



The Game Has Changed...

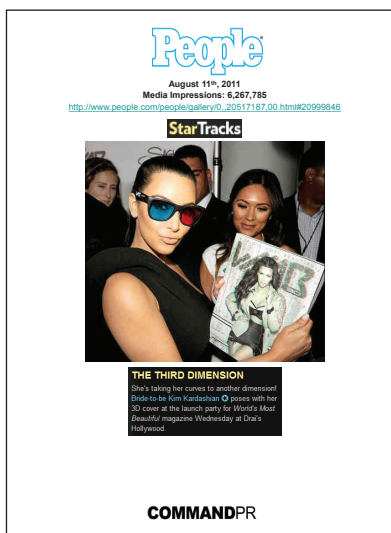
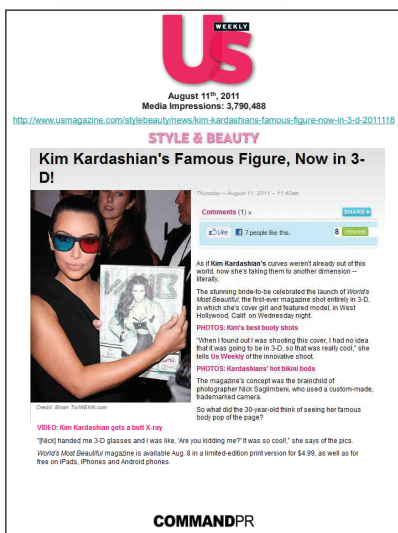
To 3D.



WAO
3D
WORLD'S MOST BEAUTIFUL

Media Coverage

With nearly 100 million media impressions since the issue launch in August, the following are just some of the top WMB3D highlights in the press.





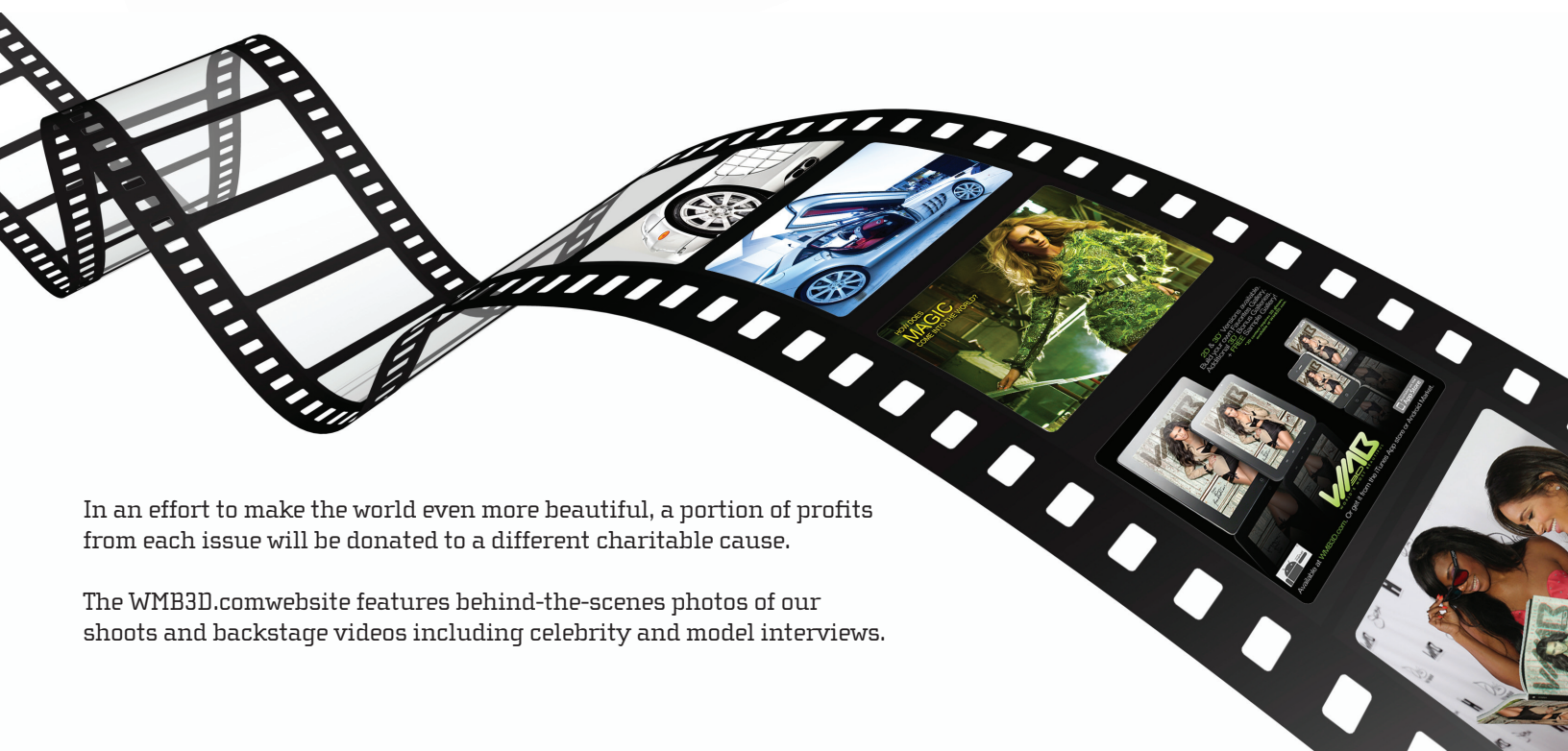
What is WMB3D?

