



# The Comic Bible

stand UP and read THIS



# 2011 media guide

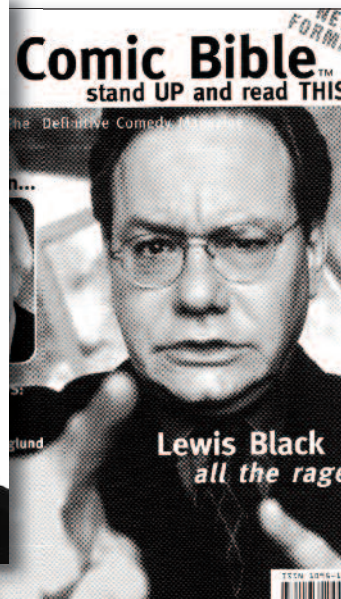


PMS Productions Inc.  
3054 Godwin Terrace 3  
Bronx, NY 10463  
718-548-7907  
info@thecomiccible.com

www.thecomiccible.com  
PO Box 995  
Kings Park, NY 11754-0995  
718-548-7907  
info@thecomiccible.com

# The Comic Bible™ Magazine

# BRAND



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## IN PRINT

Comic Bible Magazine is the quarterly publication of the comedy arts industry. Known as the ultimate comedy source, its pages not only feature interviews with celebrity and comic talent; profile entertainment industry executives; they provide comedy professionals important information and insight about the comedy industry – around the world.



Readers include comedy talent worldwide, comedians, actors, comedy writers, sketch and improv artists; as well as comedy club owners, entertainment industry executives, agents and managers, onlookers, and comedy lovers everywhere.

Each issue includes high-profile interviews, reviews, and articles of interest and amusing to the general public and comedy professionals; as well as our signature comedy resource listings and “How-to” columns, with details those in the comedy industry use to improve their business, and which the general readership find fascinating,

The Comic Bible Magazine is based in New York with correspondents in Los Angeles and a staff of top industry insiders from important comedy hotspots around the USA and the world, Our editorial departments focus on bringing the latest comedy news and opportunities to stars, rising stars and comedy professionals worldwide – while entertaining every reader.

Our purpose is to increase professionalism in the business of comedy; to take the mystery out of succeeding in the comedy entertainment arts industry, while preserving the pure fun of it.

“...A highly regarded industry journal by everyone and anyone who was part of the stand-up comedy world or a fan of the genre.” – West End Times

“An incredible wealth of information.” – humorthatworks.com

“No other publication before or after it has included the quantity or the quality of information this magazine has delivered”  
– shayne-michael.comEDY

## ONLINE and NETWORKING



### Comic Bible Magazine ON THE WEB

[www.TheComicBible.com](http://www.TheComicBible.com) not only serves as a point of sale, it houses back issue articles and celebrity interviews, new listings and links to comedians and comedy events worldwide, and will be

constantly updated with some of the latest comedy news.

We've added a blog, **Comics Babble with Comic Bible** blog which is also linked from our website and will also be constantly updated with the latest comedy events and interview blurbs.

The best is last, The Comic Bible Magazine recently opened itself up to internet followers by joining the Facebook and Twitter community.

PMS Productions Inc. • 718-548-7907 • [info@thecomiccible.com](mailto:info@thecomiccible.com)



# The Comic Bible™

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US Price \$10.00 per issue,  
UPC -A BIPAD: 26506 / ISSN: 1095-1105  
[8.5" X 11.5"; Av. 124pg

The Comic Bible is recently recognized as the “ultimate comedy magazine”. It is the definitive source for comedy, in every medium, everywhere. Comedy entertainment news, events, reviews, tips, resources plus important interviews and expert contributors are in each issue of The Comic Bible Magazine.

## DISTRIBUTION

Comic Bible is distributed quarterly (4x per year)  
Nationally and Internationally through subscription  
Independent distribution includes comedy clubs and classes  
Professional distribution is through Ubiquity and Source Interlink  
to newsstands, magazine shops, specialty and book stores  
including Barnes & Noble.

