



Advertising/PR Opportunities with *StreetScape Magazine*

“When people choose to pick up *StreetScape*,
you can pick up new customers!”



THE Premier Lifestyle Magazine of St Charles County

StreetScape Magazine is the Premier Lifestyle magazine in St Charles County. 20,000 copies of this glossy, full-color publication are distributed FREE to the community via 450+ high-traffic sites throughout St Charles County and surrounding area quarterly. It's picked up by consumers at retail establishments, restaurants, coffee shops, banks, grocery stores, public buildings, sports and entertainment facilities.

150,000 Readers -- Loyal Advertisers

Our Readers love the local focus on events, people, businesses and activities. Target readership ranges from 25-65.

StreetScape's *Advertising Partners* feel that the positive, upscale image StreetScape portrays reflects well on their business or organization. The magazine offers varied advertising and editorial opportunities. The monthly online "mini-magazine" gives Ad Partners a chance to promote upcoming events, new programs, etc. to over 5,000 online subscribers. In addition, the exclusive networking group, called The StreetScape Exchange, gives Partners the opportunity to make new contacts.

Here's what our Advertising Partners say:

"StreetScape has been very effective in bringing clients to my shop. Every time I run an ad, I get responses from buying customers. It is a beautiful publication and I am pleased to be represented there."

Charlotte Schuman, Finishing Touches By Charlotte

"I just wanted to let you know the response from my ad in the Streetscape Magazine is paying off. My customers cut out the ad and save it. Many people bring the ad with them to show me. It's great to see my investment working. I like the local business stories too. StreetScape is a great launch pad for small business owners and artists."

Lisa Hagemann, Oma's Barn Home & Garden

"My customers and I have enjoyed every issue of StreetScape Magazine as it highlights St. Charles residents, businesses and special events. String Along With Me, a fashion accessory store offering Brighton and custom jewelry designs, is proud to have been an advertiser in this great magazine since it started 4 years ago."

Janice Boschert, String Along With Me

"I have received calls on my ad. The decorating article definitely caught attention...I look forward to my continued marketing efforts with StreetScape Magazine."

Laurie Burns, Laurie's Home Staging & Redesign



Top Reasons to Advertise in StreetScape Magazine

1) Magazine readers are “opted in.”

When consumers read magazines, they are much more engaged.

Studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the internet. According to research, when consumers were asked to rate media based on how likely they are to pay attention to the advertising messages, magazines ranked at or near the top of the list. **Greater reader engagement is directly linked to increased advertising recall and actions taken.**

Findings from Northwestern University’s Magazine Reader Experience Study are available at www.magazine.org/research

2) Magazines supply credibility.

Consumers trust and believe magazines and magazine advertising more than other media.

Simmons Multi-Media Engagement Study shows magazines score higher on being “trustworthy” compared to TV or the Internet. Other independent research confirms that consumers place significant trust in magazine advertising.

3) 4 out of 5 U.S. adults read magazines...and tend to be the higher spenders.

Magazine audience has remained strong over the past five years despite the growth of new media options. Reading a magazine is an intimate, involving experience that fulfills the personal needs and reflects the values of the reader. This is one reason the average reader spends over 43 minutes reading each issue. In addition, heavy magazine readers are likely to be among the highest spenders across most product categories.

Base: Magazine Readers, U.S. Adults 18+, 230 Measured Magazines
Source: MRI, Fall Studies 2004 and 2008



4) Publications lend POWER to any Media Plan.

Magazine advertising provides basic support for every other form of advertising, from broadcast to trade shows. In conjunction with other media plans, you gain market share, increased awareness and recall to strengthen your marketing ROI. Several studies show that magazines are the strongest driver of purchase intent and boost other media’s effectiveness.

5) Consumers consider magazine advertising useful and valuable.

Consumers more strongly attribute negative attributes to advertising in broadcast media and the Internet. Print advertising, including magazines, is deemed to intrude the least and is considered the most trustworthy.

6) Magazine advertising moves readers to action, including visiting and searching on the web.

More than half of readers took action or had a more favorable opinion about the advertiser in response to magazine ads, according to Affinity Research. Numerous studies prove that magazine advertising drives web visits and searches more than other media.

Source: The Magazine Handbook, a comprehensive reference source for information about consumer magazines. Visit www.magazine.org to download an electronic copy of the handbook, access up-to-the-minute research or obtain other useful information about the magazine industry.



How Can StreetScape Magazine Help Promote YOUR Business or Organization?