What is WMB3D?

World's Most Beautiful (WMB 3D) is the first commercial magazine entirely photographed and designed in 3D. We capture the most beautiful people, places, products, and fashion on the planet, and bring them closer to you than ever before, in an unprecedented 3D viewing experience.

WMB 3D is available in the iTunes App Store, Android Market, and in a limited edition print run. Thanks to the recent explosion of tablet and smartphone technology, 3D looks better than ever before possible on these luminous, crystal-clear, backlit displays. Images are delivered in hi-resolution, allowing the reader to zoom in to read text clearer, or to get a closer look at the latest fashion accessories. Best of all, with each 3D issue comes a standard 2D version, included free with your purchase.

WMB 3D is the collaboration of celebrity photographer Nick Saglimbeni and business mogul Howard Misle. The entire magazine was photographed using the Saglimbeni3D™ camera system, designed by Nick Saglimbeni. Each page features eye-popping 3D images (including the ads) and layouts—even the text jumps off the page. Universal red-cyan anaglyph glasses, easily found anywhere in the world, are required to view the images in 3D. Glasses are also available at WMB3D.com.



In an effort to make the world even more beautiful, a portion of profits from each issue will be donated to a different charitable cause.

The WMB3D.com website features behind-the-scenes photos of our shoots and backstage videos including celebrity and model interviews.



What is WMB3D? (continued)

What is Saglimbeni3D?

Saglimbeni3D is a proprietary two part system, designed by Nick Saglimbeni. It is comprised of true-stereo capture and newly developed 3D post-production and retouching techniques.

How is 3D captured?

The Saglimbeni3D camera system is among the highest-resolution 3D camera systems in the world. Saglimbeni3D images can be rendered in any 3D format, including ColorCode, RealD 3D, polarized, eclipse method, interference filter, red/cyan, red/green, 3D HDTV, and glasses-free 3D (autostereoscopic) for devices such as the HTC EVO 3D.

Is post-production available?

We've developed 3D post-production techniques never-before available to the photography arena. These extend commercial retouching and image-processing into the third dimension, allowing for spatial retouching, perspective-based filtering, 3D compositing, and the ability to move elements to any position in three-dimensional viewer space.

How long does the 3D process take?

Unlike traditional photography and post-production boutiques, Saglimbeni3D offers a complete in-house experience, providing your product from capture to delivery. Best of all, our world-class artists and state-of-the-art equipment allow for record-breaking turnaround times. Entire 3D commercial campaigns can be turned around in as little as 72 hours.





Reader Demographics

Sex

Male: 78%

Female: 22%

Age

Core Age Demo: 21-44

Average Age: 27

Education

73% have at least a 4-year college degree

Income

Average reader income: \$62,000

Where they are:

iPhone: 26%

iPad: 24%

Droid Phone: 15%

Printed magazine: 14%

Droid Tablet: 7%

Prefer 2D or 3D version?

3D: 76%

2D: 24%

What are you most excited to see in the next issue:

Models: 39%

Celebrities: 18%

Cars: 11%

Travel: 11%

Fashion: 10%

Gadgets: 8%

Total WMB-related impressions from Issue 1



Testimonials

"This is the future of magazines. Every issue of the print magazine will be a collector's item."

"World's Most Beautiful is a magazine ahead of its time. The entire layout is a visual treat. You guys are in a league of your own."

"This is the most amazing thing I've ever seen. The pictures jump out at you, and they are beautiful."





