



LAKE MICHIGAN shore

leisure. lifestyle. luxury.

REACHING THE MOST AFFLUENT AND INFLUENTIAL

Welcome to Shore!

Going into our sixth year, Shore Magazine is the leading luxury lifestyle publication targeting the affluent sector of the Lake Michigan area from Chicago to Grand Rapids. Shore offers our readers the experience of the "Third Coast" through beautiful photography and design and evocative stories echoing the culture, style, personality and way of life on the lakefront. Shore reaches over 50,000 households throughout the area via online and print editions 8 times each year and through a weekly e-newsletter delivered each Thursday to over 15,000 subscribers.

Shore's full color, glossy format targets an exceptional group of sophisticated, well-educated, environmentally-conscious and affluent consumers who demand great ideas and excellent content, who want to know the buzz in home design and entertainment, leisure pursuits, food and drink, film, personal services, travel, personalities, the outdoors, and the arts.

Shore reflects the taste, opinions and options of people in this emerging and growing leisure living category. I invite you to join us for the parties, the thought-provoking articles, the dream home design ideas that make up the Shore experience.

Harness the power and energy of Shore and reach out to our fabulous, loyal and connected readership by contacting your account executive today. I always welcome comments, suggestions, questions and feedback, so do not hesitate to send me an email at pat.colander@nwitimes.com.

See you in the next issue,



Pat Colander
Shore Magazine
Associate Publisher & Editor
219.933.3225 office
VisitShoreMagazine.com



BRAND & PRODUCTS



Shore Magazine

Printed on high quality glossy stock and published eight times a year, Shore magazine is the leading luxury lifestyle brand in the southern Lake Michigan area. Shore's service-oriented features and signature insights into local culture are what keeps us smart, hip, funny and relevant in word and visual design.



visitshoremagazine.com

The online companion to Shore features daily updates, exclusive columnists, event and business listings, expanded and exclusive listings, and the **Shore Weekender** video, a preview of the week's best events.



Shorelines eNewsletter

Our weekly e-newsletter includes our editor's scoop on what's up at the lakefront, the featured blog of the week and a roundup of our most popular print and online stories.

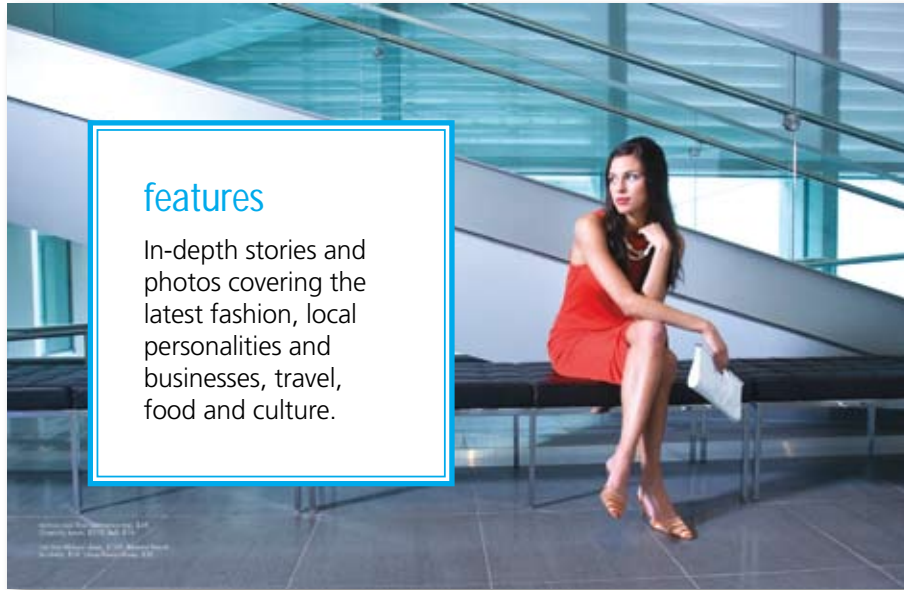


leisure. lifestyle. luxury.

visitshoremagazine.com

Shore readers are on the go. We've designed Shore to travel with them.

Our eclectic lineup of writers and artists bring their expertise, personalities and passion to topics our readers care about.



departments

Shorelines profiles green trends, local celebrities, hot cars, music and more.
House and Grounds tours a new dream home each issue.
The Last Resort is our back-page essay that's sure to leave you laughing.



listings

Shore Things, **Bite And Sip** and **Essential Events** offer indispensable directories of local businesses, restaurants, and events.



click

Places to go and people to see: our photographers capture the area's hottest parties, benefits and events.





Shore magazine reaches our readers where they live, play and work.

Each issue reaches our affluent market in Chicago, Northwest Indiana and Southwest Michigan through our three-way targeted distribution:

direct to home - 21,900 copies

Every issue of Shore is delivered to 21,900 affluent, savvy, educated consumers at home, where they live, guaranteed.

Combining subscriber delivery and direct mail, Shore households are targeted by zip code and precisely selected according to household income.**

retail drop sites - 11,100 copies

11,100 Shores are available at the best high-traffic restaurants and businesses in three states.

