

Elegant
**ISLAND
LIVING**

REFLECTING SAINT SIMONS ISLAND'S FINER LIFESTYLE



M E D I A K I T

"Our clients – large and small, local and national – rely upon us for media buying strategies that deliver readership, results and return on their marketing investment. We recommend *Elegant Island Living* as the dominant lifestyle publication in the coastal southeast Georgia market. The magazine's stylish art direction and concise writing are valuable complements to our clients' advertising messages."

HELEN RENTZ

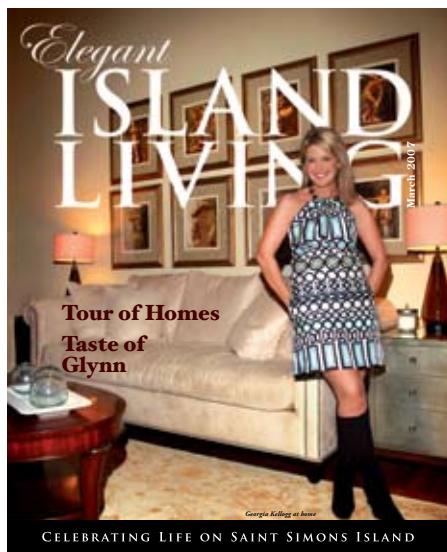
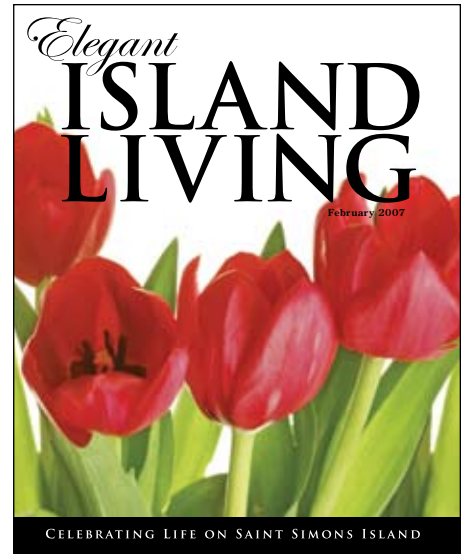
Account Manager

Faulkenberry Certain Advertising, Inc.

Media Kit Photo Credits:
Golden Isles Photography,
Johnson Pictures, Inc.,
Lara Lyons.

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Elegant Island Living is the premier lifestyle magazine for St. Simons Island and the surrounding communities. Published monthly, *Elegant Island Living* is unequalled in its commitment to its readers' appetite for quality and luxury in every aspect of their lives. *Elegant Island Living* embodies the way of life and tastes of its readers, covering such topics as philanthropy, the arts, shopping, health & beauty, the outdoors, home design, charity opportunities, travel and leisure, community, social events, and more. *Elegant Island Living* readers understand luxury, and enjoy this magazine as a guide and companion to the St. Simons Island lifestyle.



When I started this publication four years ago, my vision for *Elegant Island Living* was to create a magazine that would showcase the grace and beauty of my hometown: St. Simons Island, Georgia. Since then, I have dedicated each issue to topics that matter most to our readers, making *Elegant Island Living* the exclusive must-read for residents and tourists alike. The pages are full of relevant and contemporary articles about the people and places of St. Simons Island: local destinations, health and well-being, art, interior design, gardening, luxurious living, inspiring stories, the outdoors, food & wine, travel, and social events.

Elegant Island Living has established a reputation among the area's elite businesses as a true partner for their advertising needs. The magazine supports this by providing the proper means to have their message heard.

My vision has become a reality that I am pleased to present to you. *Elegant Island Living* is a magazine that beautifully captures the spirit of St. Simons Island. The spirit of Elegance.

David Butler
Publisher

... The world lies east: how ample, the marsh
and the sea and the sky! – Sindy Lanier, *The Marshes of Glynn* 1878



The Golden Isles ... St. Simons Island



St. Simons Island is located on the Southeast Georgia coast 75 miles south of Savannah, GA and 65 miles north of Jacksonville, Florida. To the east, on the Atlantic Ocean, lie the "Golden Isles of Georgia" - St. Simons Island, Sea Island, Little St. Simons Island and Jekyll Island.