2011/2012 Rate Card



App downloads

10/1/2011

225,000

1X

3X

6X

Full Page: 9" W x 12" H

\$15,000

\$12,000

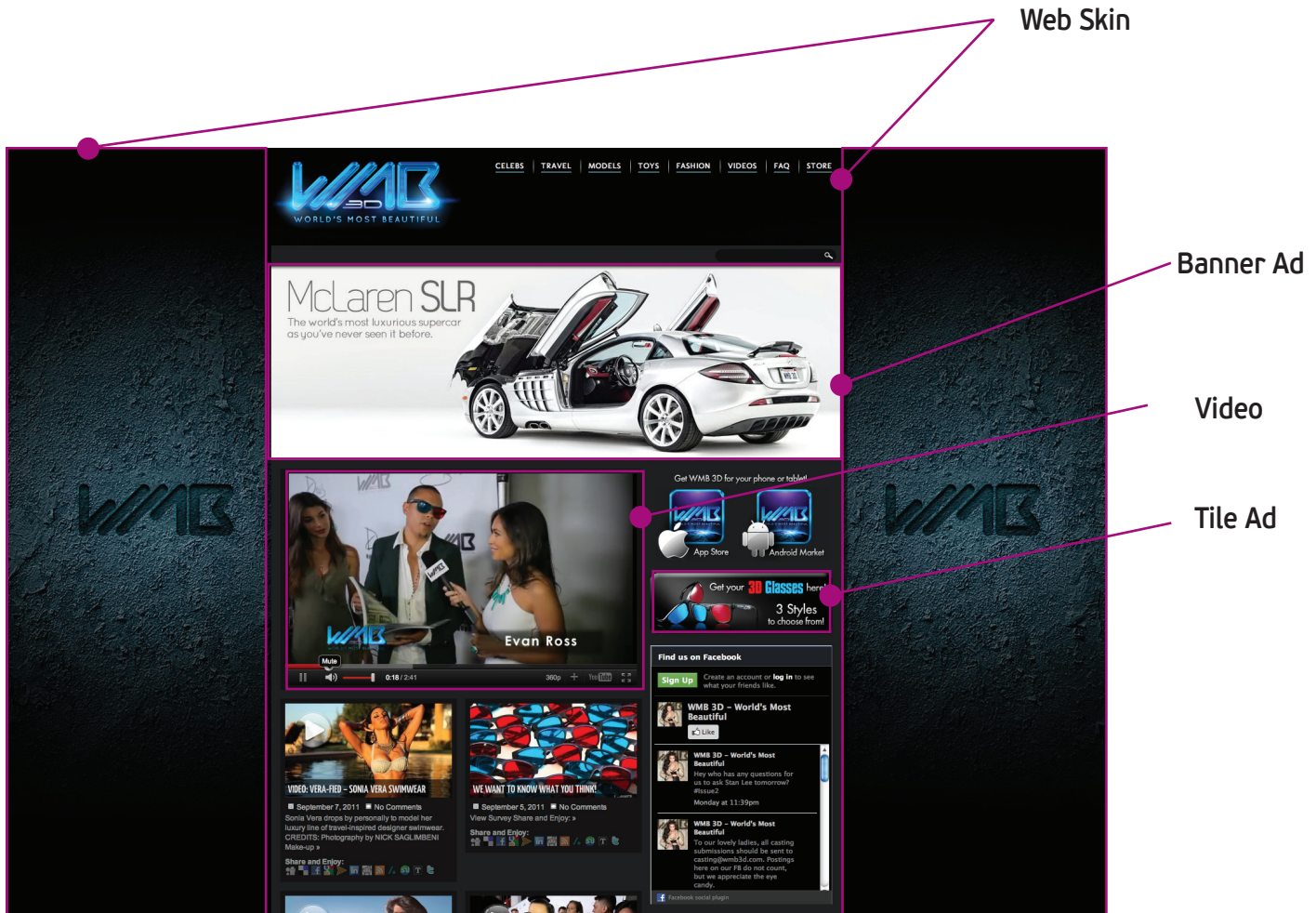
\$10,000

Production:

\$25,000

Includes 1-Day Shoot, Post-Production and Delivery





Web:		50K Impressions	100K Impressions
728x90 Pixels	Banner Ad	\$1,000	\$1,500
300x28 Pixels	Tile Ad	\$600	\$900
Web Skin	Background	\$2,000 Per Month	
Video	Pre-Roll	\$3,000	\$5,000

