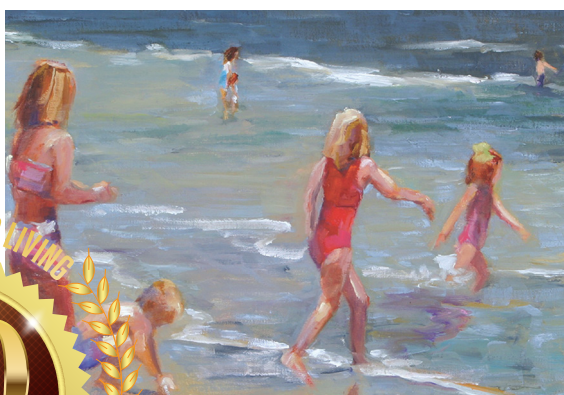


Elegant ISLAND LIVING

R e f l e c t i n g S a i n t S i m o n s I s l a n d ' s F i n e r L i f e s t y l e



M E D I A K I T 2 0 2 3

We are a 104-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

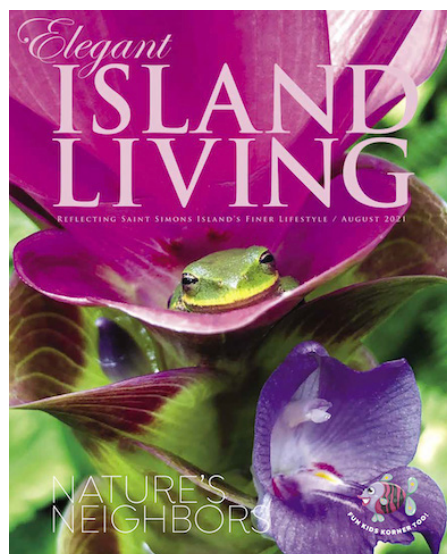
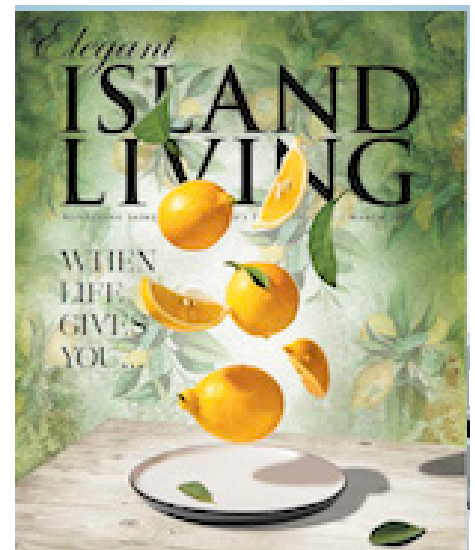
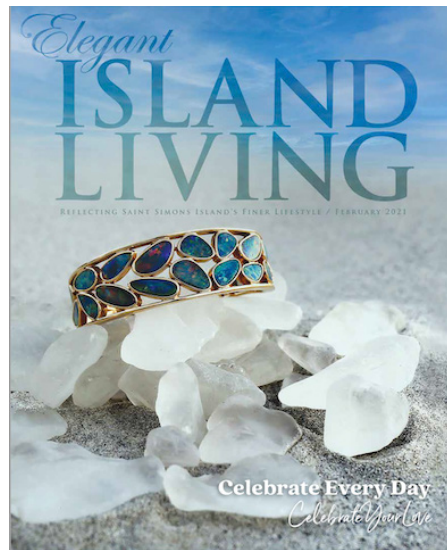
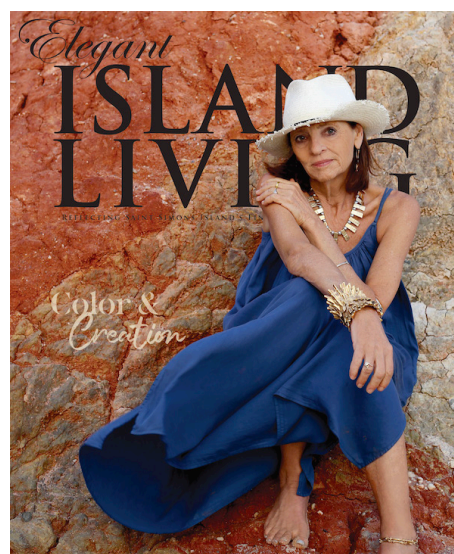


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Elegant Island Living is the premier lifestyle magazine for St. Simons Island and the surrounding communities. Published monthly, *Elegant Island Living* is unequalled in its commitment to its readers' appetite for quality and luxury in every aspect 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.



