west shore live well

From the producers of

Best of the West and Best of the East

An Affordable & Effective Way to Reach *Cleveland Magazine* Readers Closest to Your Business!

- Polybagged to 13,000 *Cleveland Magazine* subscribers, reaching more than 78,000 readers from Ohio City to Cleveland's affluent West Side communities
- Editorial focus geared towards women — the primary decision-makers of household purchases
- Extra distribution in high-traffic areas including libraries, coffee shops and fitness centers
- Quarterly distribution means your ad enjoys a shelf life of up to three months!
- Our paid circulation means our magazine is invited into our readers' homes — and it's anticipated!

2012 Media Kit

From the publishers of

Cleveland MAGAZINE

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Editorial Content

We know a busy lifestyle and a healthy lifestyle don't always go hand in hand. At *live well* magazine, we understand the need for balance and so we are dedicated to showing our readers practical ways to incorporate healthier options into their hectic lifestyles.

We cover the lighter side of life with fashion and beauty trends and advice on a variety of other topics that make us feel better about ourselves and enhance our daily lives. Additionally, our community date book and snapshots cover fun events and benefits happening in and around your neighborhood

In every issue:

- Engaging Feature Stories
- Community Events & Philanthropy
- Health Care
- Nutrition & Fitness
- Fashion & Beauty
- Green Living
- Learning

{snapshots}

{datebook}

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Circulation & Demographics

There is only *one* publication that reaches this many upscale consumers on the West Side.

Circulation: 13,000 per edition

Demographics:

- $125,000 average family income
- 58% female
- 88% college graduates

Issue Calendar

Winter 2012

A New You

Space Close: November 11, 2011

Ads Due: November 17, 2011

Delivery Date: January 2012

Spring 2012

Spring Foods & Fashion

Space Close: February 3, 2012

Ads Due: February 9, 2012

Delivery Date: April 2012

Summer 2012

Best of the West

Space Close: May 4, 2012

Ads Due: May 10, 2012

Delivery Date: July 2012

Fall 2012

Healthy Holidays

Space Close: August 3, 2012

Ads Due: August 9, 2012

Delivery Date: October 2012

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Advertising Rates and Specs

Multi Zone Rate Card

	FULL PAGE	1/2 PAGE	1/4 PAGE	COVER 2	COVER 3	COVER 4
One Zone						
1x	$2,295	$1,265	$795	$2,695	$2,495	$3,095
2x	1,900	1,050	695	2,235	2,070	2,570
4x	1,800	995	595	2,100	1,945	2,415
Two Zones						
1x	3,475	1,920	1,195	4,045	3,645	4,330
2x	2,850	1,575	1,045	3,355	3,025	3,595
4x	2,700	1,495	900	3,155	2,845	3,380

All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suit for libel, violation of right of privacy, plagiarism and copyright infringement.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

a) Short Rates: An advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.

b) Special Positions: Subject to availability, add 10% of existing rates.

c) Nonpayment: In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severely liable for such monies due and payable to the publisher.

Dimensions

Standard Ad Sizes	Width x Depth
Full Page	8" x 10"
1/2H (horizontal)	8" x 4 7/8"
1/2V (vertical)	4" x 10"
1/4Sq (square)	3 7/8" x 4 7/8

Bleed Specifications

Full Page	
Trim Size	9" x 10 7/8"
Plate Size*	9 1/4" x 11 1/8

** Includes 1/8" bleed on all sides. Keep all live matter 1/4" from the trim.*

1. PDF documents are preferred. Files should be 350 dpi. Files should be Press Optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. Great Lakes Publishing will be relieved of all responsibility for any form of compensation if a client-supplied contract proof is not provided before press-time.
2. Ad Proofs: Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client, or their agency to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.
3. Specifications: All images are to be CMYK tiff or eps files and must be high resolution (350 dpi minimum). Include PostScript Type 1 format. Also include a color or b/w laser proof, as the client assumes responsibility if no proof is provided. If fonts are not provided, Great Lakes Publishing reserves the right to substitute the closest font available. Information on how to produce a press quality PDF file is available at www.glpublishing.com.
4. Ad Templates: All ad dimensions listed above are available at www.glpublishing.com in a PDF for you to download and then import into your layout program.
5. Accepted Media: Files may be submitted on CD-ROM or sent to our FTP site, visit www.glpublishing.com for step-by-step instructions. We cannot receive ad materials through e-mail.
6. Programs: Great Lakes Publishing produces all publications using the Adobe Creative Suite of programs. If you have documents produced in any other program, please provide us with a press-ready CMYK PDF.