

TIMES OF THE *Islands*

SOUTHWEST FLORIDA'S ISLAND COAST MAGAZINE

MAKE A SPLASH IN
TODAY'S CROWDED MARKETPLACE



MEDIA KIT

SOUTHWEST FLORIDA'S ISLAND COAST MAGAZINE

Since 1996, *Times of the Islands* has captured the spirit of life along the Southwest Florida coast. Each issue explores the natural beauty, intriguing personalities, fine dining, top-notch shopping, and cultural attractions that can be found among the region's coastal communities and barrier islands. We strive to share these stories in a colorful and informative way with our readers, who may be first-time visitors looking for restaurant recommendations or longtime residents learning more about their fellow Southwest Floridians. We also include articles with a broader focus on topics that we feel are of interest to our readers, such as travel, health, and cuisine. The end result is an award-winning publication that celebrates life on the Southwest Florida coast and the lives of the area's coastal residents and visitors.

OUR GREATEST ASSET: THE READER

The average *Times of the Islands* reader is a 55-year-old, professionally employed, affluent, educated, home owner. He or she is a civically active member of the community and often holds important leadership positions in business, government, education, and the arts. Our readers feel a sense of ownership of *Times of the Islands*. Advertisers are uniquely positioned to reach a statewide audience of active, engaged, and qualified decision-makers with disposable income.

Active

Our readers are active consumers and *Times of the Islands* influences their buying and traveling decisions. In a recent survey, *Times of the Islands* readers listed traveling as one of their favorite leisure activities. A sampling of their favored activities includes: dining out, shopping, traveling, visiting museums, art galleries, fairs, festivals, concerts, sporting events, and live theatre.

- 72% have visited a destination or event after reading about it in *Times of the Islands*
- 77% have eaten at a restaurant advertised in *Times of the Islands*
- 52% have purchased a product or service advertised in *Times of the Islands*

Engaged

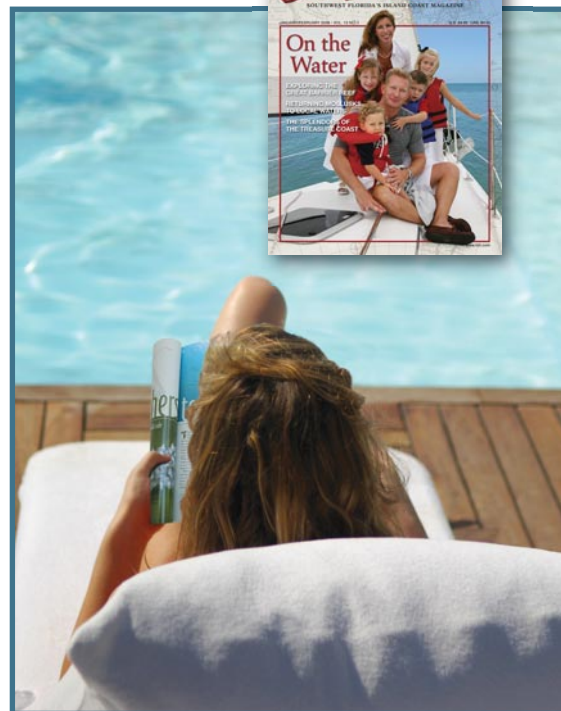
Times of the Islands readers place a premium value on the magazine. Our readers do not like parting with their copies.

- 39% of readers keep their copies forever
- 29% keep their copies for at least six months

Qualified

Times of the Islands is a subscription-based publication. Readers believe in the quality of the magazine enough to pay for it year after year. Advertisers benefit because *Times of the Islands* is a paid publication, delivering a highly qualified audience.

- 97% pay with their order (industry standard is 60%)
- 33% subscribe for two or more years (industry standard is 20%)
- 70% renew their subscriptions annually (industry standard is 48%)