We have a lot to celebrate in 2022! It's *Elegant Island Living's* Platinum anniversary!

Through the past two decades, we have learned what topics matter most to our readers and appeal to both locals and visitors alike. Each and every month, we create and share in our pages relevant and contemporary articles that include profiles of local people, businesses, and community organizations; fashion, history, arts and culture; luxurious living; travel destinations; food and wine, and the abundant social events that fill our calendars.

Over those twenty years, *Elegant Island Living* has earned a reputation as a leader in the business community for being a true partner for advertising needs. But, oh, have we grown! Now, not only do we produce a printed product that is eagerly anticipated each month by the local market, we have also developed a social media presence that is second to none. In that time, we have also continued to expand the benefits we can provide our print advertisers. With a weekly e-newsletter highlighting our digital content plus daily engagement and promotion of local businesses and events on our social media accounts, we now connect to our readers 24/7 in whatever format they choose, making our reach much further than just the copies of the magazine that make their way to homes and businesses. But we never tire of hearing about the issues displayed on cocktail tables, handed out to wedding guests, saved for recipes, or collected as part of a years-old tradition!

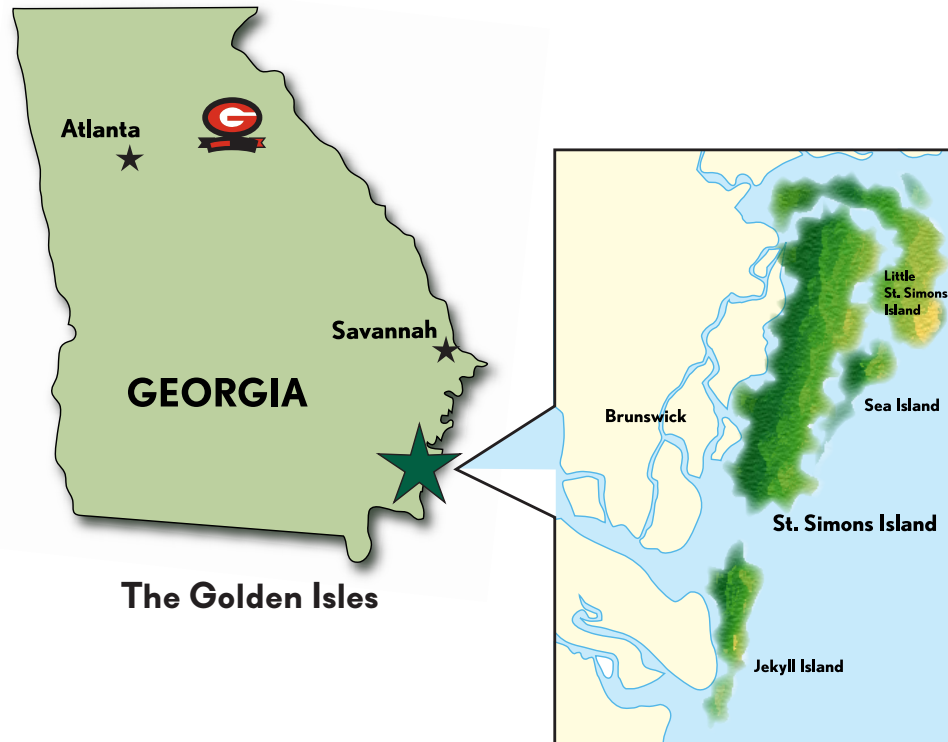
Starting in 2002 and continuing through today, *Elegant Island Living* has firmly established itself as an exclusive must-read publication for anyone living or interested in this region. It is this reputation and 20 years of experience that allow us to say that we can effectively reach your audience, whether you are looking to promote a new business, increase store traffic, or sell out a fundraiser. I am pleased to present to you not only a magazine that beautifully captures and reflects the spirit of St. Simons Island and the surrounding area, but a media company that embodies that spirit in all we do. We hope you join us as an advertiser as we celebrate this special year.