Distribution sites will be refreshed at regular intervals so that popular destinations will not “run out.”

These sites will be targeted according to the Shore reader profile.***

sponsored events - 1,000+ copies

A minimum of 1,000 copies of Shore are distributed at special Shore-sponsored events year round—get-togethers that celebrate and connect across the entire Shore community.

<p>Total Circulation Per Issue: 35,000 copies</p> <p>Total Readership Per Issue: 112,000</p>
--



Audit Bureau of Circulations * Shore circulation is audited by ABC (Audit Bureau of Circulations) ** SOURCE: Equifax *** SOURCE: CLARITAS 2006



leisure. lifestyle. luxury.

visitshoremagazine.com

DISTRIBUTION & DEMOGRAPHICS

Shore magazine encompasses the affluent market in Chicago, Northwest Indiana and Southwest Michigan.



30-55

Average age of Shore readers



\$125K

Household income of 35% of Shore readers



40%

Percentage of Shore readers who own a second home or rental property

direct to home delivery

Total number direct delivered issues: **21,900**

Percentage of total circulation: **62%**

Percentage of households in market with income level of \$125,000+

who receive Shore: **100%**

Number of issues delivered to

Northwest Indiana: **13,500**

Indiana issues are sent to upper-income subscribers to The Times of Northwest Indiana.

Number of issues mailed to Michigan: **6,000**

Number of issues mailed to Chicago Metro: **2,400**

retail drop sites

Total number of retail drop site issues: **11,100**

Percentage of total circulation: **32%**

Percentage of drop site issues delivered to retail sites in each market:

48% Southwest Michigan

46% Northwest Indiana

6% Chicago Metro

Drop site locations include top quality restaurants and retailers, small airports, boutique hotels, theaters, cultural centers, medical and dental clinics, art galleries, home design centers, gourmet stores and outlets featuring luxury goods and services.

sponsored events

Total number of issues distributed at Shore sponsored events: **1,000+**

Percentage of total circulation: **3+%**

Shore sponsored events include Krasl Concours,

Smooth Jazz at South Shore, and gallery

and retail events.

online statistics for visitshoremagazine.com

Unique visitors to

www.visitshoremagazine.com: **20,000**

Parent home page views per month: **6 million**



leisure. lifestyle. luxury.

visitshoremagazine.com



EDITORIAL CALENDAR

month	advertising theme	special advertising section	space and copy	date of publication
february/ march 2011	gourmet	chef recipes	12/30/10	1/27/11
april 2011	architecture	home & garden	2/24/11	3/28/11
may 2011	personal luxury	weekend getaways	3/24/11	4/18/11
june 2011	beach life	spas	4/7/11	5/16/11
july 2011	learning	gallery walk	5/12/11	6/20/11
august/ september 2011	entertainment	education	6/16/11	7/18/11
october/ november 2011	fashion	bridal	8/11/11	9/19/11
december 2011/ january 2012	home living	gift guide	10/13/11	11/14/11

Editorial calendar is subject to change; please contact your account executive.



leisure. lifestyle. luxury.

visitshoremagazine.com

PRODUCTION SPECIFICATIONS

SALES

Lisa Tavoletti

Senior Account Executive
Indiana/Illinois
office: 219-933-4182
cell: 219-545-2068
fax: 219-933-3325
ltavoletti@nwtimes.com

Mary Sorensen

Account Executive
Michigan
office: 616-451-3006
cell: 616-802-0063
msorensen@nwtimes.com

Eric Horon

Advertising Operations Manager
office: 219-933-3346
cell: 219-775-1020
fax: 219-933-3225
ehoron@nwtimes.com

Munster Office

219-933-3200

Crown Point Office

219-662-5300

Valparaiso Office

219-462-5151

SEND ALL AD MATERIALS SUBMITTED VIA MAIL TO:

Shore Magazine
601 W. 45th Ave
Munster, IN 46321

Please send CDs in
hard cases to avoid
damage to disk.
Accompany disc with a
contact proof of the ad.
Film will not be accepted.



Digital Ad Specs

All ads must be Macintosh-compatible and accompanied by a contact proof or PDF. Shore is not responsible for ads sent without proofs or ads not meeting our submission requirements. A fee will be incurred for any work Shore does on behalf of the advertiser. Advertising materials delivered beyond deadline are subject to additional charges.

APPLICATIONS

Adobe In Design/QuarkXPress: All linked graphics and Postscript Type 1 fonts included. We recommend using "Collect for Output." Files without a proof must provide a PDF file.

Adobe Photoshop: EPS, JPEGs and TIFFs are accepted. Files must meet a minimum requirement of 300 dpi and must be converted to CMYK.

Adobe Acrobat 7.0 (PDF Format): All resulting PDFs must be high-resolution with fonts embedded. Any files not meeting this criteria will be rejected.

Adobe Illustrator: Convert all fonts to outline. Do not embed images; link them to the document and submit them with native document.

Microsoft Word or any word processing program is unacceptable.

FONTS

Include a copy of ALL fonts used in the advertisement.

GRAPHICS

EPS, JPEG, PDF and TIFF files are accepted. Images should be a minimum of 300 dpi and should be provided at final size. Convert all RGB graphics to CMYK for printability.

