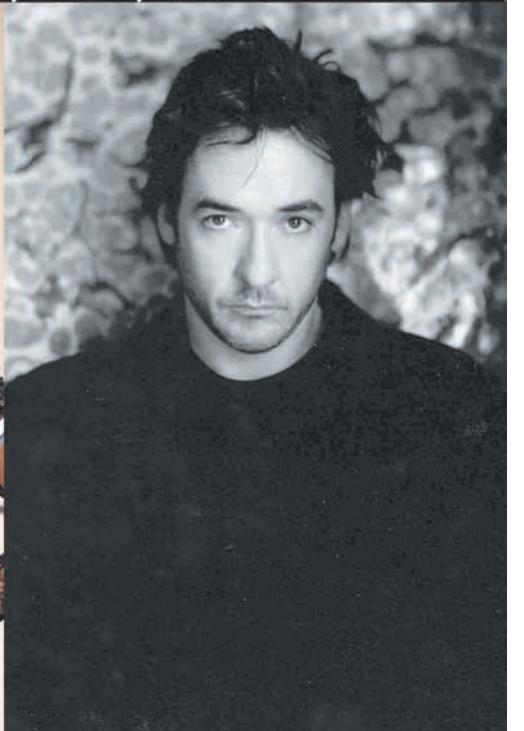


EXCLUSIVE INTERVIEWS



FILM, STAGE, PERFORMING & FINE ARTS, MUSIC, FOOD, WINE





The intersection of art, entertainment, culture, opinion and mad genius

ICON

EXPECT THE UNEXPECTED



ICON

The intersection of art, entertainment, culture, opinion and mad genius

who we are

Sophisticated, stylish, urbane and upscale, yet unpretentious. These words define ICON and the people who read it. ICON is the only regional magazine that is dedicated to fine and performing arts, music, theater and film reviews, essays and opinion pieces, unsurpassed interviews and features. Above all others, ICON's content excites, informs and entertains readers. It crackles with an energy you won't find anywhere else but here.

our image and yours

The publications in which you choose to advertise establish a perception: they reflect who you are and how you think of your business, and that determines whether or not readers will perceive an affiliation with you. Affiliation counts. When you're affiliated with a certain club, school or circle of friends, your image becomes linked with theirs. So it is with the publication in which you advertise.

who reads ICON and why should you care?

What's most important is who reads the publication. You may get the most readers from an inner-city newspaper, but if those readers are not your customers—or prospective customers—or if they're turned off by pages and pages of porn and escort ads, neo-Nazi rock bands or gratuitous foul language and bad writing, you'll be throwing your money away. Besides, you probably don't want your business image and their image to be linked in the readers' minds. You want to draw a strong affiliation between the perceived quality of the publication and the perceived quality of your business. Don't you?

Since 1992, ICON has been the source that savvy, affluent, educated, culturally engaged men and women age 25-54 use to get the most out of life, to see what to buy, what's playing and where to dine out. ICON has built a large, loyal and responsive readership of men and women who have discretionary income and enthusiastically pursue cultural events, entertainment and lifestyle pleasures.

Ford advertises their SUVs in Yachting magazine. Tiffany advertises in The New York Times. Why? They want the reader.

where does it circulate?

ICON saturates the culturally-rich corridor of Center City Philadelphia, Main Line, Bucks County, Lehigh Valley and Lambertville, New Jersey, with more than 30,000 copies delivered monthly to over 800 retail and professional locations, plus outdoor newspaper boxes in high-traffic areas. Five-county coverage, plus the city of Philadelphia and the Main Line, with one ad buy: Bucks, Lehigh, Northampton and Philadelphia in Pennsylvania, and Hunterdon in New Jersey. The current issue of ICON is also always online at www.icondv.com. All ads in ICON online are linked and open in a separate window to the advertisers' homepage.

love at first read

If you, a business owner, look forward to reading ICON, you can be assured that your new and returning customers do, too. You are more likely to advertise in a publication that you respect and like to read, because you know that people just like you are reading and enjoying the same thing.

value for your money

ICON's value lies in its large readership (75,000 monthly) of pre-qualified people between the ages of 25 and 54, its large circulation area, its reputation as an admired and respected publication whose readers demand—and receive—the highest literary standards month after month, and its long shelf life.