David Butler

... The world lies east: how ample,

the marsh and the sea and the sky!

– Sidney Lanier, *The Marshes of Glynn* 1878



St. Simons Island is one of a system of barrier islands off the coast of Georgia in the Atlantic Ocean. Together with Sea Island, Little St. Simons Island, and Jekyll Island, they make up the Golden Isles of Georgia. The Golden Isles are situated just east of the mainland port city of Brunswick, located 75 miles south of Savannah and 65 miles north of Jacksonville, Florida, and easily accessible by I-95.

The natural beauty of the ever-changing marshlands, beaches, pristine maritime forests, historical sites, and abundant wildlife combined with mild winter temperatures and ample Southern hospitality and recreational activities, have made the Golden Isles of Georgia a popular travel destination. Made up of four barrier islands, St. Simons Island, Sea Island, Jekyll Island, and Little St. Simons Island, and the adjoining mainland and port city of Brunswick, this year-round destination offers world-class accommodations and dining, easy beach access, golf courses and tennis facilities. Intracoastal rivers and waterways and a vast ocean provide the perfect environment for boating, kayaking and paddle-boarding. There are trails for hiking and cycling that wind through majestic live oaks draped in Spanish moss and resurrection ferns, pines, palms and palmettos, magnolias and azaleas. Historical sites include St. Simons Island's Colonial-era Fort Frederica and picturesque lighthouse, and Jekyll Island's Historic District that was home to the "Millionaire's Club" of the Vanderbilts, Pulitzers, and their contemporaries. Tourism is the area's number one industry*, with more than 2.6 million visitors and just over \$1.2 billion generated in revenue. (*2016)

Elegant Island Living's home base is on St. Simons Island, the largest of the barrier islands, with a full-time population of 14,570. The island is 11.5 miles long and 3 miles across at its widest point (roughly the same size as Manhattan). It adjoins via causeway Sea Island, a 5.1 mile long and .5 mile privately owned island with approximately 400 full-time residents and an internationally acclaimed resort. Featuring the *Forbes* Five-Star winning properties The Cloister and The Lodge at Sea Island Golf Club, the Sea Island Resort offers exceptional amenities and three championship golf courses, which are the stomping grounds of PGA Tour veteran and two-time Ryder Cup US Team Captain Davis Love III, as well as a growing number of other PGA Touring pros. The RSM Classic official PGA TOUR and FED EX Cup series event, hosted by Davis Love III, is played here each year.

Elegant Island Living is a monthly magazine printed on high quality paper and perfect bound. 10,000 copies are distributed in more than 300 locations free of charge. Paid mail subscriptions are available on the website at elegantislandliving.net under the Subscribe link at the top of the page.

DEMOGRAPHICS

89%

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

Male 19%

Female 81%

AGE RANGE:

25-34 7%

35-44 20%

45-54 19%

55-64% 38%

65+ 15%

INCOME LEVEL:

\$100,000+ 61%

EDUCATION

College degree 59%

Graduate degree 29%

Advertising Efficacy

Who
reads
*Elegant
Island
Living?*

Responded to an advertisement by prompting visit to store: 78%

Responded to an advertisement by prompting a purchase 41%

Saved an advertisement for future sale 52%

Chose a restaurant based on an advertisement 72%

Reading habits

PERCENTAGE WHO:

Read at least 7 out of the last 12 issues 91%

Pass on their issues to at least one additional reader 96%

Keep their issues at least one year 37%

Spend more than an hour reading *Elegant Island Living* per issue 77%

2023 RATES

	Open	3X	6X	12X
Full page	\$1814	\$1686	\$1501	\$1355
1/2 Page	\$1030	\$946	\$857	\$773
1/3 Page	\$778	\$706	\$638	\$582
1/4 Page	\$533	\$487	\$437	\$392

Business Buzz / What's Happening is an added benefit for our advertisers. It is 150 words and one photo about a news worthy development. Examples would be a new location or a ribbon cutting. This is not intended for product placement. For a non-advertiser: \$250

Social Page Sponsorship can be purchased for \$750 a page for non retail advertiser or \$500 a page for current retail advertisers. This would include the logo, company, name, contact information and a list of three or four attributes or short statement.