## WHAT'S SPECIAL ABOUT COMIC BIBLE MAGAZINE?

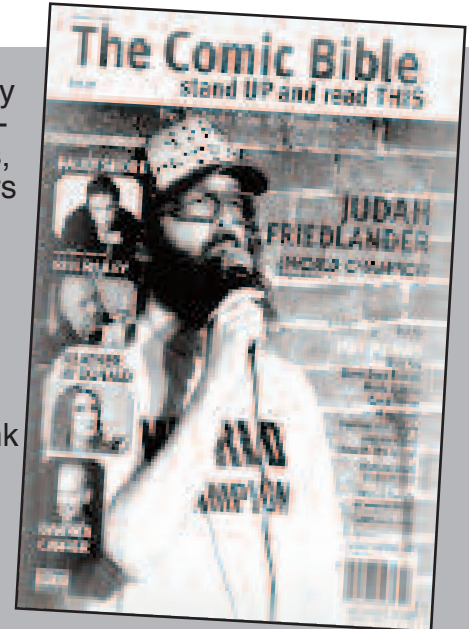
- Comic Bible is the *most respected* print publication dedicated to the comedy genre.
- Insightful Comedy Celebrity Interviews.
- Profiles comedy talent and entertainment industry executives.
- Highlights the top comedy events in all mediums, worldwide.
- Provides in-depth listings of comedy venues plus hard to find information and resources.
- Distinguished contributors, important articles.
- Effective promotion – through space advertising, mail, event sponsorship and electronically.

## WHAT'S SPECIAL ABOUT COMIC BIBLE READERS?

Our readers are those in the vast Comedy and Entertainment Arts Community, and Fans of the Comedy genre – around the globe. They love to laugh and/ or create laughter.

## WHY ADVERTISE IN THE COMIC BIBLE MAGAZINE:

- Comedy is the most positive and effective form of advertising.
- Reach your target audience the comedy entertainment industry and its fans.
- Comic Bible is quarterly so the store shelf life of your advertisement is extended.
- Comic Bible continues to sell Back issues; our readers save and refer to every issue. With this track record, your ad life is indefinite.
- Expanding your ads reach is the Comic Bible's presence at comedy venues, festivals, important events, charitable promotions and giveaways.
- Reach the most desirable consumers - those who love comedy.



Published by MS Productions Inc. • [www.TheComicBible.com](http://www.TheComicBible.com)  
PO Box 995 • Kings Park, NY 11754-0995  
718-548-7907 • [info@thecomiccible.com](mailto:info@thecomiccible.com)





# The Comic Bible™

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## Praise and Press

“The Comic Bible,” a glossy, heavily-illustrated magazine that features articles, reviews, interviews and club listings, quickly became a highly-regarded industry journal by everyone and anyone who was part of the stand-up comedy world or was a fan of the genre.”

– Stu Nulman, Book Banter “West End Times”

“The Comic Bible Magazine ...structured and has an incredible wealth of information in it. The last issue I read (Volume 4, Issue 1) had 136 pages (8.5 x 11) worth of great information – from articles written by touring comedians to Q&A with agents to venues in various cities, it covered about everything you might want to know as a stand-up comedian. ...If you’re currently a stand-up comedian and you’re looking for a great resource, check out The Comic Bible Magazine.”

– Andrew Tarvin, [humorthatworks.com](http://humorthatworks.com)

“Comic Bible...that exceptional resource for comedians is back out with a new issue and publishing again, which is very fortunate for the stand-up comedy industry itself. ... Whether you want to call it the Comedy Bible or the Comic Bible, this is the magazine that gave pull to the name. No other publication before or after it has included the quantity or the quality of information this magazine has delivered to up-and-coming comedians and seasoned pros on a regular basis. The new issue ... includes interviews with .... Also included is current information on clubs, festivals, open mics and so many other bells and whistles I'd have to write a novel worth of information to describe. This is the original Gospel according to Set Up and Punch. The quantity and caliber of the information they provide is worth far more than the \$10 news stand price...”

– Shayne Michael, [Shayne-Michael.com](http://Shayne-Michael.com)EDY, News

“You can find listings in a publication called “The Comic Bible”...A comics’ point of view.”

– Backstage

“Great magazine for all interested in comedy.”

– [Metroradio.com](http://Metroradio.com)

“Comedy?... The Comic Bible.”

– Talent Magazine

“The Comic Bible does its best to keep track of club and personnel changes and publish frequent updates. Lists agencies and management companies...”

– Dave Schwensen, “How To Be a Working Comic,”

“The Comic Bible” is the “Rolling Stone” of Comedy Magazines.”

– Max Worthington, Creator LA Comedy Awards”

...you have to get The Comic Bible.”

– Lisa Lampanelli, Comedian

“We’re talking to THE magazine here..”

– Adam Ferrara, TV & Film star, Comedian

“You were the first publication to give me a write-up and it led to my first paying job in comedy. Thanks!!” –Jeff Klinger

“We needed a good comedy magazine.”