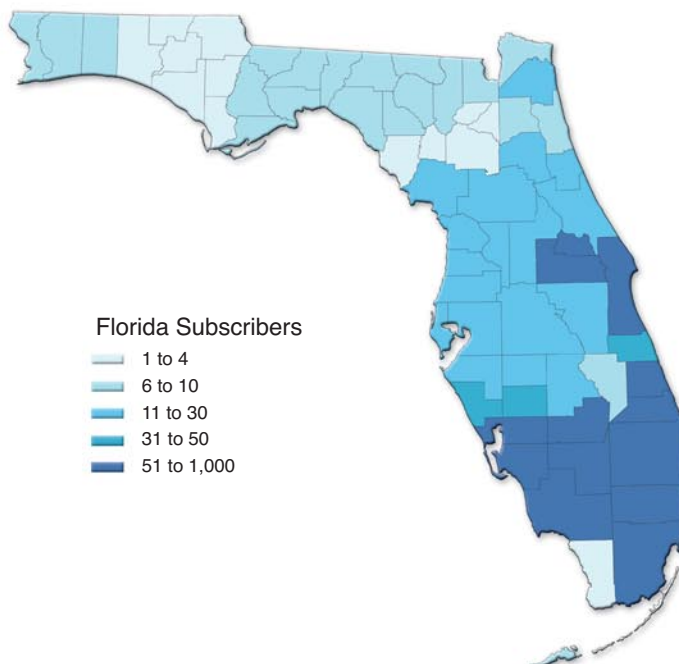


DEMOGRAPHIC

- Average Income \$200,000
- Average home value \$210,000
- Female 63%
- Male 37%
- Average Age 55
- Readers per copy 3.5
- 70% have college or advanced degrees
- 63% are owners/CEO, professionals, managers, or department heads



● Subscribers ● Subscribers & Newstands



Florida Subscribers

- 1 to 4
- 6 to 10
- 11 to 30
- 31 to 50
- 51 to 1,000

CIRCULATION

Times of the Islands has an audited, quantifiable rate base (USPS). Total readership is determined by multiplying the average circulation by our estimated pass-along ratio of 3.5 readers per copy.

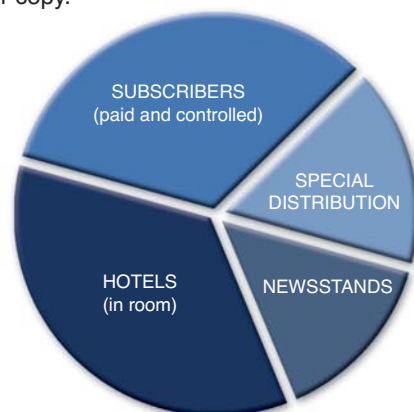
Frequency: Bi-Monthly • Cover Price: \$4.95 • Subscription: \$24.00
Circulation Base: 30,000 • Readership: 280,000+

SUBSCRIBERS: paid and request subscribers throughout Southwest Florida, in 48 states and 6 foreign countries.

NEWSTANDS: airports, hotel giftshops, independent newsstands, regional bookstores, drug stores, major grocery and convenience stores

HOTELS & RESORTS: in-room at Southwest Florida's best hotels & resorts, rental homes and condos

SPECIAL DISTRIBUTION: international & domestic airline on-board presence, special events & trade shows, real estate offices, chamber of commerce visitors' centers, spas and salons



EDITORIAL CALENDAR & DEADLINES

JANUARY/FEBRUARY: ON THE WATER

Advertising Insertion/Materials Deadline: November 15th • Editorial Deadline: October 1st

The ocean, the Gulf, rivers, lakes...this is where we long to be or at least be near. In this issue, our magazine brings you all things water related, from boating to fishing and seafood. Curl up with our January/February issue and let the thoughts of ocean breezes warm you this winter.

MARCH/APRIL: IN BLOOM

Advertising Insertion/Materials Deadline: January 15th • Editorial Deadline: December 1st

The earth's yearly ritual of re-birth, Spring and our March/April issue are eagerly anticipated by all. Bursting with color and guaranteed to renew your senses in every way, this issue will not disappoint all of us dreaming of flowers and the smell of a freshly mowed lawn.

MAY/JUNE: THE ARTS

Advertising Insertion/Materials Deadline: March 15th • Editorial Deadline: February 1st

In this issue we celebrate man's unlimited capacity for creative expression. They say art is in the eye of the beholder, and we aim to give you "an eyeful". Painting, architecture, dance, design, music, the list is endless, and our May/June issue is simply inspiring.

JULY/AUGUST: CALL OF THE WILD

Advertising Insertion/Materials Deadline: May 15th • Editorial Deadline: April 1st

Nature lovers, rejoice! You'll be taking a walk on the wild side when you pick up our July/August issue. This one is chock full of critters and the environment we share. We question our role in the large-scheme-of-things and our capacity and ability to co-exist peacefully and joyfully with our animal friends.

SEPTEMBER/OCTOBER: BY DESIGN

Advertising Insertion/Materials Deadline: July 15th • Editorial Deadline: June 1st

Whether its feeling comfortable in your surroundings or feeling good about yourself, it all comes down to design. Designing our spaces and designing ourselves is what our September/October issue is all about. We'll cover the new trends as well as the old stand-bys. Get ready to make some changes!

