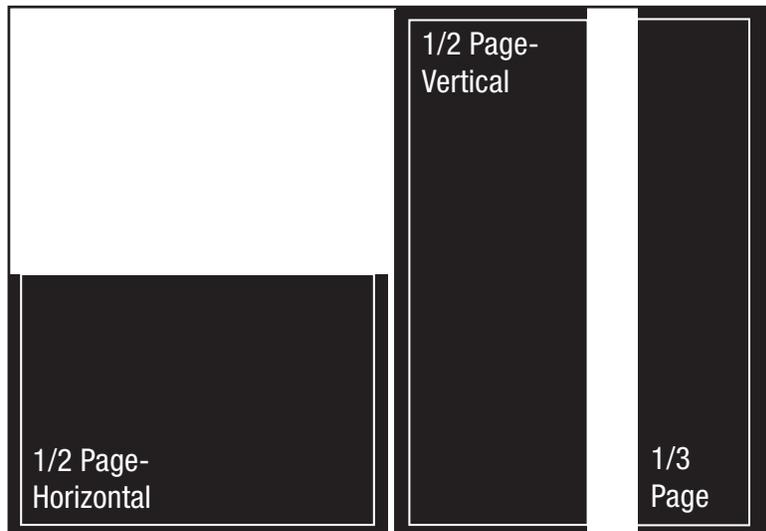
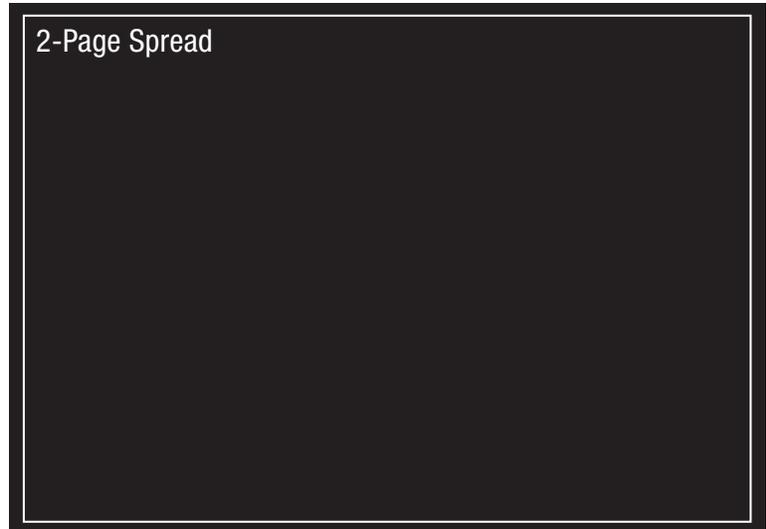
Unit Sizes	Width	Height
<b>Two-Page Spread***</b>		
Bleed	15.75"	11.125"
Trimming to	15.5"	10.875"
Live Area**	15	10.375"
<b>Full Page***</b>		
Bleed	8"	11.125"
Trimming to	7.75"	10.875"
Live Area**	7.25"	10.375"
Full Page (no bleed)	7.25"	10.375"
Text Area*	6.75	9.875"
<b>1/2 Page (horizontal)***</b>		
Bleed	8"	5.5"
Trimming to	7.75"	5.375"
Live Area**	7.25"	5.125"
1/2 Page (no bleed)	7.25"	5.125"
Text Area*	6.75"	4.875"
<b>1/2 Page (vertical)***</b>		
Bleed	3.9375"	11.125"
Trimming to	3.8125"	10.875"
Live Area**	3.125"	10.375"
1/2 Page (no bleed)	3.5"	10.125"
Text Area*	3.125"	9.875"
<b>1/3 Page (vertical)***</b>		
Bleed	2.8333"	11.125"
Trimming to	2.5833"	10.875"
Live Area**	2.3333"	10.375"
1/3 Page (no bleed)	2.5333"	10.375"
Text Area*	2.3333"	9.875"
<b>1/4 Page (no bleed)</b>		
Text Area*	3.5625"	5.1388"
<b>1/8 Page (no bleed)</b>		
Text Area*	3.5625"	2.5556"
<b>Text Area*</b>		
	3.0525"	4.6388"
<b>Text Area*</b>		
	3.0525"	2.0656"

\*\*\* Publisher will not be responsible for documents that are not customized to the bleed marks provided.

\*\* All important text/images are to be displayed within this area of the document.

\* Keep all your text within this point of the document. Exceeding the live area, may print too close to edge.

Publisher reserves the right to reduce or enlarge any advertisement which does not meet the reserved/specified size and charge for additional work.



