

2014

# Fort Wayne MONTHLY

## 2014 ADVERTISING RATES

FULL COLOR	12X	6X
Full page	\$1,715	\$1,905
2/3 page	\$1,375	\$1,525
1/2 page	\$1,035	\$1,150
1/3 page	\$690	\$765
1/6 page	\$350	\$385
FULL COLOR	3X	1X
Full page	\$2,145	\$2,380
2/3 page	\$1,720	\$1,905
1/2 page	\$1,295	\$1,435
1/3 page	\$860	\$955
1/6 page	\$435	\$485

Ask about our 24x rates

Fort Wayne Monthly is published 12 times each year.

## SPECIAL POSITIONS

Back Cover:	Earned rate plus 30%
Inside Front:	Earned rate plus 20%
Inside Back:	Earned rate plus 20%

Premium position surcharges are non-commissionable

**Other special positions:** Add 10% to earned rate for guarantee. Non-commissionable

**Bleed charge:** Add 10% to earned rate

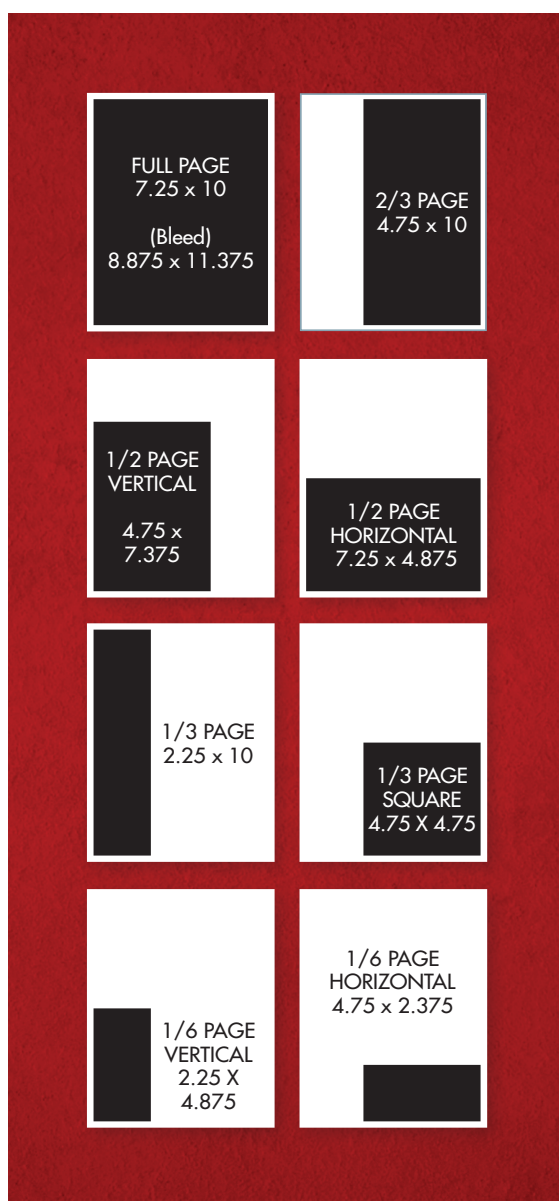
## GIFT GUIDES

Special 1/4 page gift guide ads in **SELECT ISSUES**, \$550 including advertising production.

## BOOK TRIM SIZE

8.375" x 10.875" (.25" bleed on all sides). Please keep all live material .375" from the trim on all sides. On two-page spreads, leave 2" gutter for all live material.

## ADVERTISING SIZES



## PRINTING SPECS & PRODUCTION COSTS

Printing	Sheet-fed offset
Binding	Perfect bound
Half-tone screens	150 line screen (133 min.) photos (300 dpi min.)

## PRE-PRESS (charges)

Copywriting	\$25/hour
Advertising agency commission to qualified agencies:	15%

## Reserve your space today by contacting:

George Hays at (260) 461-8374 or your Fort Wayne Newspapers advertising executive

## AD MATERIAL REQUIREMENTS

Ad materials should be submitted as electronic files. Acceptable file formats include: Acrobat pdf (6.0 or earlier), Quark Xpress 6.5 or earlier, InDesign CS5.5 or earlier, Adobe Illustrator CS 5.1 or earlier, **NO MICROSOFT programs.**

All fonts (printer and screen) and graphic files must be included. all photos must be 300 dpi minimum resolution.

## ADS MAY BE DELIVERED IN THE FOLLOWING WAYS:

**On Disk:** CDs

**Email:** Attach ONE self-extracting, stuffed, zipped or PDF file and send to [advertising@fortwayne.com](mailto:advertising@fortwayne.com). No file sizes larger than 4MB.

## CANCELLATION POLICY

Changes or cancellations must be made on or before the space reservation deadline.



