



# Indian River

*The Treasure Coast's leading magazine*

2024 MEDIA KIT

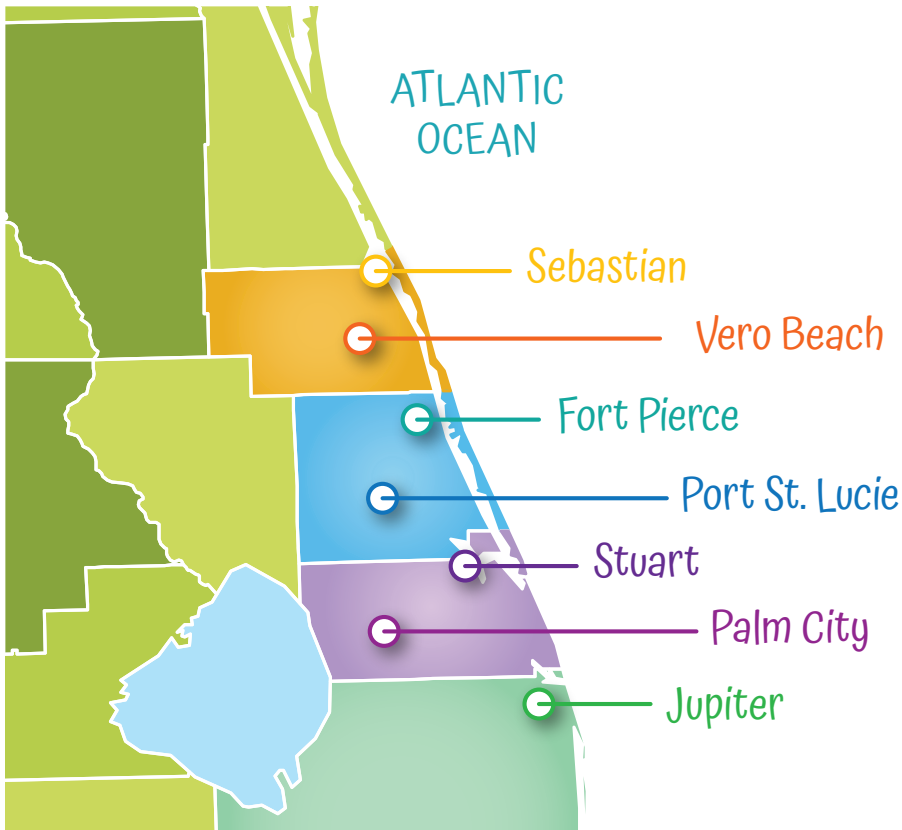


fma  
Charlie  
Awards  
Winner

- 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.

## SPRING

Space deadline: Feb. 10, 2024 | Arrives: Early March

### EDITORIAL FEATURES:

- Annual Homes and Design Edition
- Trends in Education/Private School Guide
- Homes of the Treasure Coast
- Treasure Coast History
- Indian River Kitchen
- Treasure Coast Profiles
- Society/On the Scene
- Datebook

### Special Advertising Sections:

- Annual Homes & Interiors
- Annual Remodeling Section
- Wedding Day Section

## SUMMER

Space deadline: April 10, 2024 | Arrives: Early May

### EDITORIAL FEATURES:

- Best of Boating
- Summer Fishing Tournaments
- Outdoor Living
- Homes of the Treasure Coast
- Treasure Coast History
- Indian River Kitchen
- Treasure Coast Profiles
- Society/On the Scene
- Datebook

### Special Advertising Sections:

- Retirement Living
- Summer camps

## FALL

Space deadline: Sept. 1, 2024 | Arrives: Early Oct.

### EDITORIAL FEATURES:

- Annual Treasure Coast Medical Report
- Profiles in Medicine
- Homes of the Treasure Coast
- Treasure Coast History
- Indian River Kitchen
- Society/On the Scene
- Datebook

### Special Advertising Sections:

- Faces of Medicine
- Weddings and Venues
- Retirement Living
- Leaders of the Treasure Coast

## HOLIDAY

Space deadline: Oct. 10, 2024 | Arrives: Mid-Nov.

