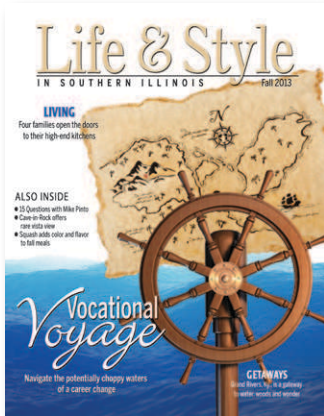


distribution  
& demographics

# Life & Style

IN SOUTHERN ILLINOIS



## multifaceted distribution program delivers exceptional results

Life & Style in Southern Illinois, the leading luxury publication in the region, combines premier, high-traffic drop sites with a home delivery program targeted to reach strong demographic readers where they live. This strategic distribution blend ensures that Life & Style reaches a highly attractive demographic.

## Life & Style distribution

HOME DELIVERY DISTRIBUTION QUANTITY: 10,000

Delivered to households with a household income of \$75K per year or higher

LAYDOWN DISTRIBUTION QUANTITY: 8,000

Rack distribution in high-visibility, high-traffic premier locations (e.g., shopping malls, banks, upscale restaurants, etc.)

Additional key distribution to maximize number of readers per copy (e.g., waiting rooms, hotels, etc.)

## Life & Style online

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

Additional online exposure on designated URL

Direct link from TheSouthern.com

[www.facebook.com/lifestylesi](http://www.facebook.com/lifestylesi)

Contact Your Southern Illinoisan  
Marketing Consultant Today!

(618) 351-5014

## effective circulation in core markets

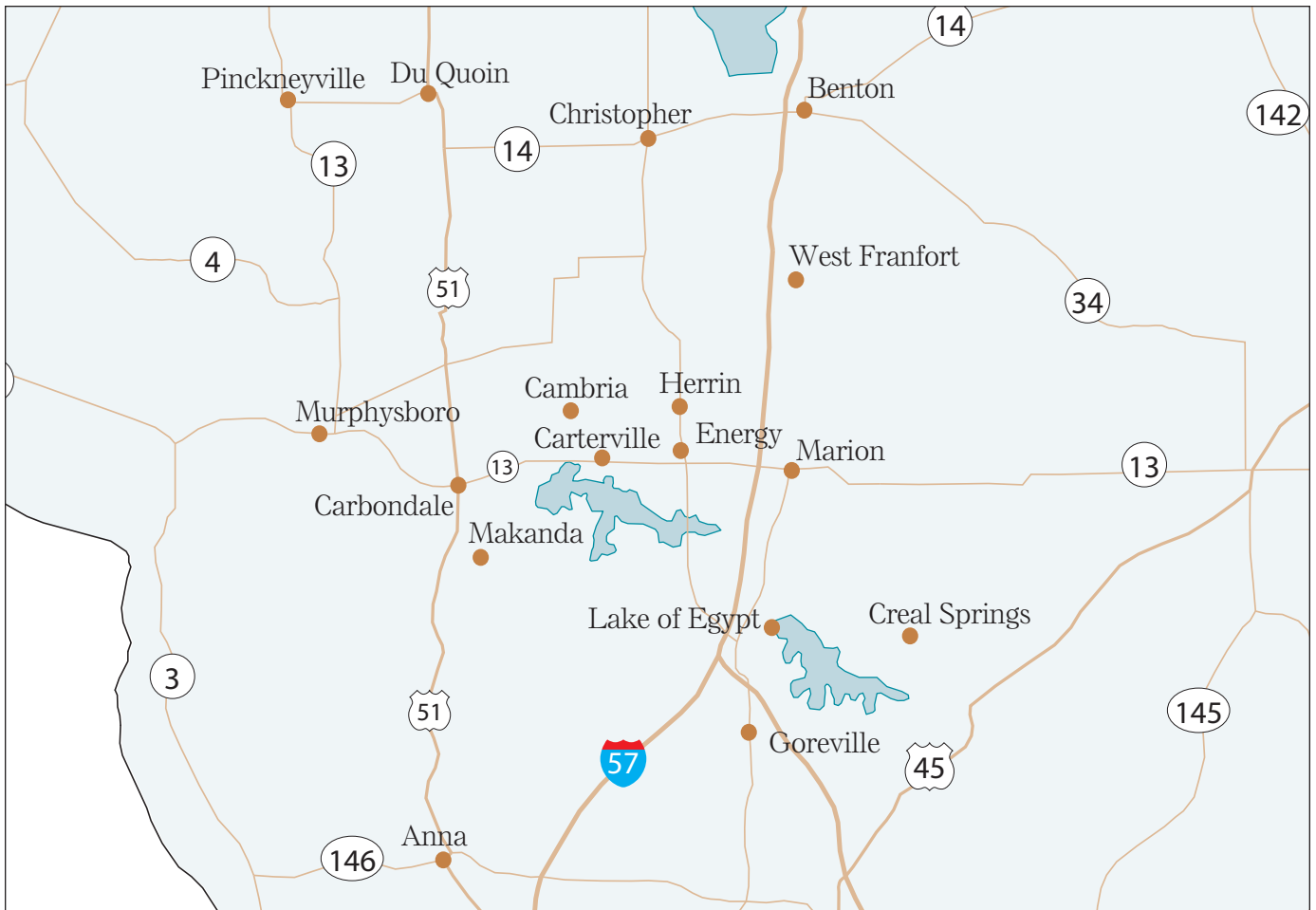
Life & Style in Southern Illinois is the dominant luxury publication throughout the Southern Illinois region, with penetrating distribution in Jackson and Williamson counties, plus additional reach in Franklin, Perry and Union counties.

