

# 2012 Advertising Timeline/Editorial Features

ISSUE	Ad Close	Materials Due	Editorial Features
January/February	December 1st	December 5th	Health & Fitness/Bridal
March/April	February 1st	February 5th	Spring Break/Local Tourism
May/June	April 1st	April 5th	Home Improvement Tips
July/August	June 1st	June 5th	Back To School/Education
September/October	August 1st	August 5th	Fall Travels/Regional Tourism
November/December	October 1st	October 5th	Holiday Guides

# SOUTHERN INDIANA *Living* MAGAZINE

[www.silivingmag.com](http://www.silivingmag.com)

## CIRCULATION/DISTRIBUTION

Southern Indiana Living Magazine is a free glossy, bi-monthly publication distributed throughout the River Cities and beyond. Southern Indiana Living tells the stories of the people, places and things that call the area home. Distributed in Clark, Floyd, Harrison, Crawford, Washington and Orange counties and beyond.

Southern Indiana Living Magazine reaches new readers with strategic placement of each issue throughout the River Cities. You can find copies at medical facilities, restaurants, salons, supermarkets, retail outlets, specialty shops, hotels, visitor's bureaus, community events, professional offices, coffee shops, welcome centers and many more areas across Southern Indiana.

We are the premier magazine of the River Cities.

## ADVERTISING TERMS & CONDITIONS

1. SIL Publishing reserves the right to reject any advertisement deemed to be of questionable taste or exaggerated claims.
2. SIL Publishing accepts advertisements with the understanding that the advertiser is responsible for the contents of the advertisements and absolves the publisher from all claims.
3. The publisher reserves the right to label any advertisements resembling editorial material as "Advertisement" or "Paid Advertisement."
4. SIL Publishing reserves the right to not permit "past due" advertisers from advertising in subsequent issues until outstanding balance is resolved. In the event of non-payment, Advertiser will pay all attorney fees, court costs and other expenses incurred by SIL Publishing in instituting such legal proceedings.
5. An advertiser earns a Half Year (3x) or Full Year (6x) frequency discount based on the number of insertions placed during a 12-month period.
6. Failure to place the required number of ads will result in a short-rate, with the advertiser charged the difference in rate between the actual number of insertions and the number agreed upon in the contract. For example, if the advertiser runs only 4 advertisements on a 6x contract, the rate would revert to the 3x rate and an updated billing would reflect the new total.
7. Advertisers may vary sizes within a frequency contract, Frequency discount for ad size will be applied.
8. Advertisers will be invoiced for insertions prior to publication date. Terms are net 30 days of invoice. Advertising agencies should discuss terms with their clients with the understanding that the agency will be invoiced prior to publication and should consider billing the client upon receipt of SIL Publishing's Southern Indiana Living invoice.
9. A finance charge of 1% will be added monthly on all accounts over 60 days.
10. Payment may be made by cash or check.
11. Charges assessed to magazine by printer due to lateness of ads by advertiser/agency will be passed on to the advertiser/agency.
12. Cancellations are not accepted after the space reservation deadline. When no material is furnished by material due date for space under contract, SIL Publishing reserves the right to repeat a previous ad or bill 100% for the unused space.
13. Cancellations on cover positions are not accepted later than 30 days prior to the space reservation deadline.

2012 Southern Indiana Living Magazine Media Kit



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**PRICING REFLECTS PER ISSUE WITH CAMERA READY ARTWORK**

Full Year (6x)		Half Year (3x)		One Time (1x)	
Back Cover	\$1,599	Back Cover	\$1,799	Back Cover	\$1,999
Inside Front Cover	\$1,199	Inside Front Cover	\$1,299	Inside Front Cover	\$1,399
Inside Back Cover	\$1,199	Inside Back Cover	\$1,299	Inside Back Cover	\$1,399
Full Page	\$799	Full Page	\$899	Full Page	\$999
1/2 Page	\$559	1/2 Page	\$629	1/2 Page	\$699
1/3 Page	\$399	1/3 Page	\$449	1/3 Page	\$499
1/6 Page	\$239	1/6 Page	\$269	1/6 Page	\$299
1/12 Page	\$159	1/12 Page	\$179	1/12 Page	\$199

Contact your account rep. for details about opportunities in the business directory or for specialty advertising.

**DEMOGRAPHICS**

**By the Numbers:**

76% Female Readers.....4.25 readers of each copy  
 23% Male Readers .....4 mos. how long and issue is kept  
 27% Ages 55+ .....20% never discard an issue  
 39% Ages 35-55 .....92% are regular readers of SILM  
 (Source: 2011 survey by SILM)

**Readership Habits:**

**DIGITAL-READY ARTWORK**

We accept native Adobe files up to version CS5, including InDesign, PhotoShop, and Illustrator formats. We accept high resolution PDF's. However, if a PDF is submitted and changes are required, the advertiser is responsible for making any necessary changes or providing original compatible files.

Please contact us if you are unsure how to create a high resolution PDF.

We DO NOT accept Publisher, PageMaker or Microsoft Word files. If files are submitted in formats other than what is listed as acceptable, the appropriate production rates apply.

When providing native files, please check with the requirements below:

- Provide all necessary fonts and high-res images.
  - Use the actual stylized typeface, not the program's type style attributes
  - All placed images must be at least 300 DPI-CMYK scaled to final size.
  - PDF File should be press quality when reviewed in final format.
  - JPEG files are also accepted.
- NOTE:** Ad materials will only be returned upon request.

**ADVERTISING DIMENSIONS FOR SILM**

Magazine Trim Size: 8.5 x 11.00

Full Bleed Ad Size: 8.75 x 11.25

(Live area should not exceed 8.00 x 10.00)

**DID YOU KNOW?**

Southern Indiana Living is available in a digital eMag version that promotes your business on our website and via social networking sites. Drive traffic to your website from your print advertisement - **ALL FOR FREE!**

Magazine advertising is *Relevant and Targeted.*  
 Magazine advertising sells, and it *Delivers* results consistently.  
 Magazines supply *Credibility.*  
**The Bottom Line:**  
**MAGAZINE ADVERTISING DELIVERS RESULTS!**