NOVEMBER/DECEMBER: ON THE GOURMET TRAIL

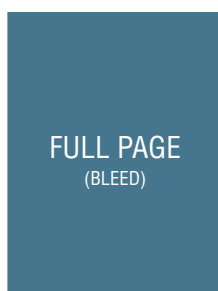
Advertising Insertion/Materials Deadline: September 15th • Editorial Deadline: August 1st

Eat well and travel often. If you think this is a good idea, then the November/December issue is definitely for you. We'll give you the lowdown on some of the most interesting restaurants and food trends in Southwest Florida and beyond, and some interesting ideas for that exciting getaway.

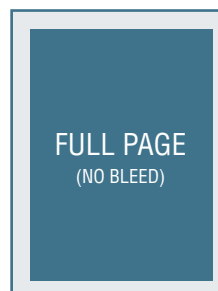
AD SPECIFICATIONS



DOUBLE PAGE SPREAD
Magazine trim size: $8\frac{1}{4} \times 10\frac{7}{8}$ "
Keep live matter $\frac{1}{2}$ " from trim on all four sides.
Crop marks, if used, should be offset 12 pts.



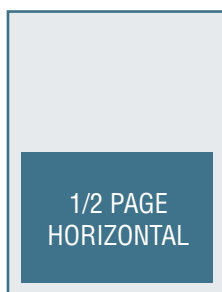
FULL PAGE (BLEED)
Full Page (bleed)
 $8\frac{1}{2} \times 11\frac{1}{8}$ "
(8.5 x 11.125")



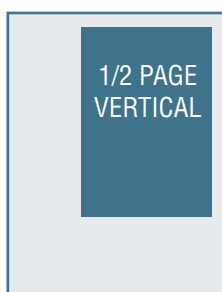
FULL PAGE (NO BLEED)
Full Page (no-bleed)
7 x 10"



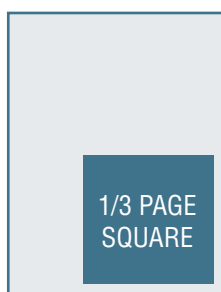
2/3 PAGE
2/3 Page
 $4\frac{5}{8} \times 9\frac{7}{8}$ "
(4.625 x 9.875")



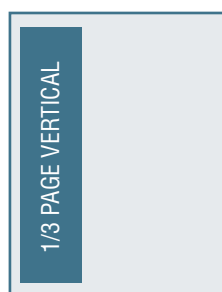
1/2 Page Horizontal
1/2 Page Horizontal
7 x $4\frac{3}{4}$ "
(7 x 4.75")



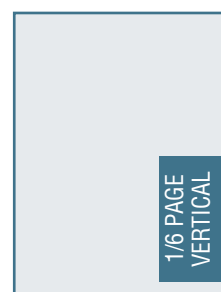
1/2 Page Vertical
1/2 Page Vertical
 $4\frac{5}{8} \times 7\frac{3}{8}$ "
(4.625 x 7.375")



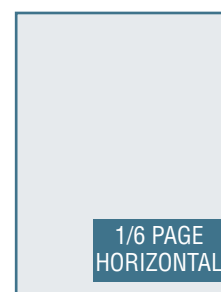
1/3 Page Square
1/3 Page Square
 $4\frac{5}{8} \times 4\frac{3}{4}$ "
(4.625 x 4.75")



1/3 Page Vertical
1/3 Page Vertical
 $2\frac{1}{4} \times 9\frac{7}{8}$ "
(2.25 x 9.875")



1/6 Page Vertical
1/6 Page Vertical
 $2\frac{1}{4} \times 4\frac{3}{4}$ "
(2.25 x 4.75")



1/6 Page Horizontal
1/6 Page Horizontal
 $4\frac{5}{8} \times 2\frac{1}{4}$ "
(4.625 x 2.25")

MATERIAL REQUIREMENTS

ACCEPTABLE FILE FORMATS: *Times of the Islands* is published electronically. Supply **press-optimized PDF files** saved at 300dpi and as **CMYK**, with all **fonts embedded**. Documents must be created 100% to size. Compressed files are not recommended.

Also accepted are high-res **QuarkXpress, InDesign, Photoshop, Freehand** or **Illustrator** files with all supporting electronic files and typefaces (both screen and printer fonts); text converted to outlines.

