



Indian River

The Treasure Coast's leading magazine

2024-2025 MEDIA KIT

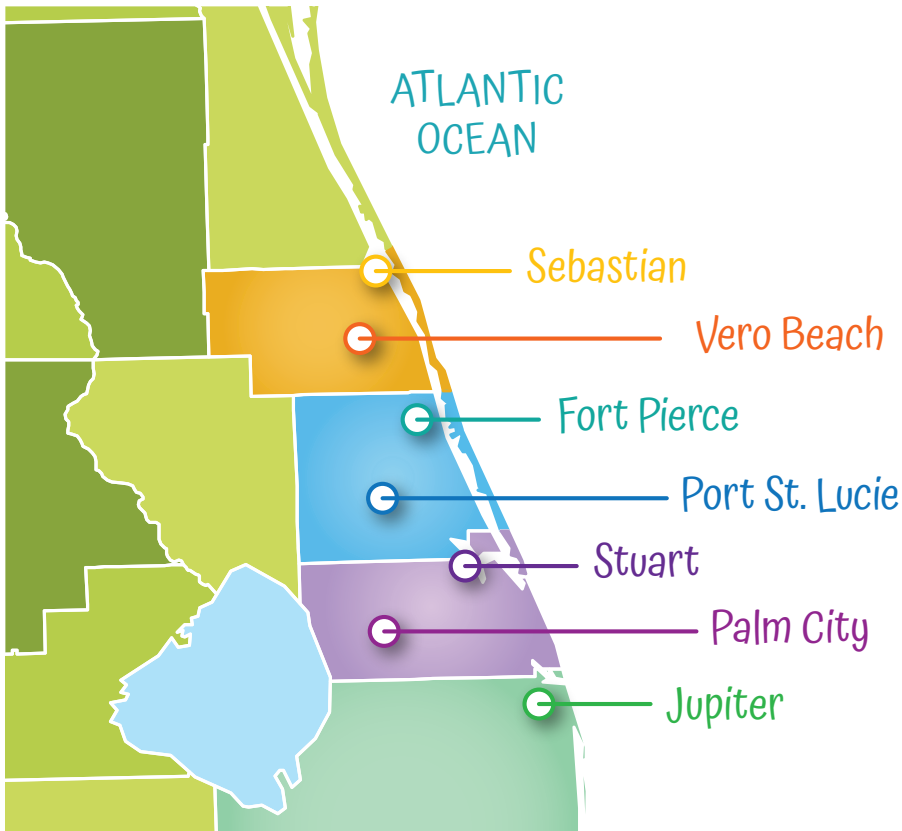


fma
Charlie
Awards
Winner

- 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.



- Combined print of 15,000 and digital distribution reaches 60,000 people each issue.
- Residential distribution includes unique combination of paid subscriptions and complimentary subscriptions targeting high-income households on the Treasure Coast, including 5,000 copies to highest income households in the region.
- Distribution targets Vero Beach, Sebastian, Port St. Lucie, Fort Pierce, Stuart, Jensen Beach, Palm City, Hobe Sound and Jupiter.
- Complimentary copies placed at leading hotels in the three counties.
- Besides hard copy distribution, *Indian River* provides free flip book online access for each issue, viewable on iPhone, iPad and Android devices.

Indian River Magazine 2024/2025 Advertising Opportunities and Editorial Calendar



Editorial Calendar subject to change without notice. Some dates above may vary.

FALL ISSUE (OCT-NOV)

Reserve space by Sept. 1, 2024 | Arrives early October

ADVERTISING OPPORTUNITIES

- Salute to Veterans — As Veterans Day approaches, your business can salute our veterans in this special section. Feature veterans on your staff or in your family or offer discounts to veterans
- Faces of Medicine — Profiles of medical professionals appearing in the Treasure Coast Medical Report
- Senior Living — Trends in senior care
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties
- Treasure Coast Non-Profit Profiles — Let our readers know what your non-profit achieves

EDITORIAL FEATURES

- Treasure Coast Medical Report — Our 17th annual section on trends in health care on the Treasure Coast
- Part Two of our history series on Florida's notorious Ashley Gang
- Homes of the Treasure Coast
- Treasure Coast Personalities
- Indian River Kitchen cooking column
- Society/On the Scene
- Datebook/A Guide to upcoming events on the Treasure Coast