For advertising information, call (215) 862-9558 or go to www.ICONdv.com.

P.O. Box 120 • New Hope, PA 18938 • Voice 800.354.8776 • Fax 215.862.9845 • www.icondv.com

A match made in heaven



Affluent, sophisticated, intelligent readers*:

Age: 25 – 54
Men: 45% | Women: 55%
Professional: 85%
Household Income: \$200,000
Married: 69%
College: 89%
Readership: 75,000 monthly



* Independent Third Party Media Survey

And ICON's superior content:


ART




INTERVIEWS




RESTAURANT REVIEWS




WINE




CLASSICAL MUSIC




JAZZ




FILM

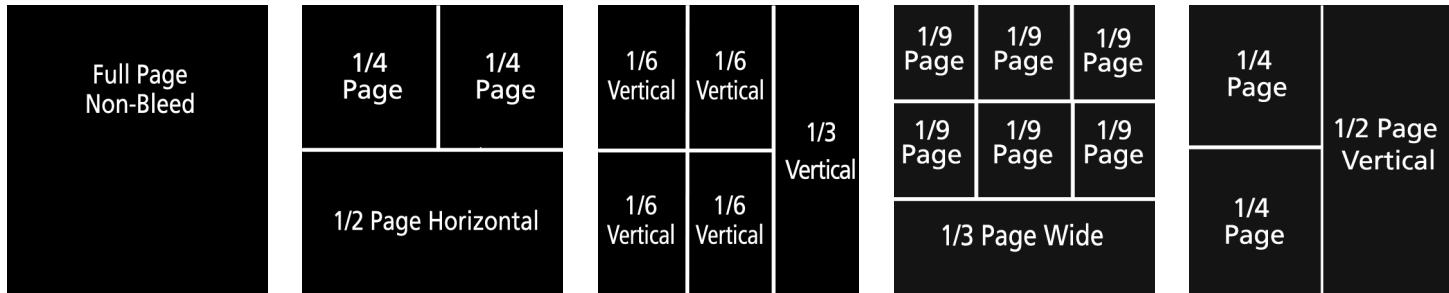


REGIONAL THEATER



FEATURES





2014 rates

Size	1x	4x	8x	12x
PAGE	1,659	1,365	1,144	960
1/2	1,281	1,071	893	743
1/3	1,081	903	756	630
1/4	929	777	646	540
1/6	750	625	520	435
1/9	446	373	310	257

Ad Specifications

Full page non-bleed	9 1/2" wide x 10 5/8" high
1/2 page vertical	4 5/8" wide x 10 5/8" high
1/2 page horizontal	9 1/2" wide x 5 1/4" high
1/3 page vertical	3" wide x 10 5/8" high
1/3 page square	6 1/4" wide x 5 1/4" high
1/3 page wide	9 1/2" wide x 3 3/8" high
1/4 page	4 5/8" wide x 5 1/4" high
1/6 page vertical	3" wide x 5 1/4" high
1/8 page (restaurants only)	2 1/4" wide x 5 1/4" high
1/9 page	3" wide x 3 3/8" high

AGENDA \$100 p/mo. 75 words (**Free for advertisers**)

BLEED SPECIFICATIONS

Full page bleed	11 1/2" wide x 13" high
Trim size	10 1/2" wide x 12" high

DEADLINES: Space, 10th of month.
Materials, 15th of month

Rate includes two proofs at no charge.
Additional proofs: \$25 each.

IMPORTANT:

ICON will make every effort to ensure good color reproduction. However, because of the nature of newsprint and the printing process, we cannot guarantee exact color reproduction or registration. ICON will not make an adjustment to the price of an ad unless the product is obscured or advertiser's contact information is illegible. Please read our specs for best quality reproduction.