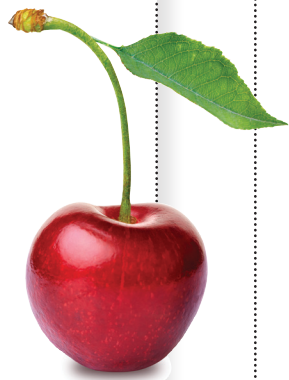
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## JANUARY

**Food Issue**  
The Vegetarian Option

**Special Advertising Section**  
Money: Grow Your Wealth

**Ad Close:** November 19  
**Newsstand date:** December 27



## FEBRUARY

**Education Issue**  
Big Goal Collaborative

**Community Spotlight**  
Wabash

**Ad Close:** December 17  
**Newsstand date:** January 24



## MARCH

**Fashion Issue**  
Top Spring Trends

**Annual Edition**  
Golf Guide

**Special Advertising Section**  
Travel: Visit French Lick

**Ad Close:** January 21  
**Newsstand date:** February 28



## APRIL

**Pets Issue**  
Zookeepers' Pets

**Annual Edition**  
City Guide

**Special Advertising Section**  
Home: Living Alfresco

**Ad Close:** February 18  
**Newsstand date:** March 28



## MAY

**Home Issue**  
Condo Life Downtown

**Community Spotlight**  
Geneva

**Ad Close:** March 18  
**Newsstand date:** April 25



## JUNE

**Community Issue**  
Festival Season

**Special Advertising Section**  
Travel Directory

**Ad Close:** April 15  
**Newsstand date:** May 23



## JULY

**Food Issue**  
We Love Food Trucks

**Special Advertising Section**  
Home & Design: Parade of Homes

**Ad Close:** May 20  
**Newsstand date:** June 27



## AUGUST

**Work Issue**  
The Creatives

**Special Advertising Section**  
Top Lawyers

**Ad Close:** June 17  
**Newsstand date:** July 25



## SEPTEMBER

**Travel Issue**  
Fall Getaways

**Annual Edition**  
Health

**Community Spotlight**  
Ligonier

**Ad Close:** July 15  
**Newsstand date:** August 22



## OCTOBER

**Readers Poll Issue**  
Worth the Effort

**Special Advertising Section**  
Breast Cancer Awareness Month

**Ad Close:** August 19  
**Newsstand date:** September 26



## NOVEMBER

**Medical Issue**  
Best Doctors

**Special Advertising Section**  
Holiday Gift Guide

**Ad Close:** September 16  
**Newsstand date:** October 24



## DECEMBER

**Entertaining Issue**  
Festive Holidays

**Special Advertising Section**  
Social Calendar/Gift Guide

**Ad Close:** October 21  
**Newsstand date:** November 28



## 2014 EDITORIAL CALENDAR\*\*

### EDITORIAL

*Fort Wayne Monthly* is Fort Wayne's own premier city publication. *Fort Wayne Monthly* captures the flair and vitality of our community and packages them with distinction and creativity. The content of *Fort Wayne Monthly* is both compelling and intimate, combining the talents of award-winning writers with dynamic photography and design.

#### Each issue offers:

- profiles of local personalities
- features on the people and events that shaped our past, define our present and forecast our future
- the arts, dining, entertainment and sports activities

### READERS

As with many city magazines, *Fort Wayne Monthly* is upscale. Its broad editorial coverage attracts community-

minded readers willing to spend time, energy and money on any number of consumer passions, including travel, fitness, dining, entertainment, the arts and home décor. For these readers, *Fort Wayne Monthly* is a must-read.

Using ongoing in-depth research to pinpoint its market, *Fort Wayne Monthly* knows its readers are upscale, with 73 percent having an annual household income of \$75,000 or more.\* In addition, *Fort Wayne Monthly* readers have a demonstrated interest in serving the community by participating in civic and cultural activities.

### CIRCULATION

The Fort Wayne community has embraced *Fort Wayne Monthly*, with subscribers representing a broad range of demographics. *Fort Wayne Monthly* has unparalleled audience penetration. Its total circulation of 10,380 reaches more than 53,000 readers\* with each issue through three major distribution channels.

### Subscriptions:

Utilizing the resources of the largest, most sophisticated circulation department in our area, *Fort Wayne Monthly* offers the most exhaustive magazine subscription capabilities available.

### Demographic Targeting:

*Fort Wayne Monthly* is distributed to affluent consumers throughout our area's high reader pass-along venues, including hotel lobbies, hospitals, physician practices, dental offices and law firms, among others. In addition, it is distributed to members of area chambers of commerce.

### Newsstand:

*Fort Wayne Monthly* is sold in prominent retail locations throughout the area, including Anne's Hallmark, Barnes & Noble, CVS, Fresh Market, Kroger, Riegel's and Scott's.

\* 2013 Circulation Verification Council Publication Audit Report

\*\* Calendar is subject to change