Unhurried, unspoiled and unmatched for countless diversions and pleasures, this legendary corner of Georgia's coast is framed by vast marshlands, winding rivers and ribbon-smooth beaches. St. Simons Island and The Golden Isles is a year-round destination, offering world-class golf courses, tennis, boating, cycling, hiking, endless sandy beaches, nature trails that wind through live oaks, pine, azaleas, wisteria and mysterious resurrection ferns, outstanding accommodations and dining, and a rich history. The hospitality, like the climate, welcomes travelers from all over the world.

The population of St. Simons Island, Sea Island & Little St. Simons Island is 17,167. St. Simons Island is 11.5 miles long, 3 miles at widest point (roughly the same size as Manhattan) with 18,000 full

and part-time residents. Sea Island is 5.1 miles long, .5 miles wide with 1,500 full and part-time residents.

The Golden Isles is a destination of choice for over 1.3 million visitors per year. Tourism is up 7% from 2006. The economic impact exceeds \$274 million per year for lodging, food, recreation, transportation and shopping. Last year, *Money* magazine named St. Simons Island one of the five best places to retire to in the U.S.

Elegant Island Living is published monthly, printed on high quality paper and perfect bound. 10,000 copies of the 132-page magazine are distributed to over 250 locations, most are on St. Simons Island.

Visit www.elegantislandliving.net for an online version of the magazine.

DEMOGRAPHICS

Who reads Elegant Island Living?

Male	21%
Female	79%
AGE RANGE:	
25-34	11%
35-44	18%
45-54	25%
55-64	30%
65+	16%
INCOME LEVEL:	
\$100,000+	42%
EDUCATION	
Graduate degree	88%
Post-graduate degree	34%

Advertising efficacy

PERCENTAGE WHO:
Responded to an advertisement by prompting visit to store: 69%

Responded to an advertisement by prompting a purchase 53%

Saved an advertisement for future sale 25%

SOURCE:
Readers Survey, August-September 2007

St. Simons Island Median home price \$322,400
Reader home value of \$500,000 or more 59%

87%

Readers who consider EIL to be an informative source for fashion, dining, shopping and community events.

Reading habits

PERCENTAGE WHO:

Read 3-4 of the last 4 issues	94%
Pass on their issues to at least one additional reader	89%
That never throw their issues away	24%
Spend more than an hour reading Elegant Island Living per issue	70%

We are a 97-year-old fine jewelry company and love working with Elegant Island Living. Quality and professionalism are of key importance in an advertising partner and the team at EIL always goes the extra mile. People who care, and a great product that provides us with measurable success. What's not to like?

**Kent Capper, Owner
Joseph Jewelers**

2007-2008 RATES

	Open	3X	6X	12X
Full page	\$1600	\$1485	\$1320	\$1190
1/2 Page	\$900	\$825	\$745	\$670
1/3 Page	\$675	\$610	\$550	\$500
1/4 Page	\$456	\$415	\$370	\$330
1/6 Page	\$165	\$165	\$165	\$165
Beachcombing	\$200			
Website Banner	Large \$125	Small \$100		

Premium positions available:

- Inside front cover
- Inside back cover (n/a: under contract until 09/08)
- Social Scene pages
- Other editorial placement

All premium positions will incur a surcharge of 25% of the cost of the ad space.

2008 DEADLINES

ISSUE	SPACE/PROOF RESERVATION	CAMERA READY AD DUE
January	November 28, 2007	December 4, 2007
February	January 2	January 8
March	January 30	February 5
April	February 27	March 4
May	April 2	April 8
June	April 30	May 6
July	May 28	June 3
August	June 25	July 1
September	July 30	August 5
October	September 3	September 9
November	October 1	October 7
December	October 29	November 4

GENERAL RATE POLICY: Rates are current but are subject to change without notice. Contracts may be canceled at the time a rate change is effected without incurring a short-rate adjustment if the frequency rate has been earned up to the date of cancellation. EIL's liability for any error or omissions will not exceed the charge for the advertisement in question. Rates quoted are gross 15% recognized agency commissionable.