### EDITORIAL FEATURES:

- Season of Celebration Holiday Guide
- Season of the Arts Preview
- Homes of the Treasure Coast
- Treasure Coast History
- Indian River Kitchen
- Treasure Coast Profiles
- Society/On the Scene
- Datebook

### Special Advertising Sections:

- Annual Holiday Gift Guide
- Holiday Charity Giving Guide
- Leaders of the Treasure Coast

## WINTER

Space deadline: Nov. 10, 2025 | Arrives: Early Jan.

### EDITORIAL FEATURES:

- Best of the Treasure Coast Annual Section
- Show Boats and Boat Shows
- Annual Indian River Lagoon Report
- Homes of the Treasure Coast
- Treasure Coast History
- Indian River Kitchen
- Treasure Coast Profiles
- Society/On the Scene
- Datebook

### Special Advertising Sections:

- Leaders of the Treasure Coast
- Retirement Living



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

## 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](http://www.indianrivermag.com)  
To submit coverage of your event, e-mail [scene@indianrivermag.com](mailto: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](http://indianrivermagazine.com) | [spacecoastliving.com](http://spacecoastliving.com)  
[portstluciemagazine.com](http://portstluciemagazine.com) | [tcbusiness.com](http://tcbusiness.com)  
[fortpiercemagazine.com](http://fortpiercemagazine.com) | [treasurecoastweekend.com](http://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)

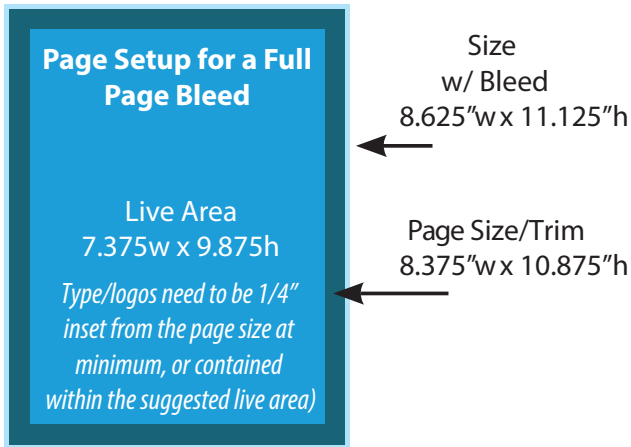


**Social Media Original Post** \$200 per page

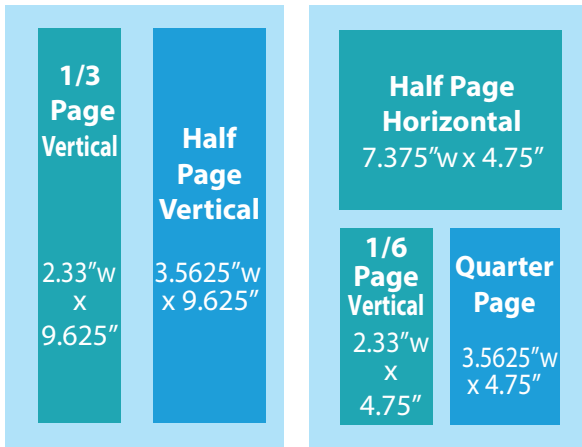
Our editors will craft the message, images and links to share your message.

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](mailto: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 Spring Issue.....  | Feb. 1 .....          | Feb. 15 .....  | March 4, 2024       |
| Indian River Magazine Summer Issue.....  | April 1 .....         | April 10.....  | May 3, 2024         |
| Indian River Magazine Fall Issue .....   | Sept. 1.....          | Sept. 10 ..... | Oct. 1, 2024        |
| Indian River Magazine Holiday Issue..... | Oct. 10 .....         | Oct. 20 .....  | Nov. 15, 2024       |
| Indian River Magazine Winter Issue.....  | Nov. 10 .....         | Nov. 20 .....  | Jan. 5, 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 ADVERTISE@INDIANRIVERMAG.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.



