

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

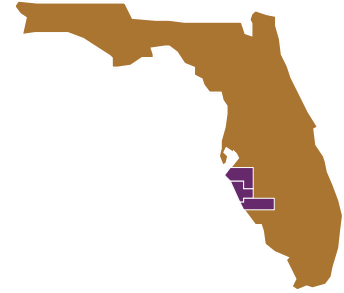
A native Floridian, Gayle brings more than 30 years of journalistic experience to the magazine, having worked in Atlanta and New York City before returning home to Sarasota.

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: select Publix Supermarkets, Starbucks, Borders Books, Books-a-Million, Barnes & Noble, and in all newspaper racks on Longboat Key and Lido Key. Also available at select upscale retailers. Style magazine is delivered with paid subscriptions to the following locations in Manatee and Sarasota counties:



### Manatee County Neighborhoods

Braden Woods  
 Conservatory  
 Edgewater  
 El Conquistado  
 Greenbrook  
 Grey Hawk Landing  
 Hawthorne Park  
 Heritage Harbor  
 Lakewood Ranch  
 Legacy Golf & Country Club  
 Mariner's Cove  
 Palm-Aire  
 Panther Ridge  
 Perico Island  
 River Club  
 River Wilderness  
 Riverwalk  
 Riverview Blvd.  
 Riverwalk  
 Rosedale Golf & Country Club  
 Tara Golf & Country Club  
 The Inlets  
 The Loop  
 Tidy Island  
 University Park  
 Waterlefe  
 Whitfield Estates

Hidden Oaks  
 Hillview Area  
 Huntington Place  
 Island of Venice  
 Laurel Lakes  
 Laurel Meadows  
 Laurel Oak  
 Lido Key  
 Longboat Key  
 Manasota Key Road  
 Marble Head Dr.  
 McClellan Park  
 Mission Valley  
 Mistry Creek  
 Oakford  
 Oyster Bay  
 Palmer Ranch  
 Park Trace  
 Pelican Cove  
 Pelican Pointe  
 Pine Ranch  
 Porter Rd. Sub  
 Prestancia  
 Rivendell  
 Riverdale  
 Saddle Creek  
 San Remo  
 Sandpiper Key Condos  
 Sara Bay Club  
 Sarasota Golf & Country Club  
 Serenoa  
 Siesta Key  
 Silver Oaks  
 Sorrento Woods  
 South Pointe  
 Southbay  
 St. Armands Key  
 Stoneybrook  
 Tarpon Center Dr.  
 The Landings  
 The Oaks  
 Turtle Rock  
 Venetian Golf & Country Club  
 Villa Rosea  
 Willowbend

### Sarasota County Neighborhoods

Amberlea  
 Arbors  
 Ashley  
 Bay Acres  
 Bay Oaks Park  
 Bay Plaza  
 Bayshore Estates  
 Bent Tree  
 Biotannia  
 Bird Key  
 Birkshire Estates  
 Bobcat Trail  
 Burns Court  
 Calusa Lakes  
 Casey Key  
 Cherokee Park  
 Deer Creek  
 Downtown Sarasota  
 Englewood Isles  
 Field Club  
 Founders Club  
 Foxfire  
 Gator Creek  
 Groves  
 Harbor Acres  
 Heritage Oaks  
 Hidden Bay

# Style Rates\*

Effective: January 2010 – December 2010

\*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

### Home & Design

Eighth Page	\$309	\$309	\$278	\$250	\$225
Quarter Page	587	587	529	476	428

### Shopping Destinations

Eighth Page	\$309	\$309	\$278	\$250	\$225
Quarter Page	587	587	529	476	428
Half Page	1,115	1,115	1,005	905	815

### Dining Packages

	1/8 Page	1/4 Page
Prix Fixe (all 12 issues)	\$225	\$428
Buffet (any 9 issues)	250	476
Holiday (6 issues*)	263	498
Entrée (any 6 issues)	278	529
Appetizer (1-3 issues)	309	587

\*Holiday package includes these issues: Valentine's, Easter, Mother's Day, Thanksgiving, Christmas, plus one other issue of your choice.

## 2010 Publication Dates

Publication Date	Space/Proof Deadline
Sunday, Jan. 3, 2010	Thursday, Dec. 3, 2009
Sunday, Feb. 7	Thursday, Jan. 7, 2010
Sunday, Mar. 7	Thursday, Feb. 4
Sunday, Apr. 4	Thursday, Mar. 4
Sunday, May 2	Thursday, Apr. 1
Sunday, Jun. 6	Thursday, May 6
Sunday, Jul. 4	Thursday, Jun. 3
Sunday, Aug. 1	Thursday, Jul. 1
Sunday, Sep. 5	Thursday, Aug. 5
Sunday, Oct. 3	Thursday, Sep. 2
Sunday, Nov. 7	Thursday, Oct. 7
Sunday, Dec. 5	Thursday, Nov. 4
Sunday, Jan. 2, 2011	Thursday, Dec. 2

## 2010 Themes

<b>January</b>	Be a Sport
<b>February</b>	Home & Garden
<b>March</b>	Travel
<b>April</b>	Food & Wine
<b>May</b>	Swimsuits
<b>June</b>	Oh, Man
<b>July</b>	Great Expectations
<b>August</b>	Pets and Kids
<b>September</b>	Hot Stuff
<b>October</b>	Season Preview
<b>November</b>	Golden Opportunities
<b>December</b>	Spirit of the Season

## 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 1/1/10:

InDesign CS3 - ver. 5.0.4

Adobe Illustrator CS3 - ver. 13.0.2\*

Adobe Photoshop CS3 - ver. 10.0.1

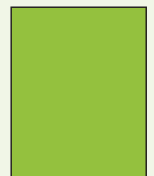
Adobe Acrobat - ver. 8.1.3

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

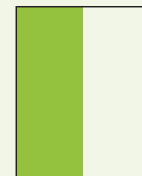
## Ad Sizes



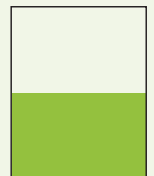
Full Page  
10.833" x 12" Bleed  
9.50" x 10.583" Live area



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



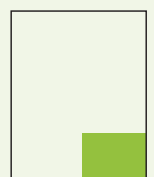
Half Page  
Vertical  
4.708" x 10.583"



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

### Culinary Style:

- Food & Wine

### Living In Style:

- Style Home
- Travel
- New In Town

### 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](http://HeraldTribune.com/style).

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

# Style

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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

### Southern Region Editions of 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

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media group  
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The New York Times  
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