Black text must be 100% black regardless of background. Black background with text must be 100% black, not rich black. Type size on any color background should not be smaller than 10 point. Publisher shall not be held responsible for registration problems caused by type size under 10 point, 4-color text on white or 4-color background or any color text on rich black background.

ICON

ICON Philadelphia delivery locations

3rd Street Gallery on 2nd Street
 4 Penn Cente
 12th Street Gym
 22nd & Arch condos
 220 W. Rittenhouse
 825 No. 29th Street
 1820 Rittenhouse condos
 1830 Rittenhouse
 1900 Rittenhouse condos
 2100 Parkway
 2130 Arch Street
 Academy House
 Alexander Inn
 Allied Advertising
 Ame Pastore Spa
 Anjou Restaurant
 Anthropologie
 Antiques, Etc
 Arbol Cafe
 Arcadia Boutique
 Arden Theatre
 Art Around Gallery
 Art Institute
 Art Jazz Gallery
 Arthur Ross Gallery
 Artist & Craftsman Supply
 Artist House Gallery
 Arts Tower Condos
 Atria Senior Living
 Au Bon Pain-30th St. Station
 Au Bon Pain-Dietrich Hall
 Au Bon Pain-Jon Huntsman Bldg
 Au Bon Pain-U of P Medical Ctr
 A-X-D Gallery
 Baily Building
 Bar Ferdinand
 Belgravia Building
 The Bellevue
 Bellevue Bldg Food Court
 Blick Art Materials
 The Book Trader
 Box-12th & Walnut
 Box-12th & Chestnut
 Box-13th & Walnut
 Box-13th & Chestnut
 Box-15th & Chestnut
 Box-15th & Walnut
 Box-16th & Chestnut
 Box-16th & Walnut
 Box-17th & Walnut
 Box-17th & Chestnut
 Box-18th & Walnut
 Box-2nd & Chestnut
 Box-3rd & Market
 Box-Broad & Locust
 Box-Broad & Spruce
 Box 18th & Sansom
 Box-Broad & Pine NW
 Box-Broad & Locust SW
 Brew Ha Ha
 Bucks County Coffee-40th St.
 Bucks County Coffee-Sansom St.
 Cacia's Bakery & Cafe
 Cafe Ole
 The Carlyle Apts
 Chestnut Lofts
 The Chic Petique
 The Chocolate Works
 City Fitness
 The Clay Studio

Closet Fever
 Coldwell Banker-Fairmount Ave
 Comfort Inn-Penns Landing
 Constitution Building
 Cosmopolitan condos
 Crowne Plaza
 Devan Theatre
 Dinardo's
 DaVinci
 Dockside condos
 The Dorchester
 Double Shots Espresso
 Dreemz Restaurant

Honey's Sit 'n Eat
 Hopkinson House
 Hyatt at Penns Landing
 Independence Blue Cross
 Independence Library
 Independence Place
 The Inn at Penn
 ICA
 Iron Works Fitness-2nd Street
 Jay's Deli
 JFK Community Health Ctr
 Kaplan's Gold Medal Bakery
 Karma Restaurant

Park Town Apts
 Parker Spruce Hotel
 Pearl Arts & Crafts
 Pentimenti Gallery
 U Penn Campus barber shop
 Penn Center House
 Pennsylvania Hospital
 Pennsylvania House
 Philadelphia Central Library
 Philadelphia City Institute
 Philadelphia Clef Club
 Philadelphia Stock Exchange
 Pier 3