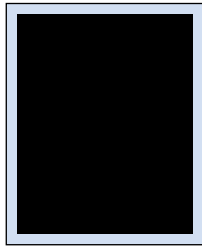
SHORT RATES & REBATES: Advertisers will be short-rated if, within the contract year, the number of insertions upon which their billings are based are not used or will receive rebates if sufficient insertions are used to earn a lower rate.

ADVERTISING DESIGN CHARGES: The magazine offers design and layout at a nominal cost over and above insertion rate and offers one proof service. Cost for 1/4 page ad: \$50; 1/3 & 1/2 page: \$75; full page: \$125. The ad then becomes the sole property of the advertiser for use in any publication. Unless camera ready, all ads require proof approval via signed proof sheet or e-mail prior to publishing. The advertiser is responsible for adhering to the monthly space reservation/proof deadline as stated. Four-color process is included in the advertising cost with no discount for black and white ads. **PLACEMENT:** Unless premium placement is contracted, advertisements will be positioned at the discretion of the EIL staff based on editorial requirements. **PAYMENT:** Payment is required in advance of publication for first time advertisers. Payment is due upon receipt of invoice. A charge of 1.25% per month may be added to all unpaid balances 45 days or older. EIL will cancel future insertion orders in the event of late payment. **DISTRIBUTION:** 10,000 copies per month. Countertop distribution is top quality retail, seated casual dining establishments, St. Simons Island grocery stores, hotels, private vacation rental units, real estate offices, banks, legal, financial, medical practice and corporate offices both on the island and in historic downtown Brunswick. There are over 250 distribution locations. Beachcombing is available only to retail advertisers.

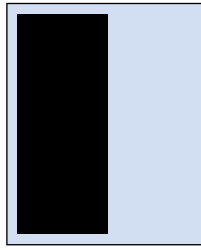
PUBLICATION TRIM SIZE IS 9"w x 11"h.



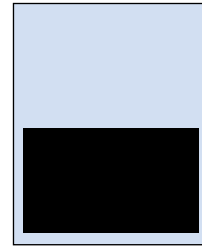
FULL PAGE BLEED:
Trim: 9"w x 11"h
Bleed: 9.25"w x 11.25"h
Live: 8.5"w x 10.5"h



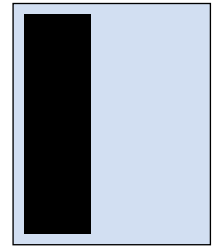
FULL PAGE NON-BLEED:
8.5"w x 10.5"h



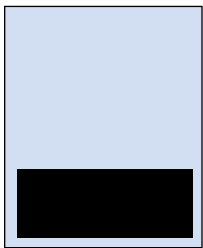
1/2 PAGE VERTICAL
3.875"w x 10"h



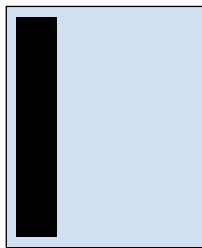
1/2 PAGE HORIZONTAL
8"w x 4.875"h



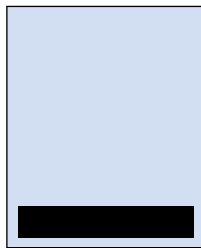
1/3 PAGE VERTICAL
2.5"w x 10"h



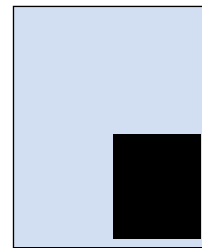
1/3 PAGE HORIZONTAL
8"w x 3.1667"h



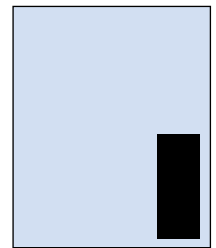
1/4 PAGE VERTICAL:
1.8125"w x 10"h



1/4 PAGE HORIZONTAL:
8"w x 2.3125"h



1/4 PAGE BLOCK:
3.875"w x 4.875"h



1/6 PAGE:
2.5"w x 4.875"h

PLEASE NOTE: Bleeds not available on ads smaller than Full Page. Elegant Island Living is a perfect bound publication.