HOLIDAY ISSUE (NOV-DEC)

Reserve space by Oct. 10, 2024 | Arrives mid-November

ADVERTISING OPPORTUNITIES

- Holiday Gift Guide — Feature items or gift cards from your business popular during the holidays
- Non-Profit Holiday Guide — A holiday guide to the needs of non-profits on the Treasure Coast
- Holiday Showcase — Publicize your holiday events, festivals and parades
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties
- Legal Professionals — Profiles of leading lawyers on the Treasure Coast

EDITORIAL FEATURES

- Conclusion of the Ashley Gang series
- Season of Celebration Holiday Guide
- Season of the Arts/A Preview of the Fine Arts and Performing Arts on the Treasure Coast
- Homes of the Treasure Coast
- Indian River Kitchen cooking column
- Treasure Coast Personalities
- Society/On the Scene
- Datebook/A Guide to upcoming events on the Treasure Coast

WINTER ISSUE (JAN-FEB)

Reserve space by Dec. 5, 2024 | Arrives early January 2025

ADVERTISING OPPORTUNITIES

- A New Year/A New You — A section on personal development, from health trends and new ways to refresh living spaces to getting your financial affairs in order.
- Best of the Treasure Coast Annual Section — Feature your business near your category
- Show Boats and Boat Shows — A list of boat shows in South Florida during 2025
- Business Leaders of the Treasure Coast — Profiles of business owners and executives
- Senior Living
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties

EDITORIAL FEATURES

- Homes of the Treasure Coast
- Treasure Coast History
- Indian River Kitchen cooking column
- Treasure Coast Personalities
- Society/On the Scene
- Datebook/A Guide to upcoming events on the Treasure Coast

SPRING ISSUE (MARCH-APRIL)

Reserve space by Feb. 10, 2025 | Arrives early March

ADVERTISING OPPORTUNITIES

- Annual Homes and Design Edition — A section that focuses on home improvement, gardening and spring cleaning. Features products and services related to home decor, outdoor furniture, landscaping and organization
- Private School Guide — Highlights private schools on the Treasure Coast
- Wedding Day Venues — A showcase for the leading wedding and rental venues on the Treasure Coast
- Treasure Coast Realtors — Features top Realtors on the Treasure Coast
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties

EDITORIAL FEATURES

- Trends in Education
- Treasure Coast History
- Indian River Kitchen cooking column
- Treasure Coast Personalities
- Society/On the Scene
- Datebook/A guide to upcoming events on the Treasure Coast

SUMMER ISSUE (MAY-SEPTEMBER)

Reserve space by April 10, 2025 | Arrives early May

ADVERTISING OPPORTUNITIES

- Best of Boating — Features leading boat manufacturers and dealers on the Treasure Coast
- Treasure Coast Fishing — Includes fishing tips, advice and other topics
- Outdoor Exploration — Exploring the great outdoors on the Treasure Coast
- Summer Camps — Highlights summer camp programs
- Senior Living — Highlighting Treasure Coast senior care
- Communities of the Treasure Coast — Profiles of community developments in St. Lucie, Martin and Indian River counties

EDITORIAL FEATURES

- Homes of the Treasure Coast
- Treasure Coast History
- Summer Boat Shows
- Indian River Kitchen cooking column
- Treasure Coast Profiles
- Society/On the Scene
- Datebook/A guide to upcoming events on the Treasure Coast

CONTACT 772.940.9005 OR STAFF@INDIANRIVERMEDIA.COM

COMMUNITY *Partnerships and* Sponsorships

Indian River Magazine actively supports a variety of organizations throughout Southeast Florida.

Not only does each relationship provide us with an amazing opportunity to give back to the community in which we live and work, but we're also able to extend the reach of your advertising message to a broad audience.

Being a partner means you'll have access to both subscribers and nonsubscribers through bonus distribution of *Indian River Magazine* at carefully selected events. Additional community partnerships and sponsorships also offer networking opportunities and valuable exposure that strengthens your advertising program.

ON THE SCENE

On the Scene

Chrysanthemum Ball
Nov. 11, 2017
Martin County Fairgrounds
Stuart

More than 430 people attended the circus-themed Chrysanthemum Ball that raised more than \$1 million for the H. William Lichtenberger Fund. The proceeds will be used to help the uninsured and underinsured members of our community. Because of generous, dedicated supporters, Martin Health System physicians, associates and volunteers are able to deliver on the promise to provide peace of mind and exceptional health care to the people in our community.



