

The Gulf Coast's Leading Lifestyle Magazine

Style

A MAGAZINE OF THE HERALD-TRIBUNE MEDIA GROUP





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The Gulf Coast's Leading Lifestyle Magazine

Style is designed to appeal to consumers with impressive demographics and discriminating taste. Its readers comprise one of the most lucrative target markets in the country. Style has presented news and features about upscale living in Southwest Florida for the past 18 years.

The magazine's content focuses 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 is delivered to affluent neighborhoods, select hotels and fine retailers throughout Sarasota, Manatee and Charlotte counties on the first Sunday of every month.

Style is also inserted in copies of the Herald-Tribune distributed at Publix Supermarkets and Starbucks.





Stylemakers



Gayle Guynup, Editor
and Aspen



Drew Chibbaro
Art Director

A native Floridian, Gayle brings more than 27 years of journalistic experience to the magazine, having worked in Atlanta and New York City before returning home to Sarasota.

A graduate of Ringling College of Art and Design, Drew elected to make Sarasota his home and has more than seven years of experience in professional media design.

Together with a team of some 40 freelance writers, photographers, stylists and illustrators, our Stylemakers are ready to challenge, inspire and illuminate through the pages of Style .

Style Distribution

Style is included on each publication date with the Herald-Tribune at the following locations: Publix Supermarkets, Starbucks, Borders Books, Paradies Gift Shop, Books-a-Million, Barnes & Noble, Davidson's Drugs and in all newspaper racks on Longboat Key and Lido Key. Style magazine is delivered with paid subscriptions to the following locations in Manatee, Sarasota and Charlotte counties:

Manatee County Neighborhoods

El Conquistador
Hawthorne Park
IMG Academies
The Inlets
Heritage Harbour
Lakewood Ranch
Legacy Golf & Country Club
The Loop
Mango Park
Mariners Cove
Palm-Aire
Panther Ridge
Perico Island
Peridia Golf & Country Club
River Club
River Wilderness
Riverview Boulevard
Rosedale Golf & Country Club
Tara Golf & Country Club
Tidy Island
University Park
Vizcaya

Sarasota County Neighborhoods

888
Amberlea
The Anchorage
Arbor Oaks
Ashley
Ballantrae
Bay Plaza
Bay Oaks/Pine Ranch
Beneva Oaks
Beneva Woods
Bent Tree
Bird Key
Bobcat Trail
Boca Royale Country Club
Burns Court
Calusa Lakes
Casey Key
Cherokee Park
Country Place
Deer Creek
Downtown Sarasota
Forest Lakes
Founder's Club
Foxfire
Gator Creek
Gulf Gate East
Gulf Stream Avenue
Harbor Acres
Heritage Oaks
Heron Creek Golf & Country Club
Hidden Oaks



Island of Venice –
Bayshore Estates,
Tarpon Center Drive
The Lakes
The Landings
Laurel Oak
Lido Key
Longboat Key
Manasota Key
McClellan Park
Mission Valley
Misty Creek
Myakka Trails
Oak Ford
The Oaks
One Watergate
Oyster Bay
Palm Avenue
Palmer Ranch
Park Trace
Pelican Cove
Pelican Pointe Golf & Country Club
Plantation Golf & Country Club
Prestancia
The Renaissance of Sarasota
Ringling Museum Area
Rivendell
The Ritz-Carlton, Sarasota
Residences and Hotel
Stoneybrook Country Club
Saddle Creek
San Remo
Sarasota Bay Club
Sarasota Country Club
Serenoa
Siesta Key
Sorrento Shores
South Creek
Southbay
St. Armands Key
Turtle Rock
Venice Golf & Country Club
Waterford

Charlotte County Neighborhoods

Boca Grande
Burnt Store Marina & Country Club
Deep Creek
Grassy Point
Placida Bay, Placida Harbor, Cape Haze
Port Charlotte Beach
Punta Gorda Historic District
Punta Gorda Isles
Riverwood
Rotonda Sportsman
Windward at Cape Haze

Style Rates*

Effective: January 2009 – December 2009

*Non-Commissionable

	1 Issue	3 Issues	6 Issues	9 Issues	12 Issues
Double Truck	\$ 6,480	\$ 5,831	\$ 5,508	\$ 5,183	\$ 4,860
Back Cover	–	–	–	–	2,170
Full Page	3,011	2,592	2,303	2,160	1,821
Half Page	1,656	1,505	1,267	1,188	1,079
Quarter Page	952	820	728	638	576
Eighth Page	523	451	400	351	317

Specialty Pages

The **Home & Design** and **Dining** theme pages are pre-formatted, eighth page ads.