ARTWORK PROVIDED BY THE ADVERTISER:

Preferred Platform/Format: Press ready Adobe Acrobat PDF file.

MANDATORY: ALL FONTS MUST BE SUBSET AND EMBEDDED.*

All images must be 300 dpi and all colors converted to CMYK.

ALSO ACCEPTED:

- Photoshop: 300 dpi flattened TIFF. All files must be converted to CMYK
- Illustrator: .ai + convert all fonts to outlines + convert all colors to CMYK

Please include a color match proof of your ad. We cannot ensure color accuracy of your advertisement without a color accurate hard copy proof.

FILE SUBMISSION

Files under 5MB can be e-mailed to: mary@elegantislandliving.net. Files of any size can be uploaded to our FTP site* at:

files155.cyberlynk.net

User name: client

Password: island

FTP software is required for file transfers. Files cannot be uploaded via a browser.

PLEASE NOTE: Elegant Island Living cannot make changes to your camera ready artwork. Re-submissions or revised artwork can be accommodated only prior to the publicized camera ready deadline.

IMPORTANT

Make image changes before Importing them: Scale, rotate, and manipulate images in the original graphic application (Photoshop® or other pixel-based application) before importing them into your page-layout program (InDesign® or QuarkXPress®). If done in a page layout program, these steps will effect image quality and cause difficulties at prepress.

IN-HOUSE DESIGN SERVICES

Logos

Vector art made with a program such as Adobe Illustrator® must be provided for quality reproduction of your logo.

Resolution

Only hi res photographs (300 dpi or higher), images or art created in a pixel-based application (such as Photoshop®) will be accepted. Also, the physical dimensions of the image must be at least 100% of the size it will be reproduced at.

Scanned Artwork

Artwork scanned from a printed piece such as a magazine, newspaper, flyer, catalogue or brochure will not be accepted under any circumstances.

*Please contact us for technical assistance.

"Elegant Island Living has evolved into being a magazine found in most homes on St. Simons nestled next to their favorite artist's book on the coffee table. We like having this sort of presence."

Anne Harrell & Betsy Polhill
Sea Palms Realty



2008 CONTRACT AGREEMENT

DATE: _____ **CONTRACT PERIOD:** _____

CLIENT: _____

AD AGENCY: _____

STREET ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: () _____ **FAX:** () _____ **E-MAIL:** _____

CONTACT: _____

ISSUE	SIZE	SPACE / PROOF RESERVATION	COMPLETED / CAMERA READY AD DUE	COST
January 2008		November 28, 2007	December 4, 2007	\$
February 2008		January 2	January 8	\$
March 2008		January 30	February 5	\$
April 2008		February 27	March 4	\$
May 2008		April 2	April 8	\$
June 2008		April 30	May 6	\$
July 2008		May 28	June 3	\$
August 2008		June 25	July 1	\$
September 2008		July 30	August 5	\$
October 2008		September 3	September 9	\$
November 2008		October 1	October 7	\$
December 2008		October 29	November 4	\$
TOTALS:		# Times:		Cost: \$

Rates quoted are net payable to Elegant Island Living. The magazine offers design and layout at a nominal cost over and above insertion rate and offers one-proof service. Any ad created using Elegant Island Living's design service then becomes the property of the advertiser for use in other publications as desired. The advertiser must take the responsibility of adhering to the monthly space reservation/proof deadlines as stated in this agreement. Full color is included in the advertising cost with no discount for black and white ads.

Signed by: (client) / Date

Signed by: (Elegant Island Living Advertising Representative) / Date

1. Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication. 2. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an ad or for errors in key number, reader service number or advertisers index. 3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. 4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. 5. Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher. 6. No conditions other than those set forth on this spec sheet shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. 7. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasigovernment entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner. 8. Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published. 9. All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and or testimonial of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation or rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

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ELEGANT ISLAND LIVING / P.O. Box 21763, St. Simons Island, Georgia 31522 / elegantislandliving.net