– Jerrod Cardwell

“It is a very industrious publication. chock full of useful information and interviews.”

– Ron Gallop, Comedy Instructor

“Comic Bible is such a unique and very needed resource.” –Peggy Boyce, Admire Entertainment, Ladies of Laughter

“Ain’t no Bible like the Comic Bible.”

– Joel Fry, Comedy Guy, C4 Competition, Iowa Festival

“Here’s a Bible to read, Cover to Cover.”

– Gayla Johnson, Actress, Comedian

“I Love The Comic Bible.”

–Sunda Croonquist, Actress, Comedian

“I love the Bible itself - it is a great publication I am so happy it exists.”

–Jackie Monahan, Actress, Comedian

“Been performing in mostly Pennsylvania for 20 years and trying to bust out, got my first issue of the Comic Bible, look out 49 other states, Amish Comic now has your phone number...Great Read”

–Amish Comic

“I loved it! Amazing.” –Bonnie Mcfarlane, Actress. comedian

“Dan loves The Comic Bible Magazine!!!!”

–Dan Hudson

“The Comic Bible Rocks!!” –Cathy Lewis

“I feel blessed to be in The Comic Bible!”

–Tom Schiller, Director, Writer

“Thanks for the great comedy info.”

PRAISE



# The Comic Bible™

stand UP and read THIS



## f e a t u r e s

stand UP and read THIS! *The Comic Bible* is the definitive source for comedy, in every medium, everywhere. A variety of comedy entertainment news, events, reviews, tips, listings and resources plus important interviews and expert contributors are in each issue of *The Comic Bible Magazine*.

Each issue includes a selection of these departments.

### FEATURE INTERVIEWS WITH:

- Top Comedy Personalities
- TV & Film Comedy Writers
- Up-and-coming Comedy talent
- Show business professionals
- Comedy and Entertainment industry executives

### SECTIONS ON:

- Stand-Up Comedy
- Sketch and Improv Comedy
- Writing Comedy
- Funny Short Films, CDs, DVDs
- Comedy on Television
- Books on Comedy
- Comedy on the Web
- Inside Show Business
- Agents Managers Bookers
- Comedy Around the Country
- Overseas Comedy Coverage
- Comedy Festivals & Competitions
- Comedy for Charity

### Articles: COMIC TIMES

- Industry Insider
- Finding the Funny
  - A look at the best comedy
- Hot Comedy News and Reviews
  - From USA & around the World
- Laughter is the Answer
  - Comedy for Charity shows
- Foreign Funnies
  - A broad look at Comedy Overseas
- Comedy Down Under
- UK vs USA Comedy
- Comedy Gossip
- Question & Answers
- Show Me the Funny
  - How to Write jokes and Tell 'em
- Greg Dean's Stand-up workshop
- Comedy Tips
- Sitcom, TV, movies and more
- Peeving - industry improvement
- Reality Check
- Law and Laughter

- Career Corner
- Looking Like a Pro
- Lesson in Marketing and Relations

### COMEDY RESOURCE LISTINGS:

- NY and Los Angeles Comedy Clubs
- Clubs by State USA
- Overseas Comedy Clubs and Events
- Comedy Contests and Festivals
- Comedy Websites
- Comedy Classes
- Talent Listings
- Comedy Productions list
- Comedy Opportunity and Job list
- Comedy Casting, gigs, clubs
- Classified Comedy Ads

### FUN STUFF

- Jokes
- Articles
- Cartoons by Bill Plympton

plus **EXPERT CONTRIBUTORS** including:

- Renown comedy experts:
  - Gladys Simon
  - Greg Dean
  - Peter Desberg & Jeffrey Davis Show me the Funny
  - Jane Morris Improv guru and actress
  - People's Improv Theatre

Comedy Resource Creators:

- Chritian Michael Hall [comedyhawaii.com](http://comedyhawaii.com)
- Shayne Michael [shayne-michael.com](http://shayne-michael.com)EDY
- Jeffrey Gurian Comedy Matters

**and MUCH MORE!**

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CURRENT ISSUE



# The Comic Bible

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"A highly-regarded industry journal by everyone and anyone who is part of the stand-up comedy world or a fan of the genre." - *West End Times, Canada*

## STATISTICS

### FANS

- Throughout the US and the World, the 21-45 age group accounts for primary economic support of the comedy arts industry.
- Contact us for more demographic information.