To view photos of the latest parties on the Treasure Coast, visit www.indianrivermag.com
To submit coverage of your event, e-mail scene@indianrivermag.com

1. Joyce Williams, Alison and Mark Palombi, Dolores Lashkevich, Dr. Steven Levine, Connie Necel 2. Dr. Elyse Mues, Jac McManus, Rosi Schroeder, Catherine Bailey, Zusanne Polhemus 3. Sandra Porter, Bethany and Robert Lord, Eileen Morris 4. Dr. Linda Kardos and Pat Noonan 5. Dr. Norman Bennett and Nikol Bennett 6. Karen and Rod Kennedy 7. Dr. and Mrs. Mark Gallagher 8. Kay Ziegler and Jeanne Crane

Indian River

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 Business Directory appearing in each printed and online edition of *Indian River Magazine*
- Ample complimentary magazines to distribute to customers and clients



AD SIZE	5x INSERTION (all issues)	1x INSERTION
Quarter page	\$445	\$495
Half page	\$645	\$695
Full page*	\$1,095	\$1,295
Inside Front Cover	\$1,995	5x only
Inside Back Cover	\$1,600	5x only
Page 1	\$1,995	5x only
Back Cover	\$2,800	5x only

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

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 indianrivermagazine.com and TC business.com, and our weekly e-newsletter.
- 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.

See the digital difference by advertising with Indian River Media Group

All you need is that digital push. Let us share your news, advertisements and business listings with the thousands of web users that view and trust our industry leading digital content and print publications.



indianrivermagazine.com | spacecoastliving.com
portstluciemagazine.com | tcbusiness.com
fortpiercemagazine.com | treasurecoastweekend.com

IMAGE FORMATS: JPEG/PNG/GIF (animated ok)

Online Marketing

728 x 90 px Leaderboard Ad on Home Page with link

6 months \$1,500 12 months \$3,000

970 x 250 px Banner Slider Ad on Home Page with link

6 months \$900 12 months \$1,600

300 x 250 px Sidebar Ad on Home Page with link

6 months \$600 12 months \$1,100

Digital Issue Sponsorship Sponsor one of our digital issues. Be included in all website content, email blasts and social media related to a digital issue

(1) issue \$3,000

Website Article Sponsorship Ad 970 x 250 px with link. See your ad in middle of trending articles listed on Home Page of website.

6 months \$600 12 months \$1,100

Native Advertising/Digital Advertorials Our digital editors will craft the message, images and links to share your message. Article will be identified as sponsored content and listed under section (ex. art or business) on website based on content and relevance. List on Home Page for additional cost.

\$1,500

Press Release Post \$100 per post, per site

Email Marketing

FORMATS: JPEG/PNG/GIF (animated ok)/MP4 (50 seconds max)



Item or Press Release Post

Treasure Coast Weekend e-newsletter, \$100 per week

Treasure Coast Business e-newsletter, \$100 per week

970 x 250 px Email Banner Ad with link

Treasure Coast Weekend e-newsletter, \$125 per newsletter

Treasure Coast Business e-newsletter, \$125 per newsletter

Social Media

Facebook, Instagram, Twitter
FORMATS: JPEG/PNG/GIF (animated ok)/MP4 (50 seconds max)



Social Media Original Post \$200 per page

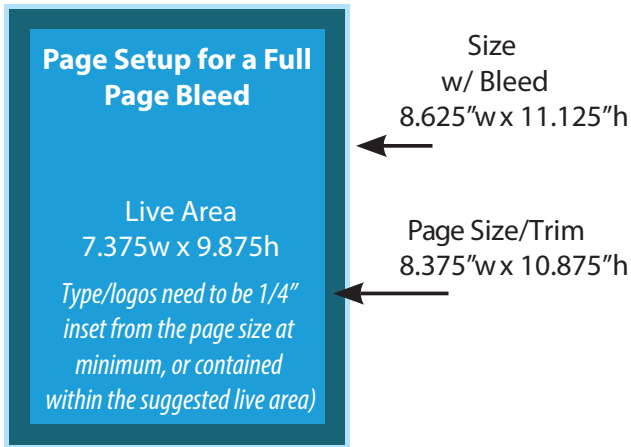
Our editors will craft the message, images and links to share your message.