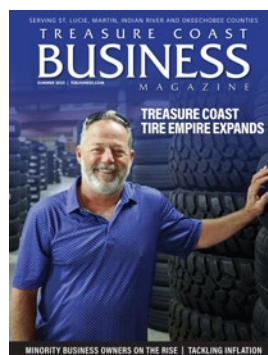
■ *Discover the Space Coast* magazine publishes in early December and is a welcome and relocation guide to Brevard county.



■ *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](mailto: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 Advertising Deadlines

| PUBLICATION                                    | PRIOR CONTRACT ADS COMPLETED | SPACE RESERVATION DUE | AD COMPLETED | DISTRIBUTION BEGINS |
|--|------------------------------|-----------------------|--------------|---------------------|
| <b>Indian River Magazine Spring Issue</b>      | Feb. 1                       | Feb. 10               | Feb. 15      | March 1             |
| <b>Indian River Magazine Summer Issue</b>      | April 1                      | April 10              | April 15     | May 3               |
| <b>Indian River Magazine Fall Issue</b>        | Aug. 10                      | Sept. 1               | Sept. 10     | Sept. 27            |
| <b>Indian River Magazine Holiday Issue</b>     | Oct. 1                       | Oct. 10               | Oct. 25      | Nov. 15             |
| <b>Indian River Magazine Winter Issue</b>      | Nov. 1                       | Nov. 10               | Nov. 20      | Dec. 20             |
| <b>Port St. Lucie Magazine Spring Issue</b>    | Jan. 1                       | Jan. 10               | Feb. 5       | Feb. 22             |
| <b>Port St. Lucie Magazine Summer Issue</b>    | May 1                        | May 10                | May 25       | June 13             |
| <b>Port St. Lucie Magazine Fall Issue</b>      | Aug. 1                       | Aug. 10               | Aug. 15      | Sept. 5             |
| <b>Port St. Lucie Magazine Winter Issue</b>    | Dec. 1                       | Dec. 10               | Dec. 20      | Jan. 11             |
| <b>Treasure Coast Business Winter Issue</b>    | Jan. 1                       | Jan. 10               | Jan. 25      | Feb. 15             |
| <b>Treasure Coast Business Spring Issue</b>    | March 1                      | March 10              | March 25     | April 12            |
| <b>Treasure Coast Business Summer Issue</b>    | June 1                       | June 10               | June 25      | July 5              |
| <b>Treasure Coast Business Fall Issue</b>      | Sept. 1                      | Sept. 15              | Sept. 25     | Oct. 10             |
| <b>Fort Pierce Magazine Annual Edition</b>     | Jan. 1                       | Jan. 10               | Jan. 20      | Feb. 8              |
| <b>Sunrise Theatre Playbill Annual Edition</b> | Aug. 1                       | Aug. 10               | Aug. 21      | Sept. 12            |
| <b>Discover the Space Coast</b>                | Sept. 1                      | Sept. 15              | Nov. 5       | Dec. 5              |
| <b>St. Lucie Travel Guide</b>                  | Oct. 10                      | Nov. 1                | Nov. 10      | Dec. 13             |
| <b>Space Coast Living Spring Issue</b>         | Feb. 1                       | Feb. 10               | March 1      | March 15            |
| <b>Space Coast Living Summer Issue</b>         | April 10                     | May 1                 | May 10       | June 1              |
| <b>Space Coast Living Fall Issue</b>           | Aug. 1                       | Aug. 10               | Aug. 25      | Sept. 15            |
| <b>Space Coast Living Holiday Issue</b>        | Oct. 1                       | Oct. 10               | Oct. 15      | Nov. 2              |
| <b>Space Coast Living Winter Issue</b>         | Nov. 10                      | Dec. 1                | Dec. 10      | Jan. 5              |