



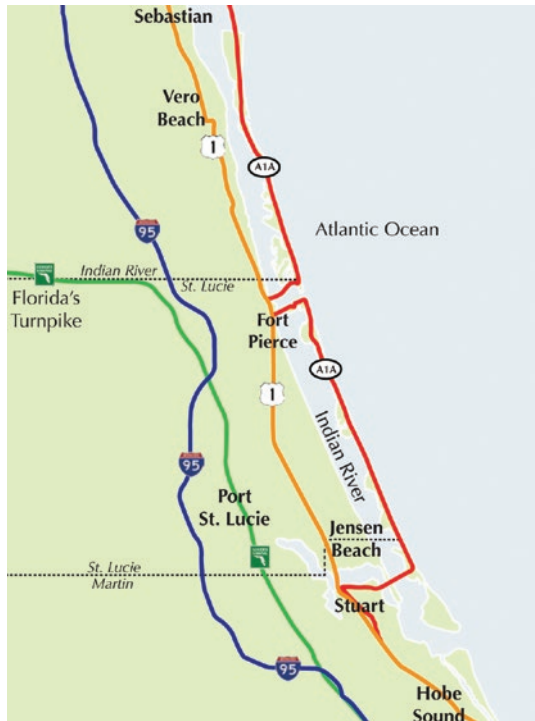
## *The Treasure Coast's Leading Magazine*



### **Covering Stuart | Vero Beach | Fort Pierce | Port St. Lucie Jensen Beach | Palm City | Sebastian | Hobe Sound**

- Largest magazine on the Treasure Coast. Market leader in distribution of printed copies, digital format and participation in social media.
- Readership targets high-income households, key business and community leaders who influence buying decisions in the three-county region.
- Award-winning content by region's leading writers and photographers ensures long shelf life. Departments reflect broad range of interests.

# DISTRIBUTION



- Residential distribution includes unique combination of paid subscriptions and complimentary subscriptions targeting high-income households on the Treasure Coast.
- Speciality distribution at more than 500 public places such as medical waiting rooms, restaurants, banks, legal offices, car dealerships and affluent shopping areas throughout St. Lucie, Martin and Indian River counties.
- Complimentary copies placed at leading hotels in the three counties.
- Newsstand distribution includes Barnes & Noble, Books a Million and independent news stands throughout the Treasure Coast.
- Besides hard copy distribution, *Indian River* provides free flip book online access for each issue, as well as free downloadable App on iPhone, iPad and Android devices.

# READERSHIP

- *Indian River* prints more than 15,000 copies each issue, making it the largest magazine on the Treasure Coast.
- Based on estimates of four readers per residential copy and 10 readers per public place copy, the printed edition of *Indian River* reaches more than 100,000 readers per issue.
- Free online flipbook edition receives an additional tens of thousands of page views per issue.
- Complimentary mailing list targets households with more than \$125,000 in income.
- Combination of targeted distribution to high-income households, key business and community leaders and high-traffic waiting areas reaches population with most purchasing influence in the region.



# OUR STORY: PUBLISHING WITH PRIDE



Publisher Gregory Enns, right, and Associate Publisher Allen Osteen founded *Indian River* in 2006.

*Indian River Magazine Inc.* was founded in 2006 by Treasure Coast natives Gregory Enns and Allen Osteen. Enns had spent a 25-year career as a newspaper editor and reporter and Osteen is the president of East Coast Lumber & Supply, the oldest continuously operating business on the Treasure Coast.

Their goal in publishing *Indian River* is to give readers a closer connection to their community by highlighting the history and unique environmental qualities of the region. Named for the Indian River, the waterway that courses through the Treasure Coast, the magazine is distributed throughout Martin, St. Lucie and Indian River counties. The magazine's writers and photographers live in the communities they cover and are among the leading journalists in the region.



## About Indian River

*Indian River* publishes five times a year: in January, March, May, October and December. Issues typically include stories on art, music, dining, decorating, gardening, boating, fishing, golf and the social scene.

