

The Gulf Coast's Leading
Lifestyle Magazine

Style

A MAGAZINE OF THE
HERALD-TRIBUNE MEDIA GROUP





Style

Style focuses on lifestyle news and features about upscale living in Southwest Florida.

The focus is on fashion, home dining, entertainment, shopping, art, travel and most importantly, on the people and personalities who make the Gulf Coast such a wonderful place to live, work and play!

Style Magazine is designed to appeal to Sarasota and Manatee residents with impressive demographics and discriminating taste.

Style takes a unique position in dedicating a circulation strategy that targets a valuable, affluent subscriber through home delivery to our best neighborhoods.

In addition, Style is available at sponsored events throughout the year and select high traffic medical and business destinations.

Positioning your business within the pages of Style will elevate your connection with these coveted influencers.

Reader Profile: Affluent

Household Income: \$90K+ | Home Value: \$275K+ | 34% Own Two or More Residences

Average monthly copies: 50,000

98% Paid home delivery

2% Bulk

98% Paid copies!

Style readers outperform the market
in affluence, shopping, traveling, giving, dining,
and participating in all the area has to offer!



Who is the Style reader?

68% Women

32% Men

Style Readers are affluent.

- 32% more likely to have a household income of \$100k+
- 48% more likely to own a home valued at \$250k+
- 71% more likely to own a luxury vehicle
- 58% more likely to own a 2nd home or vacation property
- 51% more likely to have a financial planner
- 35% more likely to have a college degree

... Give back to the community

- 47% made a financial contribution in the past 12 months
- 36% volunteered their time

... Love to shop and dine

- 92% shopped for clothing in the past 3 months
Style readers spend 48% more than the average shopper
- 65% more likely to shop for jewelry
Style readers spend 23% more than the average jewelry shopper
- 74% shopped for shoes in the past 3 months
- 59% dined at a sit-down restaurant 10 times or more in the past 30 days

... Support the arts

- 70% more likely to support the Asolo Repertory Theatre
- 55% more likely to visit the Ringling Museum
- 44% more likely to see the Symphony and Opera
- 65% more likely to attend the Van Wezel

... Care about the environment

- 45% more likely to buy eco-friendly products
- 26% more likely to buy locally grown food



Style Distribution

Style Magazine publishes the first Sunday of the month and is delivered to the following neighborhoods and surrounding areas. Style is also delivered to over 100 select retailers, hotels, golf and country clubs, and chambers of commerce every month.

Manatee Neighborhoods

Braden Woods
Creekwood
Eagle Trace
Esplanade at LWR
Greenfield Plantation
Greyhawk Landing
Harbour Isle
Hawthorne Park
Heritage Harbor
Lakewood National
Lakewood Ranch
Communities

Legacy Golf & Country Club
Mallory Park
Mill Creek
One Particular Harbor
Palm-Aire Communities
Panther Ridge
Perico Island
Polo Run
River Club
River Wilderness
Riverview Boulevard
Rosedale Golf
& Country Club

Savanna
at Lakewood Ranch
Serenity Creek
Silverleaf
The Concession
The Conservatory
The Estuary
The Loop
Trevesta
University Park
Waterlefe Golf & River Club
Waterside
Whitfield Estates

Sarasota Neighborhoods

Amberlea
Ashley
Bay Acres
Bay Oaks Park
Bay Plaza
Bent Tree
Bird Key
Birkshire Estates
Bobcat Trail
Burns Court
Cherokee Park
Coral Cove
Devonshire Park
Downtown Sarasota
Foxfire
Gator Creek Estates
Golden Gate Point
Hampton Lakes
Harbor Acres
Heritage Oaks

Hidden Bay
Hidden Oaks Estates
Hillview Area
Indian Beach
Laurel Lakes
Laurel Meadows
Laurel Oak
Laurel Park
Lido Key
Longboat Key
McClellan Park
Misty Creek
Oak Ford
Oyster Bay
Palmer Ranch Communities
Park Trace
Pelican Cove
Pine Ranch
Porter Road
Prestancia

Red Hawk Reserve
Rivendell
Saddle Creek
Saddle Oak Estates
San Remo
Sara Bay Club
Sarasota Golf
& Country Club
Serenoa
Siesta Key
Southbay
Southpointe Shores
The Field Club
The Forest at Hi Hat Ranch
The Founders Club
The Groves
The Landings
The Oaks
Trillium
Tuscana
Willowbend

Venice Neighborhoods

Anchorage
Baypointe
Bayshore Estates
Calusa Lakes
Casey Key
Chestnut Creek
Fairwinds
Gran Paradisio
Island of Venice
IslandWalk

Laurel Hollow
Laurel Woodlands
Manasota Key Road
Milano
Mission Valley
Pelican Pointe
Plantation
Sarasota National
Sawgrass
Sorrento Woods
Stoney Brook at Venice
Tarpon Center Drive

The Inlets
Toscana Isles
Venetian Golf & River Club
Venice Farms
Venice Gardens
Venice Golf
& Country Club
Verona Reserve
Waterford
West Villages
Willow Chase