## distribution locations

- Upscale hotels
- Medical parks and hospitals
- Shopping malls and boutiques
- Chambers and tourism bureaus
- Banks
- College campuses
- Fine dining
- Coffee shops and wineries
- Local events

## distribution facts

Total distribution:	18,000
Home delivery:	10,000
Rack distribution:	8,000



magazine themes  
& advertising deadlines

# Life & Style

IN SOUTHERN ILLINOIS

month	theme	ad space & copy deadline	date of publication
AUGUST 2014	create	JUNE 27, 2014	AUGUST 15, 2014
NOVEMBER 2014	holidays	SEPTEMBER 26, 2014	NOVEMBER 14, 2014
FEBRUARY 2015	refresh	DECEMBER 29, 2014	FEBRUARY 13, 2015
MAY 2015	live colorfully	MARCH 30, 2015	MAY 15, 2015
AUGUST 2015	let's go!	JUNE 29, 2015	AUGUST 14, 2015
NOVEMBER 2015	holidays	SEPTEMBER 28, 2015	NOVEMBER 13, 2015

Editorial calendar is subject to change; please contact your marketing consultant for details.

# Life & Style

IN SOUTHERN ILLINOIS

spread
with bleed: 17.25" w x 11.375" t trim size: 16.75" w x 10.875" t live area: 16.25" w x 10.375" t

full page	full page
with bleed: 8.875" w x 11.375" t trim size: 8.375" w x 10.875" t	7.875" w x 10.375" t

2/3-page	2/3-page
w/bleed: 5.611" w x 11.375" t trim size: 5.195" w x 10.375" t	5.195" w x 10.375" t

1/2-page h.	1/2-page h.
with bleed: 8.625" w x 5.625" t trim size: 7.875" w x 5" t	7.875" w x 5" t

1/2-page v.	1/3-page
5.195" w x 7.734" t	2.517" w x 10.375" t

1/4-page h.	1/3-page
7.875" w x 2.469" t	5.195" w x 5.104" t

1/6-page	1/12-page
2.514" w x 5.104" t	2.514" w x 2.469" t
5.195" w x 2.469" t	

## rates

### AD SIZE/POSITION

ad size	1x	2x	3x	4x
two-page spread	\$2,550	\$2,297	\$2,067	\$1,857
full page	1,367	1,230	1,107	997
2/3-page	1,093	985	885	797
1/2-page	820	739	664	597
1/3-page	615	554	499	447
1/4-page	460	415	374	337
1/6-page	347	312	280	257
1/12-page	265	239	215	197

25% fee charged for any ad cancelled after space reservation deadlines

### PREMIUM POSITIONS

inside front cover	\$1,908	\$1,717	\$1,545	\$1,391
inside back cover	1,908	1,717	1,545	1,391
back cover	2,067	1,860	1,675	1,507
before TOC	1,749	1,542	1,417	1,275
opposite TOC	1,829	1,646	1,480	1,333