Sidney Hillman Apts
 Silicon Fine Art Gallery
 Society Hill Bar & Restaurant
 Sofitel
 Sotheby's Real Estate
 Sovereign Building
 Soy Cafe
 Spa East
 Spruce Hall-U of Arts
 St James Associates
 St Joseph Fitness
 Standard Tap
 Stan's Deli
 The Sterling
 Suburban Station
 Swanky Bubbles Restaurant
 Sweat Gym-Walnut
 Sweat Gym-Arch
 Temple Hospital
 Temple Law School
 Temple Medical School
 Temple Skin Care
 Temple Student Center
 Temple School Podiatric Medicine
 Temple-Annenberg Hall
 Temple-Carnell Hall
 Temple U Services
 Thomas Jefferson E.R.
 Thomas Jefferson Surgical Ctr
 Thomas Jefferson Parking
 Tierney Communications
 Tower Investments
 Tuscany Apts
 Tuscany Cafe-Rittenhouse
 Twenty-Two Gallery
 U of Penn A-Wing
 U of Penn School Dentistry Levy
 U of Penn Sch. Dentistry Shatner
 U Penn Duhring Wing
 Union League
 University City Housing Co
 U of Sciences Library
 University City Arts League
 U of Penn Hospital
 University of the Arts
 University Square Apts
 Ven & Vaida Gallery
 Vesper Club
 Vivant Art Gallery
 Walnut Street W Library
 Walnut Towers
 The Westbury Apts
 Wexler Art Gallery
 Wireworks
 Woodmere Art Gallery
 World Cafe Live
 WRTI
 Zorbas



Drexel Goodwin College
 Drexel U. Library
 East End Salon
 Edge Gallery
 Esther Klein Art Gallery
 Fan Gallery
 Farm Journal Building
 Farm Journal Bldg-Penn Hosp.
 First Floor Coffee-2005 Market
 First Floor Coffee-1835 Market
 Fish & Co. Restaurant
 Fleisher's Art Memorial
 Framers Workroom
 The Franklin Building
 Fusion Gym & Cafe
 The Galleries at Moore
 Giovanni's Room
 The Grill at the Ritz
 Hahneman Hospital lobby
 Hahneman Hosp. Directors
 Health Center Building
 Hilton Garden Inn
Historic Landmarks for Living:
 Lofts at Logan View
 The Metropolitan
 The Touraine
 Trinity Row
 Waterfront I
 Waterfront II
 Holiday Inn Express

Khymer Gallery
 Kings Court Living & Learning
 Kisso Sushi
 La Columbe Coffee
 Last Drop Cafe
 Left Bank Apartments
 Levlane Advertising
 Liberties Bar & Restaurant
 The Lofts-1835 Arch
 Logan Four Advertising
 London Grill
 M Room
 Magee Rehabilitation
 Medical Arts Bldg-Walnut St
 Medical Tower-17th St
 Metropolitan Apts/Condos
 Mizu Sushi
 More Than Just Ice Cream
 Morris House Hotel
 Mugshots
 Muse Gallery
 Museum Towers
 The National at Old City
 Near & Far Furniture & Art
 Newman Galleries
 PAFA
 Painted Bride Art Center
 Palm Tree Market
 Paradigm
 Park Plaza Gym

Pier 5
 PIT-Curtis Center
 The Plastic Club
 Please Touch Museum
 The Plough & Stars
 Presbyterian Old City Apts
 Presidential Apts
 Projects Gallery
 Prudential Fox & Roche
 PSC Hamilton
 Reading Terminal
 Rittenhouse Claridge
 Rittenhouse Savoy
 Ritz 5
 Ritz at the Bourse
 Ritz East
 River Lofts
 Rodger LaPelle Gallery
 Rose's Deli
 Rustica
 Salad Works
 Sansom Cinema
 Sande Webster Gallery
 Sansom Place East
 Sansom Place West
 Sassafras Market
 Savory on Spruce
 Sheraton Society Hill
 Show of Hands Gallery
 Siaani Salon

ICON suburban delivery locations

PENNSYLVANIA

ARDMORE

Ardmore Library
Admore Station Cafe
Buckman Ski Shop
Coco Blu Salon
Lower Merion Library Assoc.
Main Line Branch YMCA
Merion Art Repro Center
Merritt Young Gallery
Philadelphia Sports Club
Plaza 16
Suncatcher Tans
Wynnewood Bowling Lanes