2018 Editorial Themes* & Publication Dates

	SPACE DEADLINE	PUBLICATION DATE
JANUARY <i>A New You</i>	Thursday, Dec. 7, 2017	Sunday, Jan. 7, 2018
FEBRUARY <i>Home Style</i>	Thursday, Jan. 4, 2018	Sunday, Feb. 4, 2018
MARCH <i>Water Ways</i>	Thursday, Feb. 1, 2018	Sunday, Mar. 4, 2018
APRIL <i>Food & Wine</i>	Thursday, Mar. 1, 2018	Sunday, Apr. 1, 2018
MAY <i>All About Her</i>	Thursday, Apr. 5, 2018	Sunday, May 6, 2018
JUNE <i>All About Him</i>	Thursday, May 3, 2018	Sunday, Jun. 3, 2018
JULY <i>Family Fun</i>	Thursday, May 31, 2018	Sunday, Jul. 1, 2018
AUGUST <i>Wedded Bliss</i>	Thursday, Jul. 5, 2018	Sunday, Aug. 5, 2018
SEPTEMBER <i>The Island Life</i>	Thursday, Aug. 2, 2018	Sunday, Sept. 2, 2018
OCTOBER <i>Season Preview</i>	Thursday, Aug. 30, 2018	Sunday, Oct. 7, 2018
NOVEMBER <i>The Gift of Giving</i>	Thursday, Oct. 4, 2018	Sunday, Nov. 4, 2018
DECEMBER <i>Happy Holidays</i>	Thursday, Nov. 1, 2018	Sunday, Dec. 2, 2018

*Subject to change

Style Rates*

Effective: February 2018

Standard Positions

Size	Open	3x	6x	12x
Double Truck	\$5,839	\$5,075	\$4,525	\$3,574
Premium Full Page	\$3,765	\$3,265	\$2,895	\$2,293
Full Page	\$3,150	\$2,737	\$2,433	\$1,927
Half Page	\$1,727	\$1,595	\$1,345	\$1,147
Quarter Page	\$1,007	\$876	\$779	\$619
Eighth Page	\$538	\$466	\$415	\$332

Creative services charges will be added as applicable (\$3-\$80).

Theme Pages (Home & Design, Shopping, Dining, Health & Fitness)

Size	Open	3x	6x	12x
Quarter Page	\$599	\$587	\$529	\$428
Eighth Page	\$325	\$309	\$278	\$225

Creative services charges will be added as applicable (\$3-\$80).

Advertorial Pages (Business Profile, Home & Design Trends, Arts & Culture,

Medical Innovations, Luxury Transportation, Jewelry, and Philanthropy)

Size	Open	3x	6x	12x
Full Page	\$3,300	\$2,887	\$2,583	\$2,077
Half Page	\$1,807	\$1,675	\$1,425	\$1,227

One advertiser per category per issue. Single advertiser may only run 2x per year.

Philanthropy in Style

Size	For-Profit	Non-Profit
Double Truck	\$3,805	\$2,915
Full Page	\$2,120	\$1,635
Half Page	\$1,307	\$1,022

Weddings in Style (January, April, August)

Size	Open	3x
Half Page	\$1,115	\$905
Quarter Page	\$587	\$476
Eighth Page	\$309	\$250

Creative services charges will be added as applicable (\$3-\$80).

Love Lens Photo Feature (January, April, August)

Size	Open	3x
Half Page	\$900	\$800
2 x 5	\$600	\$500
2 x 3	\$400	\$300

**Rates are net and subject to change*

Production Requirements

Style's inside pages are printed on 50 lb. coated stock and stitched and trimmed with a quality 80 lb. high gloss cover.

Line Screen

133 line

Electronic Prepress

Only completed ads in an Acrobat PDF file format will be accepted electronically. All fonts must be embedded. Process color ads must be set up as CMYK.

Software applications are periodically updated.

Current versions as of 1/1/15:

InDesign CS5.5 - ver. 7.5.3

Adobe Illustrator CS5 - ver. 15.1.0*

Adobe Photoshop CS5 - ver. 12.1

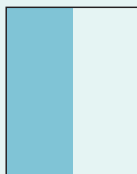
Adobe Acrobat - ver. 10.1.3

* Adobe Illustrator files should be saved in EPS format for output (including all photos and artwork with fonts embedded).

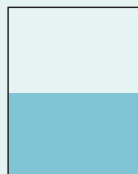
Ad Sizes



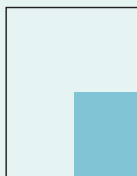
Full Page
9.5" x 11.25" Bleed
9" x 10.75" Trim size



Half Page
Vertical
4.05" x 9.85"



Half Page
Horizontal
8.25" x 4.85"



Quarter Page
Vertical
4.05" x 4.85"



Eighth Page (Horz.)
4.05" x 2.35"

Eighth Page (Vert.)
1.95" x 4.85"

For more information,
contact your marketing consultant or
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