



Lake Oconee LIVING

guide to advertising

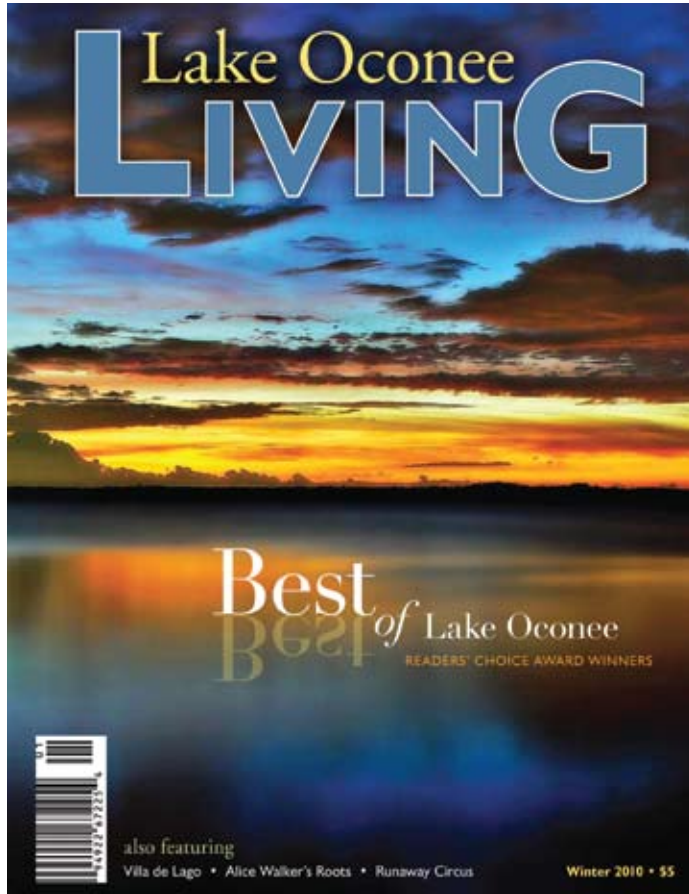
Lake Oconee Living has a ten-year track record of producing results for our advertisers.

LakeOconeeLivingMag.com

235 South Main Street, Madison, Georgia, 30650

o: 706-342-7440 | f: 706-342-2140

ABOUT THE MAGAZINE



THE BEST OF LAKE OCONEE

In 2009, *Lake Oconee Living* introduced our “Readers’ Choice Awards” to find out what our readers love about living in the Lake Region. Our inaugural *Best of Lake Oconee* issue was a brilliant success; we had more than 800 nominations in 45 categories, and nearly 4,500 unique voters determined our winners. It has since grown into one of our most highly anticipated issues ever, with more than 6,000 voters. This year’s categories range from “Best Biscuit” to “Best Interior Designer” and everything in between. The winners of the 2010 *Lake Oconee Living Readers’ Choice Awards* will be announced in our Winter 2011 issue, on stands in January 2011.

Lake Oconee Living

is unique and reaches a select readership. Each issue captures the storied moments that make living here so meaningful. The magazine represents more than a place- it’s a way of life.

- **Lake Oconee Living is the first, finest and only high-quality lifestyle magazine** reaching the Lake area’s desirable market. The magazine is the lake’s most recognizable title, having documented the region for more than a decade.

- **Highly talented editors, writers, photographers and artists** create an award-winning magazine equal to any upscale magazine in the country.

- **The only magazine distributed** within the rooms of the Ritz-Carlton Lodge or the gated communities of Reynolds Plantation, Harbor Club and Cuscowilla.

- **Available statewide** on newsstands at Borders, Barnes & Noble, Publix, Kroger and at quality retailers throughout the Lake Oconee, Madison, Greensboro, Eatonton, Watkinsville and Athens areas.

- **Lake area residents** look forward to (and actually read and keep) each new issue. A large percentage of our circulation is paid, unlike other free in-newspaper or free box distribution publications that contain mostly advertising.

EDITORIAL

Lake Oconee Living reflects the spirit of a region. Through thoughtful editorial content, stunning photography, and innovative design, *Lake Oconee Living* reveals the natural beauty of a place and the graceful lifestyle of its residents.

Lake Oconee Living is an award-winning quarterly publication that features elegant homes and gardens, engaging personalities, and festive events. We seek to entertain and inform our readers through vivid storytelling and distinctive style.

Founded in 1998, *Lake Oconee Living* set the standard for representing the lifestyle of one of the country's most enviable demographic regions. The magazine is published by Main Street Communications, Inc. in historic downtown Madison, Georgia.