2023 DEADLINES

ISSUE	SPACE/PROOF RESERVATION	CAMERA READY AD DUE
January	December 1	December 7
February	December 29	January 4
March	January 26	February 1
April	March 2	March 8
May	March 30	April 5
June	April 27	May 5
July	June 1	June 7
August	June 29	July 5
September	August 3	August 9
October	August 30	September 5
November	September 27	October 3
December	November 1	November 7

Premium positions available:

- Inside front cover
- Inside back cover
- Social Scene pages
- Other editorial placement

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

"I use my advertising dollars in *Elegant Island Living* because IT WORKS! Since 2014, my ads in *Elegant Island Living* have proven to generate customers who come to my store because they have seen my ad. The money I spend on my ads are more than compensated by the sales I receive in return. The cost may be more expensive than other publications, but the return on my investment is worth it."

Ronne Lebow, Owner
Ronne's on Market Street

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. All first time advertisers must pre-pay first month.

SHORT RATES & REBATES BECAUSE OF EARLY CANCELLATION: 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 possible nominal cost over and above insertion rate and offers one proof service. Cost for one ad is free with a signed contract. This allows one proof and one minimal change to proof. Anything deemed by *EIL* production manager to be an extensive design, redesign or changes after 2nd proof will be charged \$100 a proof. 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 by credit card. Automatic bank draft is an option for annual advertisers only. Payment will be charged or debited to the account upon their receipt of that month's proof. **DISTRIBUTION:** 10,000 copies per month with 300 distribution locations and mail subscriptions. Countertop distribution in 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 St. Simons Island, Jekyll Island and historic downtown Brunswick.

ELEGANT ISLAND LIVING MAGAZINE / Terry McCarthy / (912) 399.3699 / terryinssi@comcast.net

P.O. Box 21763, St. Simons Island, Georgia 31522

elegantislandliving.net

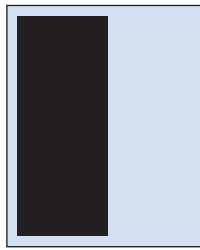
PUBLICATION TRIM SIZE IS 9"w x 10.875"h.



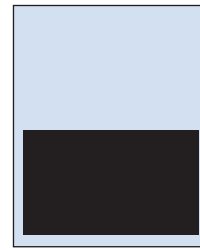
FULL PAGE BLEED:
Trim: 9"w x 10.875"h
Bleed: 9.25"w x 11.125"h
Live: 8.5"w x 10.375"h



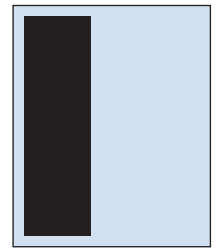
FULL PAGE NON-BLEED:
8.5"w x 10.375"h



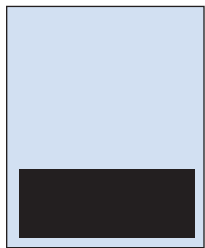
1/2 PAGE VERTICAL
3.875"w x 10"h



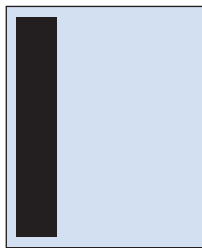
1/2 PAGE HORIZONTAL
8"w x 4.875"h



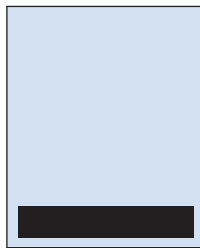
1/3 PAGE VERTICAL
2.5"w x 10"h



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



SOCIAL SPONSORSHIP:
Logo, company name,
contact information and
a list of three or four attributes
or short statement

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 of any size can be sent to us through Dropbox, Google Drive or any 3rd party transfer software. Contact us for our FTP information.

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 art 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

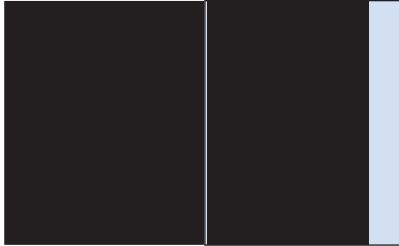
Artwork scanned from a printed piece such as a magazine, newspaper, flyer, catalogue or brochure will not be accepted under any circumstances.

*Please contact us for technical assistance.