Besides being the largest and most comprehensively distributed magazine on the Treasure Coast, *Indian River* also is available free online in a digital format flip book version at [www.indianrivermag.com](http://www.indianrivermag.com).



# OUR OTHER PUBLICATIONS

In 2007, *Indian River Magazine Inc.* began publishing specialty magazines and custom guides serving specific markets in the Treasure Coast. The company also publishes pamphlets, brochures and even books.



■ The company has produced and published the Sunrise Theatre playbill each September since 2007. The playbill provides a complete guide to the season at the 1,200-seat Sunrise Theatre, the largest performing arts hall on the Treasure Coast.



■ *Port St. Lucie Magazine* publishes in January, March, June and September and is a guide to one of Florida's fastest-growing cities.



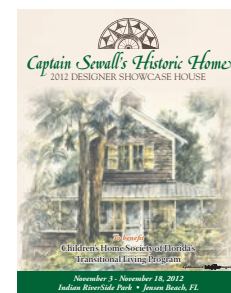
■ *Indian River Magazine Inc.* began publishing books in 2014.



■ The *St. Lucie Travel Guide* publishes each December and is the official vacation guide of the St. Lucie County Tourist Development Council.



■ *Fort Pierce Magazine*, which publishes every February, celebrates life in the Sunrise City.



■ *Indian River Magazine Inc.* produces custom publications for business enterprises and non-profits on request throughout the year.

# FREQUENCY AND DEADLINES

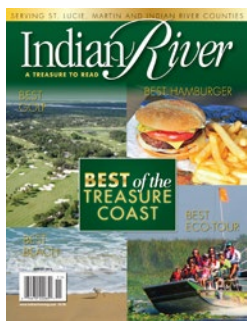
**Indian River publishes five times a year, with release dates scheduled around peak seasons on the Treasure Coast.**

EDITION	RELEASE DATE	SPACE DEADLINE	MATERIALS DEADLINE
Winter	Mid-January	Dec. 10	Dec. 20
Spring	Early March	Feb. 1	Feb. 10
Summer	Early May	April 1	April 10
Fall	Early October	Sept. 1	Sept. 10
Holiday	Mid-November	Oct. 20	Nov. 1



## EDITORIAL CALENDAR AND MAGAZINE FORMAT

Indian River is a general interest magazine whose mission is to give readers a closer connection to their community by highlighting the history, unique environmental qualities and the outstanding personalities on the Treasure Coast. Issues typically include stories on art, music, history, dining, decorating, gardening, boating, fishing, golf and the social scene. In addition, each issue has a special focus.



■ The winter issue features our highly popular annual **Best of the Treasure Coast** section and includes a directory of leading entertainment venues, restaurants, recreation areas and much more. This issue also has a special Treasure Coast Weddings section.



■ The summer issue features an extensive section on boating and fishing. The issue also has special sections devoted to outdoor living, gardening and outdoor dining.



■ The fall issue features the **Treasure Coast Medical Report**, an annual section that focuses on the latest medical developments in the region and the personalities behind them.



■ The spring issue has a special focus on home interiors and a **Trends in Education** section profiling local schools and education developments. It also delivers news on the region's latest developments as the Research Coast.



■ The holiday issue is the annual “season” edition that provides previews of the season ahead in art, music and theater. The issue also contains holiday celebration features and a holiday gift guide. This issue also features our annual Senior Living section with a directory of senior services.

While *Indian River* has the largest and most comprehensive distribution of any local magazine on the Treasure Coast, it also has among the lowest rates of competing media in the three counties.



AD SIZE	5X INSERTION (all issues)	1X INSERTION
Quarter page	\$395	\$450
Half page	\$595	\$650
Full page*	\$1,060	\$1,250
Inside Front Cover	\$1,900	
Inside Back Cover	\$1,500	
Page 1	\$1,900	
Back Cover	\$2,900	

\*15 percent premium for guaranteed placement on pages 2-13.