BALA CYNWYD

Bala Gym
Phila. Inst. Cosmetic Surgery
Riverside Aquatic Fitness
Harmelin Media

BRYN MAWR

Bryn Mawr College
Bryn Mawr Hospital
Bryn Mawr Terrace
Bryn Mawr Train Station
Harcum College
Hot House Cafe
Ludington Library
Platoon Fitness
Priscilla Bohlen
Prudential Fox & Roach
Remax
Sandy DiMaio Antiques

HAVERFORD

Elizabeth Maur Boutique
Haverford College/Whitehead
La Petite Femme
Linda Golden
Long & Foster
Main Line Art Center
Modern Antiques
Patricia Adams Gifts
Trident Mortgage

RADNOR

Radnor Train Station

ROSEMONT

Body Precision Studio
Fox & Roach Trident
Rosemont College/Lawr. Hall
Vertex Fitness

VILLANOVA

Gym Source
Villanove U. Connelly Center

WAYNE

Ame Pastore Spa
Anthropologie
Coffee and Cream Cafe
Color Me Mine
Gryphone Cafe
Radnor Library
Salon D'Artiste
Station Cafe
The Great Frame Up
Toppers Salon
Wayne Hotel

WYNNEWOOD

Lankenau Hospital
Main Line Person Image
Sam's Grill

CARBON COUNTY

JIM THORPE

Bear Appetite
Dakota Ridge Gallery
The Inn at Jim Thorpe
Jim Thorpe Visitors
Looking Glass Coffee Shop
Mauch Chunk Opera House
The Parsonage
Spiritual Journey
Strange Brew
Victorian Ann B&B

LEHIGH COUNTY

ALLENTOWN

Allentown Art Museum
Allentown Brew Works
Allentown Public Library
Allentown Public Library So.
Aurora Spa
Baum School of Art
Blick Art
Carl Bieber Tourways
Cedar Crest Art Dept.
Cedar Crest Art Gallery
Civic Theatre of Allentown
Comfort Suites
Hava Java
Holiday Inn Express
Howard Johnson's
Irresistible Things
Jewish Community Center
King George Inn
LV Chamber of Commerce
Mama's Best Eatery
Muhlenberg College
Muhlenberg College Ctr.
Rooster's Coffee
Starbucks
Symphony Hall
Wingate Inn

EMMAUS

Antique Gallery
Artisans Salon & Day Spa
Bach Frame Shop
Balasia
Basket Gypsy
CP Signs
Contemporary Cafe/Deli
Cottage
Deborah's Interiors
Emmaus Bakery
Emmaus Main St. Program
Emmaus Public Library
Emmaus Toy Store
House Splendid
Janet's Stained Glass Studio
Iobst Travel Service
Lee Gibbons
Miracle Ear
Out of Our Hands
Perk on Main
Salon Hollywood
South Mountain Cycle
Stonewood Interiors
Sweet Memories

MACUNGIE

Starbucks

NORTHAMPTON COUNTY

BETHLEHEM

A Corner in Time
Abode
Ambré Studio
American Hairlines
American Male
Apollo Grill
Bach Choir
Banana Factory
Bethlehem Brew Works
Bethlehem Comfort Suites
Bethlehem Public Library
Blue Sky Café
Bolete
Book Loft/The Caffeine Café
Bridge Works Irish Pub
Casa Mia
Church Street Antiques
Cleo's
Confetti Café
Dancing Designs
Déja Brew Coffeehouse
Donegal Square
Edge Restaurant
Fox Optical
Glen Anthony
Greater LV Chamber of Com.
Godfrey Daniels
Goosey Gander Restaurant
Home & Planet
Hotel Bethlehem
Inspired by You
Java's Brewery
Johnny's Bagels & Deli
Jumbar's
Junipar's Cafe
La Petite Provence
L.V. Convention/Visitor's Ctr.
Marla Duran Design
Mary Beth Baran Gallery
Monsoon Art Gallery
Moravian Book Store
Moravian College Art Dept.
Moravian Coll. Music Dept.
Moravian Coll. Payne Gallery
New Street Book Shop
PBS Channel 39
Popmart
Sands Tan
Secret Garden Gift Shoppe
Snow Goose Gallery
Southampton Fish & Chips
Spa Soleil
Starfish Brasserie
Star-Lite Stained Glass
Tallarico's Chocolates
The Cup at Lehigh Univ.
Time Zones
Touchstone Theatre
Toy Magic
WDIY FM Public Radio/NPR
Wired Gallery & Frame
Wise Bean
Wisecrackers
Yaralov Gallery
Zoellner @Lehigh University

