

Wiregrass LIVING magazine



Wiregrass Living Magazine is a lifestyle publication that covers the Wiregrass, an area encompassing south Alabama, northwest Florida and southwest Georgia. Printed bi-monthly, the magazine is a full-color, high-resolution publication boasting outstanding writing and breathtaking photography. We help readers explore their heritage and realize their potential, encouraging them to express their own talents and creativity.

The magazine also focuses on the leisure activities that constitute much of daily life. With vivid imagery and compelling text, *Wiregrass Living Magazine* features homes, gardens, restaurants, health, education, events, entertainment, travel, the arts, community histories, and profiles of the people who make the Wiregrass a wonderful place to be.

Food & Restaurants

We put the spotlight on the most creative restaurants and home cooks in the area. We'll show you where to find the best in food and service in surroundings that offer endless enchantment.

Events and Entertainment

Looking for something to do? Whether you're seeking enlightenment for yourself or adventure for your family, *Wiregrass Living Magazine* offers insight on the key festivals, events and entertainment in the area.

Homes

We highlight the most beautiful and imaginative houses in the Wiregrass. In revealing how other homeowners have transformed their surroundings, we'll help you envision what it takes to truly make your house a home.

Gardens

Whether you have a green thumb or not, *Wiregrass Living Magazine* will show you the tricks of the trade in gardening and landscaping. We offer motivation and inspiration for anyone who appreciates and loves the outdoors.

Artists

We have a knack for getting up close and personal with local artists and artisans. These unique individuals open their studios and hearts to us while they express their talents through painting, sculpture, carving and music.

Health

With the help of local doctors and medical practitioners, we provide tips and suggestions on protecting your health and well-being. We'll help you take care of your family, friends and pets, too.

Community Profiles

Each issue features a city or town that brings Southern charm and life to the Wiregrass.

Local Personalities

Wiregrass Living Magazine presents remarkable people who have contributed to their community and touched the lives of others. Every one of them has an interesting story to tell.

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Editorial Overview

Wiregrass LIVING magazine

Service Costs and Pricing of Advertising Per Issue

NOTE: ALL ADS ON 3 AND 6 ISSUE CONTRACTS MUST RUN IN CONSECUTIVE ISSUES. NO SKIPPING ISSUES.

Regular Position Color Ad Rates

	6 issues	3 issues	1 issue
1/4 page ad	\$355/issue	\$375/issue	\$430
1/3 page ad H	400/issue	420/issue	460
1/3 page ad S	420/issue	440/issue	480
1/3 page ad V	430/issue	450/issue	490
1/2 page ad	625/issue	650/issue	690
2/3 page ad	840/issue	870/issue	920
full page ad	1,090/issue	1,130/issue	1,190
double truck	1,855/issue	2,135/issue	2,290

Prime/Fixed Position Ad Rates

	6 issues	3 issues	1 issue
Back Cover	\$2,200/issue	\$2,250/issue	\$2,350
Inside Back	1,990/issue	2,050/issue	2,190
Inside Front	1,990/issue	2,050/issue	2,190
Page 1	1,950/issue	2,010/issue	2,150
Page 2	1,290/issue	1,390/issue	1,450
Page 3	1,290/issue	1,390/issue	1,450

3 full pages or more \$1,000 ea.