### WORKING IN COMEDY

- Contact us for more demographic information regarding the number of comedy professionals on records in the U.S. and overseas.
- There are thousands trying comedy every year.
- Contact us for more demographic information regarding American persons employed on record as producers, directors, actors, writers and entertainers.
- In the U.S., 27.3% are self-employed.
- The number of U.S. unemployed workers in the comedy and entertainment fields represent a very high number, as does the number of part-time and unpaid workers.
- There has been a continuing increase in the number of persons pursuing employment in the comedy arts professions.

### COMEDY CLUBS

- The number of comedy venues is more than doubled as an ever-increasing number of cafes, coffee houses, nightclubs, bars and restaurants open their doors to comedy one or two nights a week.
- Contact us for more demographic information.

### WHO READ COMIC BIBLE:

EVERY Comedian, Performer, All other comedy talent including, Comedy Writers, Sketch, Improv Artists, Comedy creators, radio personalities, filmmakers; wanna-bees, Club Owners, and Bookers; Producers, Comedy Talent Management, Entertainment Agents, other industry executives; Comedy Club and event patrons, Comedy Fans and Comedy Lovers EVERYWHERE.

### THE FACTS:

- Comedy and entertainment arts attraction spans many generations, nations, and cultures.
- Comedy is the most popular genre in every entertainment medium.
- There has been a world-wide increase in the number of comedy venues, festivals, events.
- There has been a world-wide increase in the number of audience and attendees at comedy related events.
- There are no limitations on the attraction of comedy.

*"There was never a constantly updated print publication which covers all comedy, everywhere. Then there was **The Comic Bible.**"*

READERSHIP

# The Comic Bible

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Comedy Magazine & Guide "The Definitive Comedy Bible"



# The Comic Bible

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# 2011-2012

CALENDAR



PRINT ISSUE	Closing Dates	Release Date
SUMMER June – September	Closed	7/01/11
FALL September – Dec.	Closed	9/25/11
WINTER Dec. – 2012	11/02/11	12/15/11
SPRING March – June 2012	2/02/12	3/01/12

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### ADVERTISER INFORMATION

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Business Address: \_\_\_\_\_

Ad Size: # of times ad will run: \_\_\_\_\_ Ad Rate: \_\_\_\_\_

Issues Ad Will Run In: \_\_\_\_\_

Payment Form (circle): Visa MasterCard American Express Check

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Special Note: \_\_\_\_\_

# 1/2 Price Sale\*

Take 50% off any ad rate shown here  
OR

Buy one ad get the same ad FREE

\* SPECIAL APPLIES TO WINTER ISSUE ONLY

\*\*Talent – call for special rates

# The Comic Bible

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## Magazine Display Advertising Rates

### Mechanical Requirements

#### Ad Sizes

(Trim Size: 8 1/2" x 11")

Keep all art and type 1/2" from trim on all sides

BLEED PAGE: 8.75" W x 11.25" H

FULL PAGE: 7.375" W x 10" H

HALF PAGE: 7.375" W x 4.875" H

DISPLAY: 4.833" W x 4.875" H

1/4 PAGE: 4.833" W x 4" H

FULL COLUMN: 2.292" W x 10" H

1/16 PAGE: 4.833" W x 2" H

HORIZONTAL DISPLAY: 7.375" W x 2" H

HORIZONTAL DISPLAY: 7.375" W x 1" H

2 COLUMN x 1: 4.833" W x 1" H

1 COLUMN x 4: 2.292" W x 4" H

1 COLUMN x 3: 2.292" W x 3" H

1 COLUMN x 2: 2.292" W x 2" H

1 COLUMN x 1: 2.292" W x 1" H

#### Digital Requirements

Ad may be emailed or posted to our FTP

Electronic format:

- Provide 300 dpi hi-res pdf or .tif file art in black/white  
We will also accept ads in the following Mac software formats: QuarkXPress, Adobe Illustrator, Photoshop.  
Files should include all fonts, images, logos, and a digital proof of the ad.

*QuarkXPress users:* All PMS colors must be converted to process color.

*Illustrator users:* Save file as EPS.

*Photoshop users:* Save file as either TIFF, EPS, or JPEG format.

- Color Proofs must accompany all four-color ads.
- Production charges will be added to the insertion cost for ads that do not meet these specifications, unless so requested on your insertion contract. A minimum of \$100.00 will be charged for any changes.

Graphic design services available for an additional fee

Note: The Comic Bible Magazine is published four (4) times per year.