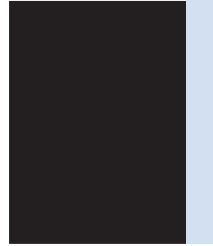
ADVERTORIAL INFORMATION

Sometimes as an advertiser you want to communicate a more detailed message than you can get across in a display ad. You need a story to be told. That's where an advertorial works best. When there is a compelling story about the mission, concept, history, creation, or accomplishments of your business or organization, an upcoming event, a new product line or new employees, an advertorial allows *EIL* to help you write and share that story with our readers in the format of a magazine article. You control your message and our experienced editorial staff helps you present it in the way that will best appeal to our readers.

CONTACT TERRY McCARTHY AT 912.399.3699 FOR MORE INFORMATION.



FULL PAGE & 3/4
1,100 WORDS & 3 PHOTOS
\$2,500



3/4 PAGE
450 WORDS & 2 PHOTOS
\$1,000

STAND ALONE INSERT

A stand-alone marketing piece for your business that is inserted into an issue of *Elegant Island Living* is another advertising tool we offer. We can insert materials you have designed and created or assist you in the creation of that marketing piece. We have experience doing everything from postcards and single page inserts to multiple page booklets in foldable, perfect bound, or saddle-stitched formats. We can print overruns so you have additional pieces for distribution as well. From a look book to an event announcement, we can put your message directly in the hands of your target audience—our readers.

CONTACT TERRY McCARTHY AT 912.399.3699 FOR MORE INFORMATION.

"We had a substantial amount of calls from *EIL*'s readers in response to our article (Summer 2020), both local and from as far away as New York City. We also got calls from people, some of whom I did not know, that said they saw the article and wanted me to know that they were impressed by Seaworthy Health's mission. One call I received was from an 89 year-old local woman who read the article and wanted our help with her medical support. *EIL* reached our intended audience. The article was incredibly well-written and was absolutely priceless to us. The response to our advertorial was epic and you can't put a price on that!"
~Dr. Michael Erwin,
Seaworthy Health

"The services offered by *Elegant Island Living* to the St. Simons Land Trust, when we published our 'Passport to Preservation' in spring 2021, were first rate. They provided high quality printing services and perfectly positioned inserts of more than 10,000 copies of the Passport. They also worked with us in creating the best possible accompanying ad and made recommendations on ways to make the Passports themselves more compelling. The result was a stunning ad and product, made easy by the pros at *EIL*."

- Sara Baker,
St. Simons Land Trust

BANNER ON WEBSITE

Use our website to
drive traffic to yours

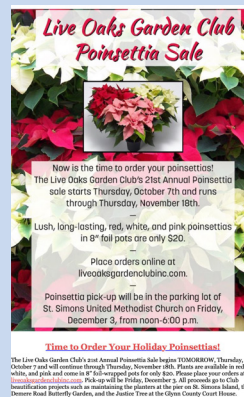
- Adjusts for viewing on all devices
- Approximately 10,,000 impressions per month
- Click through to your website
- \$200 monthly (\$100 if an active print advertiser)



ELECTRONIC POSTCARD

A dedicated mailing to
a wider target audience

- Sponsored email sent directly to database of approximately 8,000 subscribers
- \$550 (\$350 if art is supplied)



EIL INSIDER

On-the-fly announcements
of events & sales

- Placement in *EIL*'s weekly electronic newsletter
- Database of approximately 8,000 subscribers
- Click through to your website
- \$250 (also includes a social media post for a possible reach of 30,000)