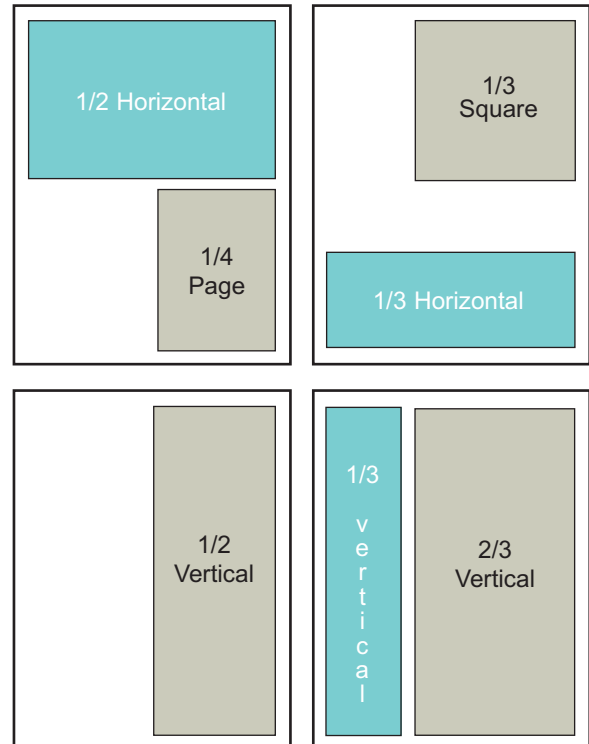
Terms of Advertising

- Billing terms: full amount due within 30 days of billing date of each issue. Past due accounts will incur late charges.
- If you wish to cancel your contract, payment for services rendered and half of the remaining contract balance will be required to do so.

Additional Charges

- Any client changes after the second proof are billed at \$40 for each additional edit.
- A missed photo shoot, without one working day's notice of cancellation, will incur a \$100 fee.
- There is a \$100 fee for photography reshoots.
- Any photos taken and/or artwork designed by Wiregrass Living are copyrighted and property of Big Baine Publishing and Design, LLC and can be purchased at an additional charge.

Advertising Sizes and Specifications



Full Page trim size	8.375 x 10.875
Full Page	7.125 x 9.875
2/3 Page Vertical	4.725 x 9.875
1/2 Page Horizontal	7.125 x 4.82
1/2 Page Vertical	3.45 x 9.875
1/3 Page Square	4.9 x 4.9
1/3 Page Vertical	2.375 x 9.875
1/3 Page Horizontal	7.125 x 3.3
1/4 Page Vertical	3.45 x 4.83

Text should remain within margins for full-page-bleed ads. top .75, bottom .5, inside .75, outside .5

Technical Requirements

All advertisements received from advertising agencies or clients must be received on CD in Macintosh format and meet the following criteria:

- All documents must be in QuarkXpress (version 3.3 or higher) or Photoshop 5.5 or higher and saved as a TIFF, JPEG or PDF.
- All fonts, logos, artwork and photos must be included on the disk.
- Ads should be created using CMYK colors and 300 dpi resolution

2010 Advertising Deadlines

	<i>Contract Deadline</i>	<i>Photography Deadline</i>	<i>Ad Approval Deadline</i>	<i>To Press</i>
<i>September/October 10</i>	<i>Fri. July, 2</i>	<i>Thurs. July, 8</i>	<i>Mon. July, 12</i>	<i>Fri. July, 16</i>
<i>November/December 10</i>	<i>Fri. Sept, 3</i>	<i>Thurs. Sept, 9</i>	<i>Mon. Sept, 13</i>	<i>Fri. Sept, 17</i>
<i>January/February 10</i>	<i>Mon. Nov, 2 (09)</i>	<i>Mon. Nov, 9</i>	<i>Fri. Nov, 13</i>	<i>Thurs. Nov, 19</i>
<i>March/April 10</i>	<i>Mon. Jan, 4</i>	<i>Fri. Jan, 8</i>	<i>Fri. Jan, 15</i>	<i>Tues. Jan, 19</i>
<i>May/June 10</i>	<i>Thurs. March 4</i>	<i>Mon. March, 8</i>	<i>Fri. March, 12</i>	<i>Thurs. March, 18</i>
<i>July/August 10</i>	<i>Tues. May, 4</i>	<i>Fri. May, 7</i>	<i>Thurs. May, 13</i>	<i>Mon. May, 17</i>

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2009-2010 Demographics

Gender

53% Female

47% Male

Age

25+ with a majority ages 35+

Education

73% have a college education or higher

Median Income

\$73,000/year

Lifestyle

74% own 2nd homes

(Lake Homes, Beach Homes and Mountain Homes)

87% have children

94% express interest in the arts and cultural arts

86% travel or take annual vacations

48% of those readers travel abroad

49% recently bought or built a new home

46% plan to buy a new home or update their existing home

92% dine out regularly

72% buy a new vehicle every 2 years

more than half of those readers own luxury vehicles

56% own recreational vehicles and/or watercraft

79% say health is a main concern

over half of those readers expressed interest in cosmetic modifications

Buying Potential

92% say they trust our advertisers

93% say they look to Wiregrass Living for product recommendations

41% say they own every issue

62% say they share their magazines with friends

74% say they save back issues

This demographic information was obtained by a reader survey sent to over 1,000 random subscribers and is based on the results that were received