

DEADMAN'S TOME

TALES OF UNIMAGINABLE HORROR, TERROR AND SUSPENSE

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INTRODUCTION:

Deadman's Tome (formerly Demonic Tome) represents a new online magazine that focuses primarily on the darker side of literature whether it be horror, fantasy, or sci-fi. We carry chilling content in several mediums such as poems, short stories, and editorial. Our content delivers themes not suited for the faint of heart, or the easily offended, but unshakable fear resonates at the core of our magazine. Try it yourself, and think about the potential at www.Deadmanstome.com. For market and target audience, please, read on.

AUDIENCE:

Deadman's Tome gathers information from its reader base through surveys that we frequently send out to those that visit the website. Though they simply have to just visit the site, we weight information gathered from those clicking the download link heavier than the previous mentioned group.

The information we obtain from our reader base is done in manner that limits the possibility of infringing personal information of others. We would be glad to give out any obtained information with the exception of emails, names, and other information that may be deemed as private.

Our reader base consists primarily of people ranging from 22 to 36 years of age that enjoy entertainment whether it be from magazines, comic books, movies, television, and music, but most of them want to relax with an enticing story. Due to the nature of our material, our frequent readers tend to enjoy themes not suitable for children; strong language and suggestive descriptions run rapid throughout the magazine, but that's the reason the majority return. We have broken down for you a rough table featuring the

statistics obtained from our surveys; however, this isn't the limit of our research. In order to deliver quality material we ask for those reading to review the featured stories.

Break down of audience by interest, education, income, and home type:

Stats as of May 2009				
	Test Size	75	Out of number of surveys	665
	Popular Method		% of those that enjoy	
Interests	Write	36	48	
	Read	48	64	
	Game	42	56	
	Drink	49	65.33333333	
	Smoke	39	52	
	Athletic	35	46.66666667	
Education Level	High school only	33	44	
	Some college	19	25.33333333	
	Collage	23	30.66666667	
	Graduate			
Home type	Income	40458.33333		
	Own	44	58.66666667	
	Rent	31		

The calculations shown above our generated by a test sample, but it gives a quick overview of the Deadman's Tome readership.

- More than half of those that read the magazine are potentially homeowners.
- A significant number of readers enjoy reading; even though the percentage pales to what we would like, it begs for us to wonder if the reader's base interpreted the question in different way.
- Our audience enjoys video games
- A small, but noticeable portion find enjoyment in athletic activities
- And how can anyone enjoy an enticing story without a good drink?

No racial, gender, religious, or lifestyle distinction was made through these surveys.

FORMAT OF DIGITAL MEDIA:

Portable Document File (PDF).

FOCUS OF MEDIA CONTENT:

Provide a safe means for downloading the magazine, and to deliver to the customer a presentable collection of chilling, hair rising, and fear invoking stories that burn into the mind gruesome images that would linger for a lifetime.

DISTRIBUTION MODE:

Downloadable for free on the website: www.Deadmanstome.com. Also available through Amazon's Kindle service for a slight convenience charge.

TRAFFIC:

Jan 2010	Unique Visitors	Number of visits	pages	hits	bandwidth
	328	1524	2039	22860	742.88
Feb 2010	Unique Visitors	Number of visits	pages	hits	bandwidth
	159	1683	2124	25245	757.09
Mar 2010	Unique Visitors	Number of visits	pages	hits	bandwidth
	285	1968	2152	33456	797.54

*Website traffic calculated by awstats through the use of the website host.

CURRENT SPONSORS:

We currently have a few sponsors. E-Booktime, a print on-demand publisher, helped fund our 2009 spring writing contest. They continually contribute to the magazine, which in turn allows us to launch additional contests and provide incentive to high quality authors.

Recently, in our August 2009 edition, a UK production company named Leonis Productions agreed to assist our presence in the UK in exchange for an article regarding their new move, The Pen.

PRICE RANGE:

We have several options for sponsors interested in doing business with us. We offer marketing space in various methods banner, half-pages, and full pages; each method contains its own price, but the pricing structure is designed to give discounts on pre-purchasing of space.

Banner (1/4 of page* approximate) runs for \$25

Half-page runs for \$50

Full page runs for \$100

Multiple orders are possible; however, our 10% discount is only available for those that purchase spaces for more than one edition, for more information see the order form.

CONTRACT AND PAYMENT:

All ad sales require an e-mail agreement of contract (electronic handshake). Said e-mail agreement constitutes a contract to which both (or all) parties shall deem all parts of this TERMS AND CONDITIONS document to be binding.

A deposit of full payment must be made before the date the ads will run (for example: ads for August must be paid by 25 July). Failure to make payment may result in loss of the booked ad space. A late fee of 10% of the total cost may be added if the payment is late.

Cancellation and a refund of the deposit, minus any fees incurred by PayPal, check cashing, or monetary exchange, is possible up to one and a half months before the date the ads will run (for example: ads for August must be paid in full by 25 July). Refunds will not be made for cancellations made after that.

Otherwise a payment is not refundable, except in the event Deadman's Tome fails to display the ad for reasons other than technical difficulties, loss of DNS service, acts of terrorists, hackers, misguided youths, god, or gods (or any lesser deities).

The banner ad and the text ad for the magazine (PDF document) must be delivered to Deadman's Tome before the date the ads will run (for example: ads for August must be delivered by 25 July). Failure to send the ad files on time may result in loss of the booked ad space. Under some circumstances this deadline can be extended.

All ads normally run for the calendar month (or months) agreed on, for a minimum of 28 days. Normally they will start on the first day and end on the last day of any given month, regardless of the number of days in that given month. However, this is not definite for months with more than 28 days.

In the event of the Deadman's Tome web site or Deadman's Tome Magazine becoming unavailable on the World Wide Web due to circumstances beyond Deadmanstome.com's control, time lost may be compensated solely at the discretion of the owner of Deadmanstome.com. If a new advertiser is scheduled to start at the end of the advertising run, any such compensation will be provided during the first month where there is no other advertiser booked. Be aware that this could be more than a year.

Payments are preferred via PayPal (most credit cards accepted) by using the "Make a Donation" button under the donation plea at www.deadmanstome.com. Other forms, may be used if requested.

DISCLAIMER

Deadman's Tome retains the right to reject any ad which does not meet our standards or which we deem inappropriate for any reason. Deadman's Tome accepts no liability for direct or indirect loss of any kind -- or any damage including loss of sales or intangible loss, or loss from copyright infringement. By reaching e-mail agreement (electronic handshake), the advertiser attests that they have full rights to any materials submitted and indemnifies Deadman's Tome from all legal liability.