## BENEFITS

**All advertisers in *Indian River Magazine* receive these benefits:**

- High-profile visibility in the largest and most comprehensively distributed magazine on the Treasure Coast
- Free advertising design
- Free Web advertising in our digital edition
- Free listing in the Treasure Coast Business Directory appearing in each printed and online edition of *Indian River*
- Ample complimentary magazines to distribute to customers and clients



**Advertisers who join *Indian River* for the complete season (five issues) are designated as *Indian River* partners and are entitled to these benefits:**

- Free listings (name of business, phone number, Web address) in advertising directories that appear in the magazine, on the home page of indianrivermag.com and TC business.com
- Free announcements in our Treasure Coast Business e-newsletter and in social media promotions such as Facebook (limitations apply)
- Free photography (limitations apply)
- Free announcements in our **News About Our Advertisers** section and on our Facebook page (limitations apply)
- Free one-year subscriptions for advertisers (limitations apply)
- Participation in *Indian River Magazine* events

Advertisers are responsible for requesting in writing the utilization of any benefits offered by *Indian River Magazine*. Please request from your advertising representative the limitations on benefits.

# ADVERTISING AGREEMENT

**OUR FIVE ISSUES:**  
WINTER | SPRING | SUMMER | FALL | HOLIDAY



I agree to advertise in the next five issues of *Indian River Magazine* in the following quantity checked below:

## 5-Issue Season (Winter, Spring, Summer, Fall, Holiday)

- Full page \$1,060 (per issue)** 15 percent premium for guaranteed placement on pages 2-13.
- Half page \$595 (per issue)** Ask your ad rep about premium placements such as back cover, front cover and Page 1.
- Quarter page \$395 (per issue)**

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

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

I agree to advertise in the quantity checked above and represent that my business will be responsible for payment. I understand that a 20 percent cancellation fee per ad will be applied for early cancellation. I understand the most relevant ad will be published in instances when I cannot be contacted after good faith efforts have been made. I understand collection fees, attorney fees and interest at 18 percent per annum may accrue for unpaid balances.

## Advertiser Information

- My company or ad agency will design my ads. Please send me the specs and submission information for your magazine.
- I want *Indian River Magazine* to design my ads for free. Please contact me immediately to begin work on the ad.

Name of Business: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name of person handling ads: \_\_\_\_\_

Phone # of person handling ads: \_\_\_\_\_

E-mail of person handling ads: \_\_\_\_\_

Edition	Release Date	Space Deadline	Materials Deadline
Winter	Mid-January	Dec. 5	Dec. 20
Spring	Early March	Feb. 1	Feb. 10
Summer	Early May	April 1	April 10
Fall	Early October	Sept. 1	Sept. 10
Holiday	Mid-November	Oct. 20	Nov. 1

## SPECIFICATIONS

### Full-Page Bleed Ads

Page size: 8.375" x 10.875"

Bleed size: 8.625" x 11.125"

\*Live area/Safe zone: 7.375" x 9.875"

*\*(This is the area that is a full inch inset from all sides of the page size to prevent important elements from being cut off or landing in the gutter. Type/logos need to be 1/4" inset from the page size at minimum, or contained within the suggested live area)*

### Full-page, non-bleed

Page size: 8.375" x 10.875"

\*Live area/Safe zone: 7.375" w x 9.875" h

### Camera-Ready Submissions Acceptable Formats

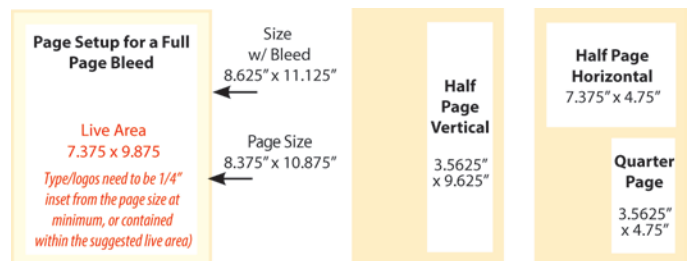
**PDF (preferred)** - All images must be 300 p.p.i. Fonts embedded. Convert all RGB images and spot colors to CMYK. If black and white, convert all images and text to grayscale.