tcbusiness.com

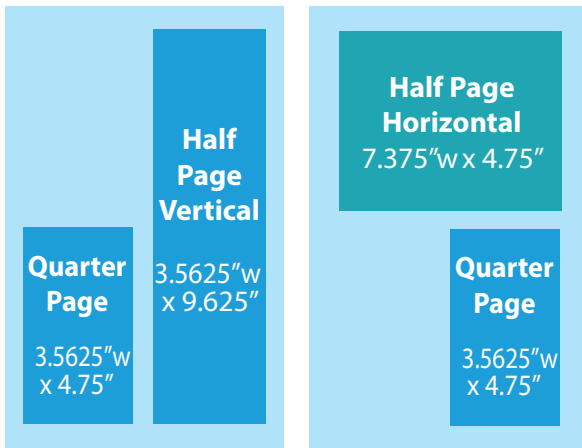
portstluciemagazine.com

spacecoastlivingmagazine.com

Social Media Reshare \$50 per page Does not include editing of captions, images or tags.



Other Ad Sizes: Please DO NOT include crop marks on ad sizes smaller than a full page. These ad sizes DO NOT BLEED.



REQUIREMENTS

FULL-PAGE BLEED

Page size: 8.375"w x 10.875"h **Bleed size:** 8.625"w x 11.125"h ***Live area/Safe zone:** 7.375"w x 9.875" h
**(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"w x 10.875" h ***Live area/Safe zone:** 7.375"w x 9.875" h

FULL-PAGE SPREAD

The specs are the same for a spread as they are for a full page ad with bleed. Each page should be sent as a separate pdf, not as a spread. Label them left and right accordingly.

Page size: 8.375"w x 10.875"h **Bleed size:** 8.625"w x 11.125"h ***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.

CROP MARKS Please DO NOT include crop marks on ad sizes smaller than a full page.

HOW TO SUBMIT YOUR AD

E-mail your ad or instructions to your ad representative or staff@indianrivermedia.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 Media Group, 308 Ave. A, Fort Pierce, FL 34950. If sending images for your ad to be built, please send JPEGs or TIFFs at 300 dpi.

We cannot assume responsibility for color shifts that can occur in ads that are not supplied in CMYK.

DEADLINES	Space Reservation Due	Ad Completed	Distribution Begins
Indian River Magazine Fall Issue	Sept. 1	Sept. 5	Oct. 1, 2024
Indian River Magazine Holiday Issue.....	Oct. 10	Oct. 25	Nov. 15, 2024
Indian River Magazine Winter Issue.....	Dec. 5	Dec. 15.....	Jan. 5, 2025
Indian River Magazine Spring Issue.....	Feb. 10	Feb. 15	March 15, 2025
Indian River Magazine Summer Issue.....	April 10.....	April 15.....	May 1, 2025

Some dates above may vary. Advertisers will be given ample notice of any changes.

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



YES, Reserve the following space for my business: (check one)

Single issue only:

Issue: _____

- Quarter page \$495
- Half page \$695
- Full page \$1,295

5-Issue Season (Jan, March, May, Oct, Nov-Dec) per issue

- Quarter page \$445
- Half page \$645
- Full page \$1,095
- Inside Back Cover \$1,600
- Inside Front Cover \$1,995
- Page 1 \$1,995
- Back Cover \$2,800

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

Signature: _____

Printed Name: _____ Date: _____

Email Address: _____

Phone Number: _____

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 of the cost of the ad will apply if I do not advertise. I also understand that failure to pay for my advertisement within 30 days of billing could result in an 18 percent annual interest rate and payment of collection, court and attorney fees. Most recent relevant ad will be used when good faith efforts to contact advertiser are unsuccessful. To cover the added expense for credit card processing fees a 3% handling charge will be added to the final invoice when payment by credit card is chosen.