# OpenMinds

Open Minds Radio: Spacing Out

## Open Minds presents Spacing Out!

Jason McClellan and Maureen Elsberry host Spacing Out!—A weekly thirty-minute webseries exploring UFOs, space, the search for extraterrestrial life, and other mysteries of the universe.

The show features current news and exclusive content, including interviews with experts and enthusiasts alike. Viewer-submitted content is an element of the show, which includes stories of personal UFO sightings, UFO/space-related artwork, and more. Spacing Out! also features highlighted UFO cases from the Mutual UFO Network (MUFON).

Jason and Maureen are immersed every day in the world of UFOs, space exploration, and extraterrestrial life as team members at Open Minds. They share a passion for these topics, as well as a passion for presenting objective information about these topics to the public on a comprehensible level.

## Advertising opportunities

In-stream ad spots

We offer extremely affordable rates for commercials during Spacing Out! Both 30 second and 60 second spots are available, and we can even produce your commercial spot for you, if needed.

## Sponsorships

Sponsorships of Spacing Out! episodes are available, and may include benefits like verbal acknowledgement during the episode, company logo display during the episode, and more.



# OpenMinds

OpenMinds.tv

## OpenMinds.tv: The Definitive Online UFO News Source

OpenMinds.tv is the definitive online news source for UFO and other paranormal phenomena news, and is growing daily with help from Open Minds Magazine, Spacing Out!, and Open Minds Events. This exciting website explores the true nature of the UFO phenomenon in terms of its history, evidence, and enormous sociopolitical and scientific implications. OpenMinds.tv is presented objectively with a focus on the facts, which is why it has become the source for all things UFO-related.

OpenMinds.tv is written and edited by a team of internationally recognized journalists and researchers who have worked in the UFO arena for decades. They are supported by a network of highly qualified experts and writers.

## Estimated Visitors

OpenMinds.tv receives an average of 100,000 visitors monthly. In addition, it receives an average of 230,000 pageviews monthly.

Open Minds is a truly international site. Many of our readers are based in North/South America, but a good portion come from Europe and other parts of the world.

## Banner sizes\*

230 x 90

306 x 196

728 x 90

310 x 260

\*All banners must be saved in jpg, gif or png file format and should not exceed 64k in file size.

The screenshot shows the OpenMinds website interface. The top navigation bar includes links for 'magazine', 'events', 'about us', 'contact us', 'submit a sighting', 'advertising', and 'careers'. The main content area is divided into several sections: 'UFO HEADLINES' with articles like 'Alien Abductee Photos Probe Outer Limits', 'Articles' with 'NHL comments on UFO orbiting the Sun', and a 'SHOP' section for 'Special edition crop circle T-shirt'. A 'VIDEOS' section is also present. The footer contains social media links and a copyright notice: '©2011 OpenMinds Production, LLC. All rights reserved. All content, including images, on this site are the property of Open Minds Production, LLC, and may not be copied, reprinted, or used in any way without written permission from Open Minds.'

# OpenMinds

International UFO Congress

## **Overview**

The International UFO Congress was established in 1991 and is an annual 5-day event held in Scottsdale, Arizona. The Congress features over 20 expert speakers from the UFO field, as well as a film festival, experiencer sessions, and a large indoor vendor space. The Congress is attended by over 2,000 people from all over the world and is held annual during the last week of February.

Open Minds took over the production of the International UFO Congress in 2010 and since then the conference has seen a large increase in attendance and satisfaction from attendees. The Congress is held at the beautiful Radisson Fort McDowell Resort located just outside of Scottsdale. The professionalism and serene surroundings make this the largest attended conference of its type in the world.

## **Exhibitor Opportunities**

The International UFO Congress Exhibit Room is 6,000 square feet, and is adjacent to the lecture hall, which has a seating capacity of 1,200. In the past we have seen an average of 2,000-2,500 attendees throughout the week, and expect this number to increase.

Exhibit tables (6') are available for the 5-day event. Additional tables are sold for a discounted price. (Nearly all vendors who have participated in past, sign up for the event the following year.) Tables are limited, so you want to take advantage of this opportunity while it's there. In addition, Open Minds will advertise your participation as an exhibitor in its conference issue (Feb/Mar) of Open Minds Magazine.

## **Sponsorship Programs**

The International UFO Congress is the premier event for UFO researchers, enthusiasts, and those with an interest in the mysterious phenomenon. From special events to conference-wide branding exposure, a Congress sponsorship is an effective way to market to this unique audience. Past sponsors include Pabst Blue Ribbon Beer, Earth Payment Solutions, and Southwest UFO Discovery Tour.

Sponsorship options vary and include ads in Open Minds Magazine, links and logos on OpenMinds.tv and ufocongress.com, full page ad in the program guide, logo on attendee lanyards and conference bags, and commercial spots on Spacing Out! The number of sponsorships are limited, so act quickly!