

The Gulf Coast's Leading Lifestyle Magazine

Style

A MAGAZINE OF THE HERALD-TRIBUNE
MEDIA GROUP





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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

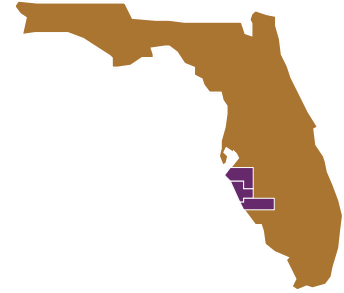
A native Floridian, Gayle brings more than 30 years of journalistic experience to the magazine, having worked in Atlanta and New York City before returning home to Sarasota.

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
 Riveriew 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	\$ 5,600	\$ 4,820	\$ 4,285	\$ 4,020	\$ 3,390
Back Cover	3,600	3,095	2,750	2,580	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

January	Be a Sport
February	Home & Garden
March	Travel
April	Food & Wine
May	Swimsuits
June	Oh, Man
July	Great Expectations
August	Pets and Kids
September	Hot Stuff
October	Season Preview
November	Golden Opportunities
December	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 12/1/06:

InDesign CS - ver. 3.0

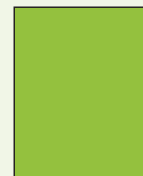
Adobe Illustrator CS - ver. 11.0*

Adobe Photoshop CS - ver. 8.0

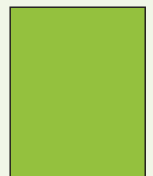
Adobe Acrobat - ver. 5.0

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

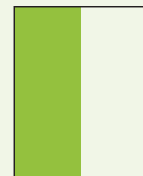
Ad Sizes



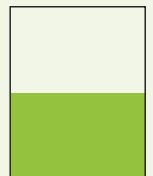
Full Page
10.833" x 12" Bleed
9.50" x 10.583" Live area



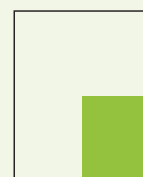
Full Page
(Non-Bleed)
9.50" x 10.583"



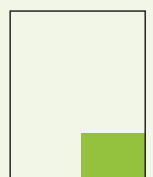
Half Page
Vertical
4.708" x 10.583"



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 a second home
- Own a pool or spa
- Go boating
- Dine out at least once a week
- Drink fine wines and liqueurs
- Attend concerts, plays, museums, shows and galleries
- Contribute generously to the arts and local charities
- Fly frequently
- Travel abroad regularly
- Take cruise vacations
- Own luxury vehicles
- Shop for high fashion
- Practice yoga
- Visit day spas and salons



Source: Scarborough Research 2009



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 media Internet site in the market. HeraldTribune.com reaches active consumers who are affluent, well-educated professionals and generate an average of more than 6 million page views each month, seen by more than 700,000 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.

Source: Omniture 2010

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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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