### Black & White

Take 50% off	1X	2X	3X	4X
Full Page	\$2000	\$1850	\$1800	\$1750
Half Page	\$1500	\$1450	\$1400	\$1350
Display 2/3	\$1250	\$1200	\$1150	\$1100
Full Column	\$900	\$850	\$800	\$750
1/4 Page	\$800	\$750	\$700	\$650
HORIZONTAL x 2	\$450	\$425	\$400	\$375
1/16 Page	\$400	\$350	\$325	\$300
HORIZONTAL x 1	\$225	\$200	\$175	\$150
<b>COLUMN ADS</b>	<b>SALE PRICE</b>			
1 Column x 1	\$75.00			

Two Page Spread, Island Positions, Multi-Page Rates, Inserts, and special discounts for additional advertising on our website, or Other requests . . . . . Call for information

**Premium Positions.** . . . . Call for availability

**Four Color – Premium only.** Call for availability.

Full Page	1X	2X	3X	4X
Back Cover	\$2500	\$2450	\$2400	\$2350
Back Inside Cover	\$2250	\$2200	\$2150	\$2100
Front Inside Cover	\$2250	\$2200	\$2150	\$2000
First Right Page	\$2200	\$2150	\$2100	\$2000

Four Color Advertisements are only available for Back cover \$4500. Inside front cover, \$4000. and Inside Back cover. \$4000.

Call for Multi-Page Rates, Inserts, and special discounts for additional advertising on our website.

#### Terms

- A print ad contract is a 12-month period from/including the issue in which a first ad appears.
- Ad material and payment due one month prior to publication. Ad rates are net.
- Publisher is not responsible for typographical errors or reproduction of ads not produced according to the required specifications.
- We reserve the right to refuse any ad not deemed appropriate.

RATES

**For Advertising Sales, contact  
718-548-7907 info@thecomiccible.com**

# The Comic Bible™

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## **SALE:**

Column ads: 1 Column Inch **Only \$50.00**

## **1/2 Price Sale\***

Take 50% off any ad rate shown here

OR

Buy one ad get the same ad FREE

\* SPECIAL APPLIES TO WINTER ISSUE ONLY

\*\*Talent – call for special rates


FULL PAGE: 7.375" W x 10" H  
\$2000.00



HALF PAGE: 7.375" W x 4.875" H  
\$1500.00

HORIZONTAL DISPLAY: 7.375" W x 2 H"  
on sale \$450.00

HORIZONTAL DISPLAY: 7.375" W x 1 H"  
on sale \$225.00



FULL COLUMN:  
2.292" W x 10" H  
Sale: \$900.00

DISPLAY: 4.833" x 4.875"  
\$1250.00

**For a limited time  
Column Display Ads =  
1 Column inch only  
\$75.00**

1 COLUMN x 4:  
2.292" W x 4" H  
on sale: \$300.00

1/4 PAGE:  
4.833" W x 4" H  
\$800.00

1 COLUMN x 3:  
2.292" W x 3" H  
on sale: \$225.00

1 COLUMN x 2:  
2.292" W x 2" H  
on sale: \$150.00

1/16 PAGE:  
4.833" W x 2" H  
~~\$400~~ on sale: \$300.00

1 COLUMN x 1:  
2.292 W" x 1" H  
~~\$100~~ on sale: \$75.00

2 COLUMN x 1:  
4.833" W x 1" H  
on sale: \$150.00

# The Comic Bible

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# PMS

COMIC BIBLE  
BOOKS

## BOOKS

# BRAND



*The 1st Annual Comic Bible Directories hit the market in 2000 and became an annual staple to the comedy industry.*

### Comic Bible Directory of Clubs & Festivals

Lists all Comedy Clubs throughout the US, the clubs bookers, schedules and comedy Festivals, plus other comedy venues.

## Comic Bible Annual Directories

### Comic Bible Directory of Agents, Managers & Bookers

Lists all of entertainment company, and other professionals who hire comedy talent.

Comic Bible Annual Directories are skipping another year but recognize the continued demand and will be fresh and published in 2012.

## CELEBRITY COMICS BABBLE

Volume 1

A ROMP THROUGH A RED CARPET LINE-UP OF INTERVIEWS

From The Comic Bible Magazine

ISBN: 978-0-9829282-0-2

A Comic Bible Magazine 'best of' collection of unique interviews with an unrivaled line-up of over thirty of the word's foremost performers and comedians.

### Interviews include

Ray Romano, Elayne Boosler, Tommy Chong, Eric Bogosian, Paul Rudd, Tracy Morgan, Lisa Lampanelli, Wanda Sykes, Tommy Davidson, Judy Gold, and so many more.

[www.comicsbabble.com](http://www.comicsbabble.com)