FEATURED TOPICS

- Homes and Gardens
- Cooking and Entertaining
- Regional History
- Local Personalities
- Events and Festivities
- The Great Outdoors
- Travel
- The Arts
- Golf
- Dining and Leisure
- Architecture and Design
- Healthy Living



PHOTO BY JOHN AUTRY

AWARDS

As a member of the **Magazine Association of the Southeast (MAGS)**, the most established regional association of magazine publishers in the country, *Lake Oconee Living* competes in their annual Gamma Awards competition. A Gamma is the highest editorial honor in the Southeast and represents our commitment to excellence and integrity.

- GENERAL EXCELLENCE (2004, 2006, 2007)
- BEST SINGLE ISSUE (2004, 2006, 2007)
- BEST FEATURE (2006)
- BEST PROFILE (2007, 2008)
- BEST SERVICE JOURNALISM (2008)
- BEST SERIES (2008)
- BEST ESSAY (2005)
- BEST DESIGN (2003, 2004)
- BEST SINGLE COVER (2000, 2008)
- BEST PHOTOGRAPHY (2004, 2007, 2008)

OUR READERS



The Lake Country attracts affluent families from across the country. With a median age of 53, area residents have often moved here for the warmer climate and relaxed lifestyle. They have the free time and resources to pursue their many interests, they are avid readers, and they take active roles in their communities. According to an ESRI market profile, our readers' average household income is \$111,806 with an average home value of \$371,825. Educated and cultured, our readers seek knowledge and insight. Their high expectations inspire every issue of the magazine.

Lake Oconee Living is found on the best-dressed coffee tables in Georgia's Lake Country

DISTRIBUTION

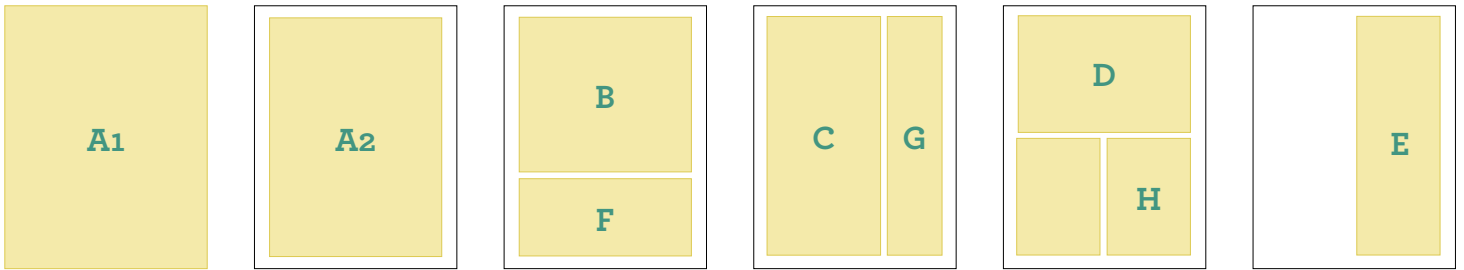
Through partnership agreements with the **Ritz-Carlton Lodge, Reynolds Plantation, Harbor Club, and Cuscowilla**, *Lake Oconee Living* is distributed to visitors and residents of the lake's gated communities. It is the only regional magazine placed in every room of the Ritz-Carlton Lodge.

With a circulation of approximately 7,500, our reach continues to grow. We distribute to newsstands statewide in select Borders, Barnes & Noble, Publix, and Kroger stores, where our title consistently sells at a higher rate than the national average. We maintain a strong base of paid subscribers and mail copies to addresses across the country.



ADVERTISING RATES

Lake Oconee Living is a glossy, perfect-bound, color magazine printed on heavy weight paper. We utilize stunning photography and design techniques throughout, so our advertisers can expect nothing but the best.



AD SIZE	DIMENSIONS	SINGLE ISSUE	4-ISSUE CONTRACT
A1 FULL PAGE (bleed)	8.375 x 10.875" <i>trim*</i>	\$1,298	\$1,180
A2 FULL PAGE (with margins)	7.125 x 9.875"	\$1,298	\$1,180
B 2/3 PAGE HORIZONTAL	7.125 x 6.4"	\$1,012	\$920
C 2/3 PAGE VERTICAL	4.7 x 9.875"	\$1,012	\$920
D 1/2 PAGE HORIZONTAL	7.125 x 4.83"	\$732	\$665
E 1/2 PAGE VERTICAL	3.45 x 9.875"	\$803	\$730
F 1/3 PAGE HORIZONTAL	7.125 x 3.2"	\$484	\$440
G 1/3 PAGE VERTICAL	2.27 x 9.875"	\$517	\$470
H 1/4 PAGE	3.45 x 4.83"	\$385	\$350
2-PAGE SPREAD	16.75 x 10.875 <i>trim**</i>	\$2,530	\$2,300
	Back Cover	\$1,815	\$1,650
	Inside Front Cover	\$1,755	\$1,595
	Inside Back Cover	\$1,755	\$1,595
	Page 1 or Page 3	\$1,733	\$1,575
	4-Page Centerfold	\$5,990	\$5,445