Supply scans to desired size no less than 300dpi and CMYK. (RGB and Indexed Color are not supported.) Files saved in EPS or TIFF format; line art supplied at minimum of 800 dpi.

Use Type 1 Postscript fonts only, preferably Adobe.

PROOFS REQUIRED FOR ARTWORK: Color-correct digital proof required; color laser output not acceptable. **If acceptable proof is not supplied**, advertiser assumes full responsibility for color reproduction.

LABELING REQUIREMENTS: Issue date, Advertiser, Agency, Contact, Address, Content list

ADVERTISING PRODUCTION SERVICES: *Times of the Islands* can build your ad for you. Please contact your sales representative for details.

ACCEPTED MEDIA TRANSFER: CD-ROM, E-Mail, or upload to our FTP site

CD-ROM: See *Mailing and Shipping* for instructions

E-Mail: Acceptable if file is under 9MB, send to creative@toti.com

FTP via: Internet Explorer or Firedog (PC or MAC); Fetch or other FTP client (Mac) **Website:** <ftp://toti.zftp.com> or **Host:** toti.zftp.com

User: creative@toti.zftp.com

Password: creative0205

Place file in folder labeled **Advertisers**.

Please follow your FTP posting with an email to creative@toti.com and your ad representative (if applicable) to inform us that your material is on the site.

CREATIVE SERVICES: The advertiser will be billed for all work done to correct advertising material which does not meet our specifications. Pitstop software specs are used to preflight all ads for compliance with the printers quality specifications. If the ad does not meet the preflighting specifications the client must sign off on the "as is" status to override the errors for printing or resubmit the material. This includes typesetting, scanning, and design. Agency commission is not applicable.

FORMAT SIMULATION: The publisher reserves the right to place the word "advertisement" on copy of any advertisement that simulates the editorial matter of the publication.

INSERTS: Consult your Advertising Rep. Card inserts must be supported by a full-page ad.

REPRINTS: Prices available upon request.

MAILING AND SHIPPING:

CD-ROMs, ad proofs, space confirmations and insertion instructions:

Office & Courier Deliveries Only:

Times of the Islands
2491 Palm Ridge Road
Sanibel Island, Florida 33957

Postal Mailing Address:

Times of the Islands
Post Office Box 1227
Sanibel Island, Florida 33957

What if you could advertise in two quality publications for the price of just one?

Reach a broader audience with added exposure.



For a limited time, learn how you can advertise in the new *RSW Living*, Florida's Regional Southwest Living magazine, in addition to *Times of the Islands* for no additional cost. This introductory special offers the ultimate in targeted audience reach, readership, and true advertising value. Ask a representative today how you can get started.

RSWLiving
FLORIDA'S REGIONAL SOUTHWEST LIVING MAGAZINE

E-mail: administration@toti.com Tel: 239.472.0205 Fax: 239.395.2125 • 2491 Palm Ridge Road, Sanibel Island, Florida 33957



ADVERTISING RATES

Rates effective until 12/30/08

FREE ad design
with 6x contract

FULL COLOR	2x	6x	8x	12x
Full Page	2,600	2,400	2,300	2,200
2/3 page	2,100	1,700	1,550	1,500
1/2 Page Island	2,000	1,800	1,680	1,600
1/2 Page	1,700	1,500	1,400	1,350
1/3 Page	1,100	900	800	750
1/6 Page	725	550	525	500

FREE ad design
with 6x contract

PREMIUM POSITIONS	2x	6x	8x	12x
Cover 2 (Inside Front)	3,300	2,900	2,800	2,700
Page 1	3,200	2,900	2,800	2,700
Table of Contents (#1 or #2)	3,000	2,850	2,750	2,650
Masthead (2/3 page ad)	2,500	2,250	2,150	2,050
1/3 Page (Inside Back)	3,300	2,900	2,800	2,700
1/6 Page (Back)	3,600	3,400	3,300	3,200

MARKETING PARTNERSHIPS

- Marketing brochures may be blown into the magazine
- Marketing brochures may be tipped onto the advertisers ad page

Material must be approved by *Times of the Islands* for weight and size specifications. Blown-in marketing is only available to advertisers with 2/3 page or larger advertisers. Material must be shipped to the printer by the designated production date. Shipping of materials are the advertisers' responsibility.

E-mail: administration@toti.com Tel: 239.472.0205 Fax: 239.395.2125
 Post Office Box 1227, Sanibel Island, Florida 33957 (postal mailing address)
 2491 Palm Ridge Road, Sanibel Island, Florida 33957 (office & courier delivery)



www.toti.com

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