Reach Local Consumers Via Print

- Reach over 150,000 readers throughout St Charles County and surrounding areas with ads and editorial
- Highlight your products or services in the StreetScape Showcase
- Can win FREE and discounted ads in regular Ad Partner drawings and with the Referral Program

Reach “the masses” on the Internet

- All back issues of StreetScape are available to read online on our website
- Advertising Partners receive a link from our website to yours
- Partners can list events, news, on our website at no charge
- Web ads are available at special pricing for Ad Partners



Gain Extra Exposure in StreetScape’s Monthly E-Magazine

- Partners can promote events, programs, etc in this “mini-magazine” emailed each month to our list of over 5,000
- Event Sponsor logos are displayed in eblasts announcing StreetScape events
- All current Ad Partners are listed in the E-Magazine
- Monthly “Ad Partner Spotlight”

Community Exposure For Your Business Via StreetScape Events



- Attend bi-monthly StreetScape Exchange networking luncheons to obtain new contacts, prospects, resources
- Make presentation/product display as “Featured Ad Partner” at Exchange meeting
- Event Sponsorships and participation in StreetScape events, such as Fashion Week and Beyond The Best business awards, offer opportunities for increased community awareness of your business or organization.



PUBLICATION SCHEDULE & RATE CARD

ISSUE	SPACE RESERVATION	FINAL AD SUBMITTED	NEWSTAND
Spring	Jan 24	Jan 31	Mar 1
Summer	Apr 25	May 2	May 30
Fall	Jul 15	Jul 22	Aug 19
Winter	Oct 17	Oct 24	Nov 21

ADVERTISING SPACE - RATES

<u>AD SIZE</u>	<u>4X</u>	<u>2X</u>	<u>1X</u>
Back Cover	\$3500	\$4000	\$4500
Inside Front/Back Cover	\$3000	\$3500	\$4000
Full Page	\$1700	\$1850	\$2050
1/2 Page	\$1160	\$1290	\$1430
1/3 Page	\$660	\$740	\$820
1/4 Page	\$500	\$550	\$615
1/6 Page	\$370	\$455	\$550
Business Showcase		\$150	\$175

FOR MORE INFORMATION

Judy Peters, Director of Sales **636-448-2074** **judy@streetscapemag.com**

Tom Hannegan, Publisher **636-949-2973** **tom@streetscapemag.com**

ADVERTISING - POLICIES

All Advertising Rates are for SPACE only and do not include Camera-Ready Artwork. Creative Services are available (billed separately—see below).

Position Requests

Advertisers will not be guaranteed placement or position unless they pay a 10% premium placement fee or pay the annual contract in FULL prior to placement. All covers and premium placements are non-cancellable.

Billing

Payment is due upon receipt of invoice. Bills unpaid beyond 30 days are subject to a service charge of 1.5% per month. Prepayment for 1st contracted ad is required on all new accounts.

Contracts

Contracts cancelled by an Advertiser prior to fulfillment will be subject to payment of the difference between the quantity-discounted rate received but unfulfilled.

MECHANICAL SPECIFICATIONS OF CAMERA-READY ADS (press-ready digital file)

Acceptable File Formats

High-Resolution PDF

Adobe Illustrator .eps or .ai file (CMYK, all fonts converted to outlines/photos embedded)

Adobe Photoshop .eps or .tif file (CMYK, minimum 300 dpi, all fonts rasterized)

Please keep text and graphics at least 1/8" inside the ad size dimension

All color ads must be converted to CMYK. No spot colors. No RGB.

Advertisers may incur additional expenses if corrections or resizing of submitted ad is needed

Color accuracy cannot be guaranteed unless a MatchPrint or comparable industry-standard proof is submitted. Camera-ready ads that meet StreetScape specifications will run as is and will not require a match-print proof sent to the advertiser

StreetScape Magazine is not responsible for copy errors, color, size of camera-ready artwork submitted by advertiser

Ad Submission:

CD: Mail to StreetScape Magazine, 223 North Main St, St Charles, MO 63301

FTP Upload: For access information, contact your StreetScape Account Representative

CREATIVE SERVICES

StreetScape has subcontracted with several area Graphic Designers who can provide professional ad design services as needed. Special pricing below includes ad proof, 2 sets of revisions and final digital artwork provided to you. Creative services are billed directly by the Designer.

Full Page Ad	\$350
1/2 Page	\$200
1/3 Page	\$150
1/4 Page	\$125
1/6 Page	\$100

AD DIMENSIONS

*Magazine final trim size is 8.5" x 11". *Full page live area = 7.5" x 10".*

Bleed dimensions = 8.75" x 11.75"

Keep all important text and graphics at least 1/8" inside the ad size dimensions.

AD SIZE

Full Page

1/2 Page

1/3 Page

1/4 Page

1/6 Page

Business Showcase

DIMENSIONS

8.5" x 11" *

7.625" x 5.025"

5.025" x 5.025"

3.75" x 5.025"

2.45" x 5.025"

2.45" x 2.45"