CENTER VALLEY

DeSales University

EASTON

3rd Street Alliance
3rd Street Salon
42 North 2nd Street Salon

Easton Area Public Library
Easton Coffee Exchange
Easton Main Street
Easton Yoga
Eclectic Soul Boutique
Fresh Salon
Greater LVCC
Hair 48
Jack & Jill Art Studio
Mary Meuser Memorial Library
Mercantile Home
Michael Perry Salon
Panache Hair Designers
Quadrant Bookmart/Cafe
Salon 21
Sanctuary Hair Salon
Sette Luna
State Theatre
The Cosmic Cup
The Strand
W Graphics
Williams Center

BUCKS COUNTY

BUCKINGHAM

Barley Sheaf Farm B&B
Buckingham Deli
Buckingham Springs
Candlewyck Deli
Grand Salon Spa
Union National Bank
Whitman's Pharmacy

CARVERSVILLE

Carversville General Store

DOYLESTOWN

BJ Maxwells
BOX-Train Station
BOX-Doylestown Hospital
BOX-State Street
Central Bucks Chamber
Cornerstone Fitness
Doylestown Bookshop
Frame Factory
Kardon Gallery
Matossian Eye Associates
Mercer Museum
Michener Museum
Mixed Media
Music & Art Center
Patricia Hutton Gallery
PNC Bank
Premier Bank
Siren Records
Third Federal Savings Bank
Third Federal Savings Bank
Timmons Art Gallery
Trac Records
Wachovia Bank
Westwyk Condominium
Complex

ERWINNA

Golden Pheasant Inn

FURLONG

Artefact
Back to the '50s Diner

LAHASKA

Artisan's Gallery
Comfortable
House of Coffee

Knobs and Knockers
Porterhouse Restaurant
Skin & Tonic Spa
The English Shop
Upstairs Gallery
Village Artworks
Welcome Center

NEW HOPE

A Mano Gallery
Addison Wolfe Real Estate
Bowman's Tavern
Bucks Gallery
Cordials B&B
Del Ray True Value Hardware
Eagle Diner
Farley's
First Federal Savings & Loan
First National Bank & Trust
Four Season Mall
Fred Eisen Leather
Gallery Piquel
Giant
Hair Cuttery
Havana
Heart of the home
Hetu
Jamie Hollander
John & Peters
Karla's Restaurant
Logan Inn
ME Salon
Martine's Restaurant
Michelle Matthews
N.T. Callaway R.E.
New Hope Counseling Ctr
New Hope Free Library
New Hope Manor
New Hope Visitors Ctr.
New Hope Winery
Nurture Spa
Pod Shop Florists
Rices Market
Stanley Cleaners
Superfresh
The Landing
The Lexington House B&B
The Mansion Inn
The Organic Coffee Bar
Travis Gallery
Triumph Brewery
Uninvest Bank
Wedgwood Inn B&B
Yogaphoria
Zoubi

PENN'S PURCHASE

Café Galleria

POINT PLEASANT

Pt. Pleasant General Store

QUAKERTOWN

Antiques at 200 East

WARRINGTON

Cafe Beanery
Waterfall Cafe

NEW JERSEY

CLINTON

Hetzel's Gallery & Framing
Hunterdon Art Museum

FLEMINGTON

Market Roost
Michelle Vanselous Salon

FRENCHTOWN

Alchemy Clothing
Book Garden
Bridge Café
Cathy Smith
Coldwell Banker
Designs for Tranquility
Eat Cake
Frenchtown Café
Frenchtown Wine Shop
Love of Art
Modern Love
National Hotel
Pardon My French
Race Street Café
Sasha & Garbo
Schmidtberger Fine Art
Thistle