SOCIAL MEDIA POST

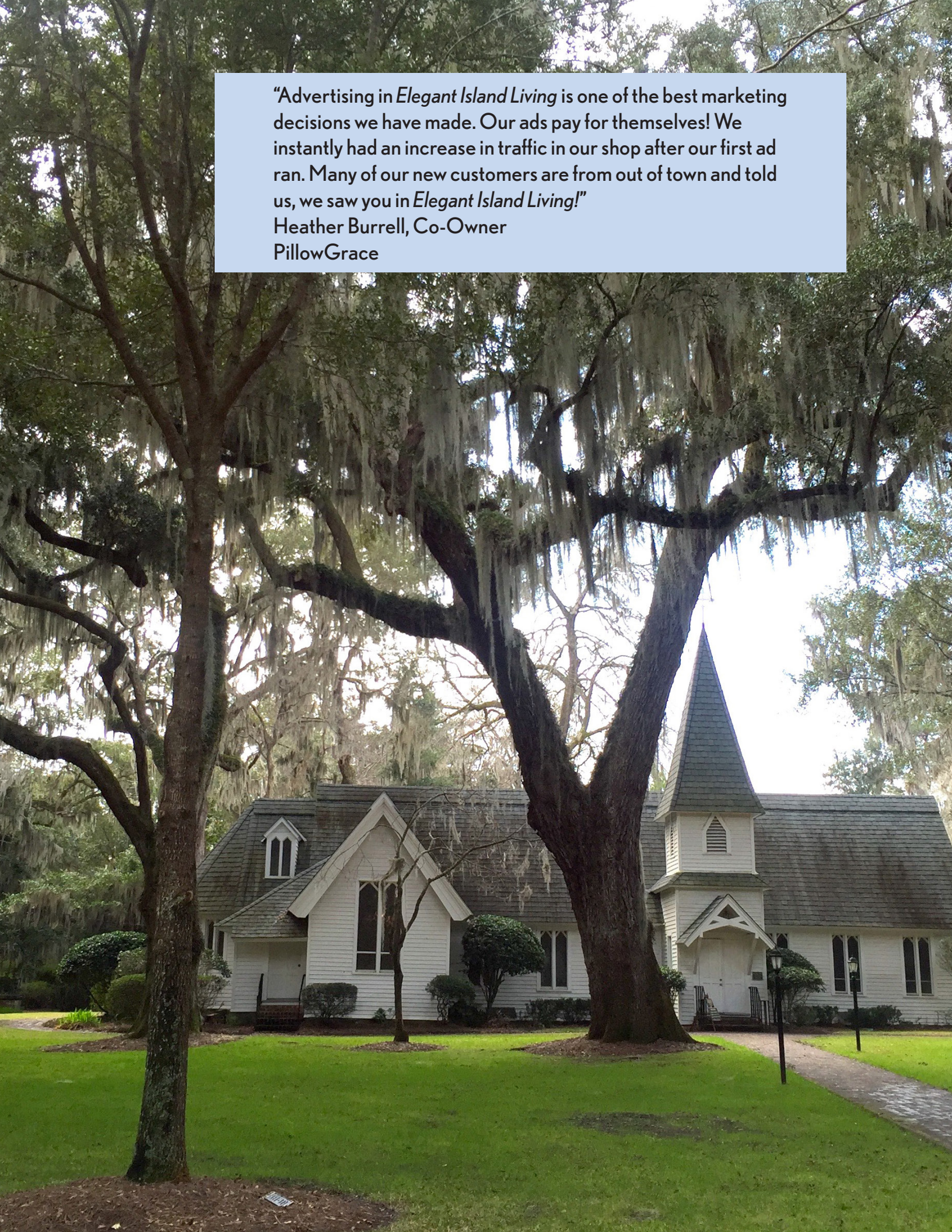
Promote your
business to a larger
audience via *EIL*
social media sites

- Approximately 30,000 "reach" across multiple platforms
- Starting at \$150 (sponsored posts available according to your budget)



"Advertising in *Elegant Island Living* is one of the best marketing decisions we have made. Our ads pay for themselves! We instantly had an increase in traffic in our shop after our first ad ran. Many of our new customers are from out of town and told us, we saw you in *Elegant Island Living*!"

Heather Burrell, Co-Owner
PillowGrace



2022 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		December 1	December 7	
February		December 29	January 4	
March		January 26	February 1	
April		March 2	March 8	
May		March 30	April 5	
June		April 27	May 3	
July		June 1	June 7	
August		June 29	July 5	
September		August 31	August 9	
October		September 1	September 6	
November		September 28	October 4	
December		November 2	November 8	
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.

ELEGANT ISLAND LIVING MAGAZINE / Terry McCarthy / (912) 399.3699 / terryinssi@comcast.net

P.O. Box 21763, St. Simons Island, Georgia 31522

elegantislandliving.net

Elegant
**ISLAND
LIVING**

Reflecting Saint Simons Island's Finer Lifestyle

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