**TIFF** - Must have at least 300 p.p.i. resolution, with size equal to ad size in inches.

**MICROSOFT APPLICATIONS** (MS Word, MS Publisher and Word Perfect) are **NOT** acceptable as Camera-Ready submissions.

### How To Submit Your Ad

E-mail your ad or instructions to your ad representative or advertise@indianrivermag.com. Large files may be uploaded to our FTP site or drop box. Contact your representative for details. When e-mailing an ad, please send high resolution (300 ppi) PDFs or JPEGs no larger than 15MB. Disks may be delivered to your ad representative or mailed to Indian River Magazine, 308 Ave. A, Fort Pierce, FL 34950. If sending images for your ad to be built, please send JPEGs or TIFFs at 300 dpi.



CONTACT PUBLISHER GREGORY ENNS AT 772.940.9005 OR ENNS@INDIANRIVERMAG.COM

EMAIL TO YOUR AD REP OR FAX TO 866.505.2446 | INDIAN RIVER MAGAZINE | 308 AVENUE A, FORT PIERCE, FL 34950

Besides being the No. 1 magazine on the Treasure Coast in terms of printed copies that are distributed to thousands of homes and businesses throughout the Treasure Coast, *Indian River* is also the leader in terms of digital distribution and marketing. That means your advertising reaches readers both digitally and in traditional print formats.



■ All of our magazines are published online at [www.indianrivermag.com](http://www.indianrivermag.com). Readers via computer can access the same material in the same design and layout as the printed version free online in our flipbook version.



■ People who view our digital magazine edition through their computer can automatically link to our advertisers' Web sites through the Web addresses that appear in their ads.



■ Through our *Indian River Magazine* app, iPhone and iPad and Android users can also access our magazine free from their devices. Besides content, users of the App can also receive discounts and updates from us.



■ With close to 11,000 fans on Facebook, we also share our content and advertising through social media. *Indian River Magazine* has more likes on Facebook than any of our competitors.



■ Our Treasure Coast Business Web site ([tcbusiness.com](http://tcbusiness.com)) is specifically designed to promote news about our advertisers. Advertising partners can provide news and press releases about their businesses that we can post at no charge (limitations apply). We can also promote this news on our Treasure Coast Business e-newsletter and social media sites such as Facebook.



■ The names and Web contacts for all of our advertising partners appear in our e-newsletters and on both of our Web sites, [indianrivermag.com](http://indianrivermag.com) and [tcbusiness.com](http://tcbusiness.com)

**Yes, I want to become a digital advertiser.**

**970 x 135 Banner slider** on Indian River and Treasure Coast Business Web Sites on Home Page

3 months \$600     12 months \$1,900

**160 x 160 Ad** on Indian River and Treasure Coast Business Web Sites on Home Page

3 months \$300     12 months \$900

**400 x 180 Banner** on e-newsletters for Indian River Magazine and Treasure Coast Business

3 months \$900     12 months \$2,900

**225 x 1035 ad** on Flipbook version of Indian River Magazine

3 months \$900     12 months \$2,900

**Posting of press release/stories** on Treasure Coast Business ([tcbusiness.com](http://tcbusiness.com))

\$50 per release (Free for advertising partners)

**Posting of press release/stories in Treasure Coast Business newsletters**

\$100 per release (Free for advertising partners)

**Facebook Promotions**

Free for advertising partners (limitations apply)

Name of Business: \_\_\_\_\_

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

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of person handling ads: \_\_\_\_\_

Phone # of person handling ads: \_\_\_\_\_

E-mail of person handling ads: \_\_\_\_\_

My company or ad agency will design my ads.

I want *Indian River Magazine* to design my ads for free.

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

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

I agree to advertise in the quantity checked above and represent that my business will be responsible for payment. I understand that an early cancellation of any digital advertisement is subject to a 20 percent cancellation fee.