

lead generation / purchasing incentive: zinio.com digital edition subscriptions

TEXAS MONTHLY will join Cadillac in a promotion providing digital subscriptions as a premium for lead generation or customer appreciation.

Here is how the program works:

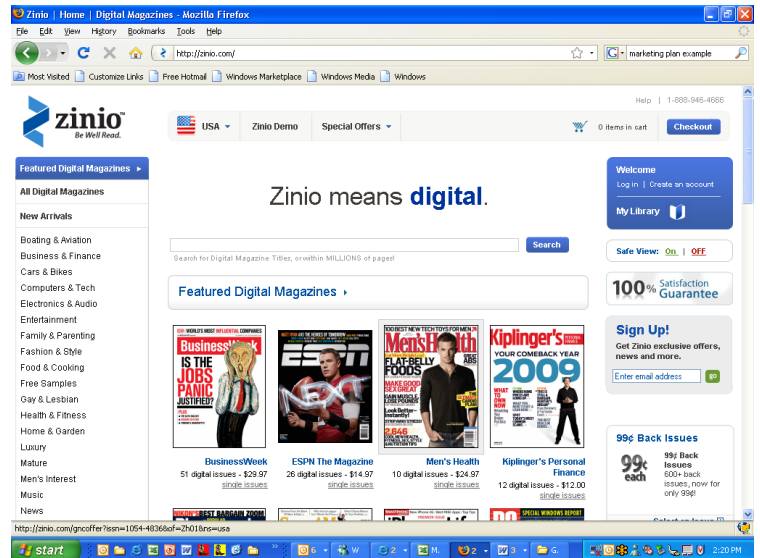
- >> A digital edition of TEXAS MONTHLY is delivered via Zinio, the leading global online publishing distribution services company focused on digital magazine and book publishing.

Zinio enables consumers, regardless of geographic location, to search, purchase, and immediately access publications in digital form.

- >> Each month an email will be sent from Zinio to Cadillac's customer, telling him that his new digital issue of TEXAS MONTHLY has been delivered. This message reminds the recipient that the magazine is a gift from Cadillac; it can also carry a timely message from Cadillac promoting new models, sponsored event invitations, iTunes mix offers, or exclusive test drive opportunities.

Cadillac can customize and update each of its monthly messages, which will link directly to its interactive ad in TEXAS MONTHLY'S digital edition.

- >> Inside each digital issue of the magazine Cadillac will receive a spread that can carry rich media: embedded video spots, audio, or any type of call to action. Readers can click through to reach Cadillac's website.
- >> Digital ad materials are due later than print materials and the digital issue is released sooner than the print version, providing a maximum production window and opportunity for time-sensitive messages.
- >> The digital edition is environmentally friendly and can be touted as part of a green initiative. The digital edition is completely searchable, can be downloaded to the customer's computer if he chooses, and is printable.
- >> Zinio currently sells more than 500,000 digital products and delivers over 20 million issues annually. Please see zinio.com for examples.



See zinio.com for examples

>> Environmentally conscious, Zinio supports sustainability through its partnership with more than 850 major consumer brands and on behalf of 300+ leading publishers including:

Rodale
 Sporting News
 Harvard Business Review
 Disney
 Outside
 Black Enterprise
 The McGraw Hill Companies
 National Geographic
 TV Guide

U.S. News and World Report
 Primemedia
 Dwell
 Ziff Davis Media
 Readers Digest
 Hachette Filipacchi
 Crain's
 IPC Media
 Transcontinental Media

Zinio has also converted tens of thousands of print books to digital and interactive versions. Its patented digital reading experiences (downloadable and online) allow the consumer to choose the format they would most like to interact with their favorite publications.

Zinio has established marketing relationships with some of the world's leading companies including Abode, Havas, Barnes & Noble Booksellers, Disney, Acer, IBM/Lenovo, PMP Publishing and more.

>> Cadillac will receive as merchandising, free of charge, 100 digital subscriptions per full four-color print edition page. Each subscription can include a digital spread within the editions sent plus messaging in the email that delivers each issue. Cadillac may purchase additional subscriptions at \$1 each with a minimum of 1000 (value of each subscription is \$12).

Readers can page back and forth through the magazine and can zoom in on images or copy.

