

NERO International Holding Co., Inc.
219 Fremont Street
Peekskill NY 10566
(914) 309 – 7718
www.LARPMAG.com

The Live Games Magazine

Live Love LARP

LARP Magazine Advertising program

The LARP Magazine offers valuable advertising space that will be seen across the four corners of the world including America, Canada, the United Kingdom and Europe. In North America, physical distribution is focused to game stores, game conventions, LARP Events, and NERO & other LARP and LARP oriented groups.

The Magazine will have a content composition that is about 90% from North America and 10% from the European market.

Beginning March 2007, the Magazine will be published each quarter, each receiving 3 months of direct distribution. Previous versions of the Magazine and the Newsletter are available in the Archives section of the website.

While the value of reaching a large part of a market with one publication is priceless, we have kept advertising prices low to encourage participation.

Additionally, starting April 01, 2007, the magazine will be carried by www.Edhellen.com, the largest supplier of foam fighting weapons in the country. Edhellen Armoury supplies Amtgard, Dagorhir, Belegarth. Edhellen has also agreed to put a LARP Magazine flier in with every shipment made throughout the year except where prohibited by other agreements.

Feel Free to Call (914) 309 - 7718 with Any Questions

LARP Magazine Issue #1 Published May 1, 2006: Total 1,000 Copies Printed
- Estimated 3 Month read is 3,000 People
- Estimated 9 Month read is 7,000 People.



LARP Magazine Distribution (Update March 10, 2007)

The 2006 LARP Magazine pilot worked well. The LARP Magazine was first presented to attendees at the LARPY Awards in May 2006. It was included in more than 2-dozen celebrity gift bags and distributed to several hundred people from 20 different LARP groups from the US and abroad, and given to a half-dozen media groups.

Distribution remains focused on the gaming industry in the United States. The main effort is to place the magazine in front of thousands of game hobbyists through Game Conventions, Game Store distribution and inclusion with NERO® LARP and other Live Game Organization paid Memberships.

In 2007, the goal is to distribute 2,000 physical copies of each of the 4 Magazines published. The Magazine's go-to-print dates are March 15th; June 15th; September 15th; and December 15, 2007. Distribution begins the first week of the following month.

As of March 01, 2007, the LARP **Magazine has a subscription total near 1,000 people** and will distribute an additional 1,000 copies through game conventions, trade show, game store, and LARP event sales and giveaways.

Game Conventions: NERO® attends the largest game conventions each year, including GenCon, DragonCon, I-Con, ConnectiCon, Origins, GTS, A-Kon, WorldCon (America), totaling near 100,000 con-goers in attendance. Additionally, NERO® Chapters attend a dozen additional Game Conventions throughout the US and Canada, extending the reach of the Magazine. Additionally, partner LARP groups and Game Companies will also distribute copies at their venues.

Game Stores: We have developed relationships with several hundred Game and Hobby Stores across America and Canada. Several of these stores distributed 20 copies of the Magazine. Our goal is to approach game stores across America, nearly 5,000, to carry the magazine physically at their location.

LARP Memberships: NERO® includes a 1-year subscription to the LARP Magazine with the purchase of a 1-year NERO® Membership, and is using the LARP Magazine as its primary reporting mechanism. This relationship is likely to increase the subscription total by 500 per year as more NERO Members update their memberships. We are creating relationships with other Live Game companies and groups to provide reporting services for their organization and subscriptions to their members.

We accept and publish articles and accompanying pictures, illustrations, and artwork submitted by Individuals, Companies and Game Groups in an effort to expand the knowledge of Live Games.

Free issues are given to all individuals who provide content to the Magazine.

LARP Magazine Advertising Campaign Schedule (Year 2007)

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Plan	Note: All Pages are 4-Color		FEES	Buy Multiple Ads and Save		
	Size of Adv.	Size of Adv.		Save 10%	Save 20%	Save 30%
	Height x Length (Portrait)		1 Issue	2 Issues	3 Issues	4 Issues
LMAD002	3.5 H x 2.5 L	1/9 page	\$ 60.00	\$ 108.00	\$ 144.00	\$ 168.00
LMAD004	4.75 H x 3.75 L	1/4 page	\$ 125.00	\$ 225.00	\$ 300.00	\$ 350.00
LMAD006	3.25 H x 7.5 L	1/3 page	\$ 150.00	\$ 270.00	\$ 360.00	\$ 420.00
LMAD008	4.75 H x 7.5 L	1/2 page	\$ 225.00	\$ 405.00	\$ 540.00	\$ 630.00
LMAD009	7.5 x 10	Full page	\$ 400.00	\$ 720.00	\$ 960.00	\$1,120.00

Advertisement Layout & Specs			
LMAD002	1/9th of a page	3.25 H x 2.25 L	
LMAD004	1/4 of a page	4.75 H x 3.75 L	
LMAD006	1/3rd of a page	3.25 H x 7.5 L or 7.5 H x 3.25 L	
LMAD008	1/2 of a page	4.75 H x 7.5 L	
LMAD009	Full Page	10 H x 7.5 L	

Note: Gap between Ad Space is Accommodated for.

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Today's Date : _____

Company Name ("Buyer") : _____

Company Address : _____ **Company City:** _____

Company State : _____ **Company ZIP:** _____ **Company Telephone:** _____

Agreement: In Return for Fees as listed below, buyer purchases advertising space within the next scheduled issue of the LARP Magazine, from NERO. Buyer agrees to provide NERO with an advertisement sized in accordance with the parameters set forth by the LARP Magazine Advertising Campaign Schedule (Year 2007). NERO agrees to place the advertisement into the LARP Magazine upon receipt of fees and advertisement.

2007 Advertising Plan Fees (Circle both Plan and Fees)

PLAN	Fee, 1 Issue 4-01-2007	Fee, 2 Issues 7-01-2007	Fee, 3 Issues 10-01-2007	Fee, 4 Issues 12-10-2007
1/9 page	\$ 60.00	\$ 108.00	\$ 144.00	\$ 168.00
1/4 page	\$ 125.00	\$ 225.00	\$ 300.00	\$ 350.00
1/3 page	\$ 150.00	\$ 270.00	\$ 360.00	\$ 420.00
1/2 page	\$ 225.00	\$ 405.00	\$ 540.00	\$ 630.00
Full page	\$ 400.00	\$ 720.00	\$ 960.00	\$1,120.00

TOTAL PLAN COST: _____

Authorized Payment Amount: _____

Authorizing Signature: _____ **Authorizing Name:** _____

Credit Card Number: _____ **Exp. Date:** ____/____ **Security Code:** _____

Additionally, Credit Cards are accepted via Paypal.com to payments@nerolarp.com (NERO International Holding Co., Inc.)