Eighth Page	–	–	\$309	\$278	\$250
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Sample theme page ad

Actual ad size 4.708" x 2.542"
(eighth page)

Chuck and Sally's menu has evolved since the addition of Chuck's sister-in-law, Suzanne. From Tennessee, she brings a southern style of cooking which has become a favorite among many locals and visitors alike. A first place Readers' Choice award was a result of her efforts. Chuck and Sally are Sarasota natives and have been in business since 1979. Pay them a visit and come hungry. We know you'll be back.

1234 Bayou Drive
Siesta Key, 34265
941-520-0123
www.chuckandsallys.com

Chuck And Sally's

Shopping destinations in one geographic area may advertise together in quarter page formats.

Quarter Page	–	–	\$ 587	\$ 529	\$ 476
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2009 Publication Dates

Publication Date	Space/Proof Deadline
Sunday, Jan. 4, 2009	Thursday, Dec. 4, 2008
Sunday, Feb. 1	Wednesday, Dec. 31, 2008
Sunday, Mar. 1	Thursday, Jan. 29
Sunday, Apr. 5	Thursday, Mar. 5
Sunday, May 3	Thursday, Apr. 2
Sunday, Jun. 7	Thursday, May 7
Sunday, Jul. 5	Thursday, Jun. 4
Sunday, Aug. 2	Thursday, Jul. 2
Sunday, Sep. 6	Thursday, Aug. 6
Sunday, Oct. 4	Thursday, Sep. 3
Sunday, Nov. 1	Thursday, Oct. 1
Sunday, Dec. 5	Wednesday, Nov. 5

2009 Themes

January	Going Global
February	Home & Garden
March	The Art of Giving
April	Food & Wine
May	Swimsuits
June	Men's Annual
July	Kids & Pets in Style
August	Personal Pampering
September	Weddings
October	Gowns/Style Season
November	Gifts of the Season
December	From the Heart

Production Requirements

Style's inside pages are printed on 45 lb. coated stock and stitched and trimmed with a quality 60 lb. coated 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 12/1/06:

InDesign CS - ver. 3.0

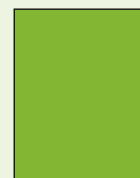
Adobe Illustrator CS - ver. 11.0*

Adobe Photoshop CS - ver. 8.0

Adobe Acrobat - ver. 5.0

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

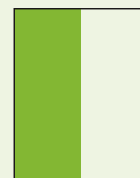
Ad Sizes



Full Page
10.833" x 12" Bleed
9.50" x 10.583" Live area



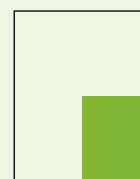
Full Page
(Non-Bleed)
9.50" x 10.583"



Half Page
Vertical
4.708" x 10.583"



Half Page
Horizontal
9.50" x 5.208"



Quarter Page
Vertical
4.708" x 5.208"



Eighth Page
Horizontal
4.708" x 2.542"

Who Reads Style

Style readers are some of the wealthiest, best-educated and most sophisticated consumers on the Gulf Coast.

They are prosperous, white-collar professionals and retirees with enormous buying power.

People who read Style:

- Maintain large investment portfolios
- Own two or more home PCs
- Own a pool or spa
- Own a powerboat or sailboat
- Dine out at least once a week
- Drink fine wines and liqueurs
- Attend concerts, plays, museums, shows and galleries
- Contribute generously to charities
- Fly frequently
- Travel abroad regularly
- Take cruise vacations
- Spend \$1000 or more shopping on the Internet each year



Source: Scarborough Research 2008



In Every Issue

Calendar:

- Style Around Town
- Visual Arts

Living In Style:

- Style Home
- Travel
- New In Town

Culinary Style:

- Food & Wine

Personal Style:

- Health & Beauty
- Social Scene
- Weddings

Style online

HeraldTribune.com is the largest Internet site in the market. HeraldTribune.com reaches active consumers who are affluent, well-educated professionals and generate an average of more than 5.4 million page views each month, seen by more than 650,000 unique visitors.*

Advertising rates include Style magazine online. Be sure to include your Web site address in your advertisement to take advantage of our hotlink feature. To view Style magazine online, go to HeraldTribune.com/style.

Additional features available with the online addition. Ask your consultant for more information or call 941.361.4210.

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MEDIA GROUP

The Herald-Tribune Media Group

Sarasota

1741 Main Street, Sarasota, FL 34236
941-361-4000 Advertising

Manatee

2025 Lakewood Ranch Blvd., Bradenton, FL 34211
941-745-7808 Advertising

Venice

300 Tamiami Trail S., Venice, FL 34285
941-486-3030 Advertising

South Sarasota - Charlotte Herald-Tribune

Including communities of North Port,
Englewood, Pt. Charlotte and Punta Gorda
941-486-3030 Advertising

National Advertising

1741 Main Street, Sarasota, FL 34236
941-361-4203

HeraldTribune.com/Style

For more information, contact your marketing consultant
or Linda Cooper at 941-361-4282
Linda.Cooper@HeraldTribune.com