Advertiser Information

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

BILLING INFORMATION

Name of Business: _____

Name of billing contact: _____

Billing Street Address: _____

City: _____ State _____ Zip _____

I prefer invoices be emailed to this e-mail address _____

Name of person handling ad: _____

Phone # of person handling ad: _____

E-mail of person handling ad: _____

CONTACT 772.940.9005 OR STAFF@INDIANRIVERMEDIA.COM

Fill out form and fax to 866.505.2446 • Indian River Media Group - 308 Avenue A, Fort Pierce, FL 34950 • www.indianrivermagazine.com

Affiliated Publications

SERVING JUPITER TO SEBASTIAN

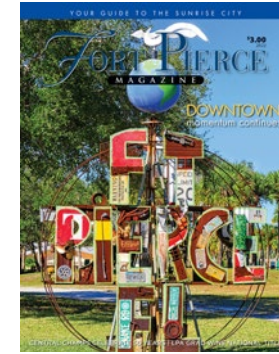
In 2007, Indian River Media Group began publishing specialty magazines and custom guides serving specific markets in the Treasure Coast and the Space Coast. The company also publishes pamphlets, brochures and even books.



■ *Space Coast Living Magazine* publishes in January, March, May, September and November and covers Brevard county.



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



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



■ 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.



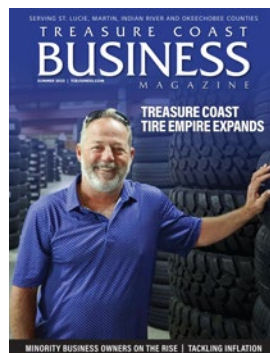
■ *Discover the Space Coast* magazine publishes in early December and is a welcome and relocation guide to Brevard county.



■ *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.



■ *Treasure Coast Business Magazine* publishes in February, April, July and October. Focuses specifically on the Treasure Coast business environment.



CONTACT

Call 772.940.9005

or email advertise@indianrivermag.com

Florida's Best Tourism Publication 2019/20
awarded by Florida Magazine Association

Florida's Best New Magazine 2020
awarded by Florida Magazine Association

Indian River Media 2024-2025 Advertising Deadlines

PUBLICATION	PRIOR CONTRACT ADS COMPLETED	SPACE RESERVATION DUE	ADS COMPLETED	DISTRIBUTION BEGINS
Indian River Magazine Fall Issue	Aug. 15	Sept. 1	Sept. 5	Sept. 27
Indian River Magazine Holiday Issue	Oct. 1	Oct. 10	Oct. 25	Nov. 15
Indian River Magazine Winter Issue	Nov. 10	Dec. 5	Dec. 15	Jan. 5
Indian River Magazine Spring Issue	Feb. 1	Feb. 10	Feb. 15	March 1
Indian River Magazine Summer Issue	April 1	April 10	April 15	May 3
Port St. Lucie Magazine Fall Issue	July 15	Aug. 1	Aug. 5	Aug. 22
Port St. Lucie Magazine Winter Issue	Nov. 5	Nov. 15	Nov. 25	Dec. 20
Port St. Lucie Magazine Spring Issue	Jan. 1	Jan. 10	Feb. 5	Feb. 22
Port St. Lucie Magazine Summer Issue	May 1	May 10	May 25	June 13
Treasure Coast Business Fall Issue	Sept. 1	Sept. 15	Sept. 20	Oct. 10
Treasure Coast Business Winter Issue	Jan. 1	Jan. 10	Jan. 25	Feb. 15
Treasure Coast Business Spring Issue	March 1	March 10	March 25	April 12
Treasure Coast Business Summer Issue	June 1	June 10	June 25	July 5
Fort Pierce Magazine Annual Edition	Jan. 1	Jan. 10	Jan. 20	Feb. 8
Sunrise Theatre Playbill Annual Edition	Aug. 1	Aug. 10	Aug. 15	Sept. 6
Discover the Space Coast	Sept. 15	Oct. 1	Oct. 5	Oct. 24
St. Lucie Travel Guide	Oct. 15	Nov. 10	Nov. 15	Dec. 13
Martin at 100	Nov. 1	Nov. 5	Nov. 10	Dec. 13
Space Coast Living Fall Issue	Aug. 1	Aug. 10	Aug. 25	Sept. 15
Space Coast Living Holiday Issue	Oct. 1	Oct. 10	Oct. 20	Nov. 2
Space Coast Living Winter Issue	Nov. 15	Dec. 10	Dec. 20	Jan. 11
Space Coast Living Spring Issue	Feb. 1	Feb. 10	March 1	March 15
Space Coast Living Summer Issue	April 10	May 1	May 10	June 1