LAMBERTVILLE

A Mano
Alba
Antiques on Union
Anton's at the Swan
B. Adorned
Bear Apothecary
Blue Raccoon
BOX @Lambertville Station
BOX @Bridge & N. Union
Bucks Espresso
DeAnna's Restaurant
Del Ray Dry Cleaners
Ennis's Deli
Gio Salon
Glenn Harren
Inn at Lambertville Station
Inn of The Hawk
Jim's of Lambertville
Lambertville House
Lambertville Station
Lilly's
Pasha Rugs
People's Store
Peter Wallace Antiques
Riverside Fine Art
Rojo's Roastery
Swan Bar
Tomasello Winery
Walker's Wine & Spirits
Welsh's Liquor Store
York St. House B&B

STOCKTON

Bridge Street Café
Colligan's Stockton Inn
Cravings
Phillips Fine Wines
Prallsville Mills
The Art Colony

advertising schedule

(Company name) _____ agrees to place ____ ads in ICON in the issues checked below.

2014				2015			
<input type="checkbox"/> Jan.	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> Oct.	<input type="checkbox"/> Jan.	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> Oct.
<input type="checkbox"/> Feb.	<input type="checkbox"/> May	<input type="checkbox"/> Aug.	<input type="checkbox"/> Nov.	<input type="checkbox"/> Feb.	<input type="checkbox"/> May	<input type="checkbox"/> Aug.	<input type="checkbox"/> Nov.
<input type="checkbox"/> Mar.	<input type="checkbox"/> June	<input type="checkbox"/> Sept.	<input type="checkbox"/> Dec.	<input type="checkbox"/> Mar.	<input type="checkbox"/> June	<input type="checkbox"/> Sept.	<input type="checkbox"/> Dec.

TERMS & CONDITIONS

1. If Advertiser cancels agreement he/she will forfeit the earned rate and will be re-billed for the difference between the earned and unearned rate.
2. Prime Time Publishing Co., Inc. reserves the right to reject any advertising for any reason. Coupons or coupon-like ads are not acceptable.
3. Prime Time Publishing Co., Inc. shall not be held responsible for any error in an advertisement beyond the cost of the space in which the error occurred.
4. Advertising is billed net. Advertising may be paid by credit card or immediately upon receipt of proof of advertising. Prime Time may cancel any advertising not paid promptly. If advertising is not paid within 30 days of invoice, Prime Time will automatically bill customer's credit card. Prime Time reserves the right to charge 2% per month on any unpaid balance.
5. If Advertiser defaults in payment, Advertiser shall be responsible for our collection costs, including but not limited to reasonable attorney's fees, court costs and interest at the maximum rate allowed under the law.
6. The Advertiser assumes full responsibility and liability for any ad that makes false claims, contains false or misleading information, or is plagiarized.
7. Advertiser owns the space for which he/she has contracted. We will make every effort to contact Advertiser prior to deadline for ad changes. It is the advertiser's responsibility, however, to ensure that Icon is notified prior to deadline of changes. In the event that Icon cannot confirm changes, or Advertiser is unresponsive, Icon will use the most recent ad and Advertiser agrees to pay for said ad.
8. We make every effort to produce an ad to our customer's satisfaction. A PDF proof will be emailed upon request and is subject to the advertiser's approval. A second proof may be requested with creative changes. Subsequent creative changes are billed at \$10 per proof. Prime Time Publishing Co., Inc is not responsible for color inconsistencies or imperfect registration which may occur in the printing process. (See specs.)

BILLING INFORMATION AND ACCEPTANCE

PLEASE PRINT CLEARLY

Company _____

Billing Address _____

City _____ State ____ Zip _____

Phone _____

Fax _____

E-mail _____

Signature _____

Print Name _____

Date _____

MasterCard VISA

Acct. # _____

Expiration _____

Code _____

ICON