**PREMIUM
FULL-PAGE
POSITIONS**

FULL PAGE BLEED ADS

TRIM 8.375" X 10.875"

BLEED 8.775" X 11.275"
Any color or image that the advertiser would like to extend to the edge of the page must extend past our trim line to the bleed line (indicated by the red line, add 0.2" to all sides of ad.) Text must be within margins: top 0.5, bottom 0.5, inside 0.75, outside 0.5

LIVE AREA 7.95" X 10.45"
Any text, images or borders that the advertiser does not want cut off must be contained within this gold area. Any text that is within the blue margin is in danger of being trimmed by the press.

* Add 0.2" to the size of the ad for a total single page bleed size of 8.775 x 11.275", with a live area of 7.95 x 10.45". See specifications above.

** For double-page spreads, the bleed is 17.15 x 11.275" with a live area of 16.35 x 10.45". Do not position text in the middle of the spread to accommodate for the 0.75" inside margin on both the left and right page.

QUARTERLY ADVERTISING DEADLINES

WINTER
On newsstands January-March
DEADLINE: October 31

SPRING
On newsstands April-June,
in time to be distributed at
The Masters Tournament
DEADLINE: January 31*

SUMMER
On newsstands July-September
DEADLINE: April 31

HOLIDAY
On newsstands
October-December
DEADLINE: July 31

*Subject to change based on The Masters schedule

SUBMITTING AD MATERIALS

PHOTOGRAPHY FEES

Professional photography services are available by request for a fee of \$75 per shoot. *Lake Oconee Living* retains copyright on all photography. Permission to use photos elsewhere must be obtained and an additional fee may be required. Clients must give at least 24 hours notice in the event of a photo shoot cancellation to avoid a \$50 cancellation fee. Advertisers must arrange payment with the photographer at the time of scheduling.

EXCESSIVE REVISION CHARGE

Any request for additional changes to the ad after the third proof will cost \$50 per edit session.

TERMS

Clients who cancel after the advertising deadline will be required to pay half of the ad rate within 30 days.

EDITORIAL POLICIES

Lake Oconee Living follows the **American Society of Magazine Editors (ASME) editorial guidelines** and does not offer paid story placement. Our readers value our independent editorial content, and confirmed this in a focus group conducted in 2009, and in the letters to the editor we receive each issue. For magazines to be trusted by consumers and endure as brands, readers must be assured of their editorial integrity. For more on ASME guidelines, please visit www.magazine.org.

Ads that resemble editorial content (judged at the discretion of the editorial staff) will be labeled “paid advertisement” at the top of the ad.

Lake Oconee Living accepts camera-ready advertising created by a design agency or a professional designer. If submitting a camera-ready ad, include a color print of your ad as a print quality reference. If you do not have a professionally designed ad, our talented design staff can build an ad for you at no additional charge. You will receive a proof of your ad and are allotted three revision proofs at no charge. Revisions after the third proof are \$50 per proof. Advertisers who supply camera-ready ads will also receive a courtesy proof. We cannot modify camera-ready PDF or EPS files.

High-resolution ad files can be emailed to Bob Hogan, director of marketing at lakeoconeelivingads@gmail.com, or uploaded to our website at www.lakeoconeelivingmag.com. Click on the “Advertise” link. Scroll down to the bottom of the page and click on the blue link that reads: “Upload a file to us.” Then follow the simple procedures to upload your ad.

Digital files must be supplied on CD, by email or uploaded through our website. Supplied images must be 300 dpi at print size, JPG and TIFF files are preferred. Logos are preferred in vector format (ai or eps files) though high-resolution JPG or TIFF files (300 dpi at print size) are also acceptable. Original art, logos, and photographs may be supplied for scanning.

PREFERRED FILE TYPES FOR CAMERA-READY ADS

- High-resolution Adobe pdf
- A packaged InDesign File (CS3 or lower) including all fonts and linked images and logos. Ads built in InDesign CS4 or higher must be exported as InDesign Interchange files.
- Illustrator eps (8.0 or lower) with all links included and fonts outlined or packaged

ACCEPTABLE FILE TYPES FOR CAMERA-READY ADS

- Quark (4.0-7.0) with all links and fonts included
- Photoshop JPG or TIFF files that are 300 dpi at the printable ad size

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www.LakeOconeeLivingMag.com

Contact Us

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