AD SUBMISSION VIA UPLOAD

The preferred method for sending ads to Shore is via **AdTracker Online**. You may submit ads by accessing our file transfer webpage by using a standard internet browser. **To use AdTracker Online, go to <https://atol.nwtimes.com>** and login using the user name and password provided by your account executive. If you have not received a user name and password, simply contact your account executive and an account will be set up for you. We are also able to accept files sent through transfer services such as **Adsend, FastChannel** and **AdTransit**. Please speak to your sales representative if you plan on using one of these services.

AD SUBMISSION VIA EMAIL

Ads may be emailed to adtraffic@nwi.com. To prevent file corruption, always use Stuffit, Ziplt or any Macintosh self-extraction format. Include in the subject line the following: "Name of Advertisement/Shore/Issue Date." Shore is not responsible for errors in ads submitted via email, including misdirected ads.

PRODUCTION ASSISTANCE

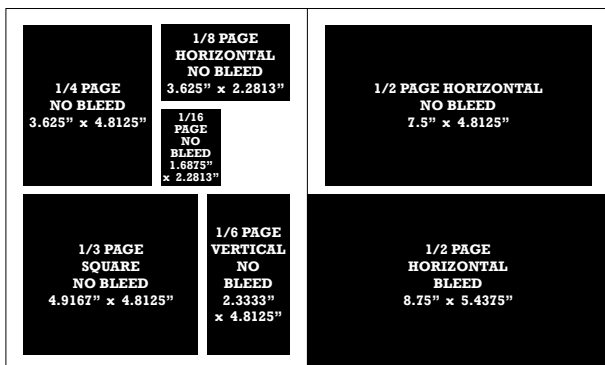
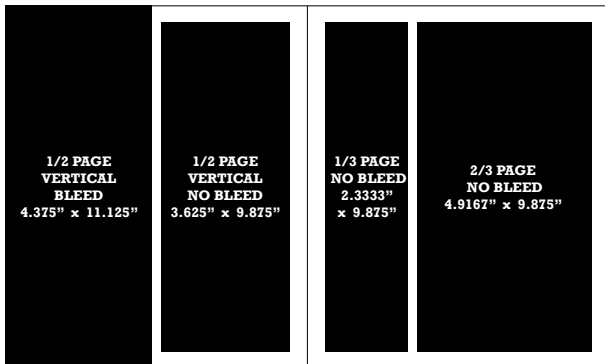
Please call 219-933-3294 or email adtraffic@nwi.com.



leisure. lifestyle. luxury.

visitshoremagazine.com

ADVERTISING SIZES & RATES



SIZES

magazine trim size is 8.5 x 10.875

For full bleed ads, please keep all text, logos and essential elements at least 1/4" inch off of the margins

BLEED SIZES	WIDTH	X	HEIGHT
2 Page Spread	17.25	x	11.125
Full Page	8.75	x	11.125
1/2 Page Horizontal	8.75	x	5.4375
1/2 Page Vertical	4.375	x	11.125

NON-BLEED SIZES

2 Page Spread	16.0	x	9.875
1/2 Spread Horizontal	16.0	x	4.8125
Full Page	7.5	x	9.875
2/3 Page	4.9167	x	9.875
1/2 Page Horizontal	7.5	x	4.8125
1/2 Page Vertical	3.625	x	9.875
1/3 Page Vertical	2.3333	x	9.875
1/3 Page Square	4.9167	x	4.8125
1/4 Page	3.625	x	4.8125
1/6 Page Vertical	2.3333	x	4.8125
1/8 Page Horizontal	3.625	x	2.2813
Community Box Page Ad	3.625	x	2.2813
1/16 Page	1.6875	x	2.2813

RATES

AD SIZE/POSITION	1X	3X	6X	8X
2 Page Spread	4605	3951	3051	2819
1/2 Page Spread	2664	2257	1791	1733
Full Page	2558	2195	1695	1566
2/3 Page	1920	1650	1275	1180
1/2 Page	1480	1254	995	963
1/3 Page	1152	990	765	708
1/4 Page	913	836	664	639
1/6 page	691	594	459	425
1/8 page	548	502	398	383
Community Boxes	N/A	275	N/A	225
1/16 Page	240	220	200	180

PREMIUM POSITIONS

Back Cover	25%
Inside Front Cover	20%
Inside Back Cover	15%
Page 1	15%
Pages 2 - 9	10%



PREMIUM PACKAGES

We offer several levels of premium advertising packages in order to maximize your exposure to our affluent lakeshore market.



PLATINUM PACKAGE

Full page every issue (8)
Full page Advertorial in issue of client's choice
Monthly online campaign -
5 days/50,000 impressions
Ad on Shore E-newsletter (12x)
Prize for the Shore Rewards program
\$2,500 per issue

GOLD PACKAGE (FULL PAGE)

Full page 4 issues
Half page Advertorial
50,000 online impressions monthly on nwi.com (4x)
Ad on Shore e-newsletter (8x per year)
\$2,100 per issue



GOLD PACKAGE (HALF PAGE)

Half page 8 issues
Half page Advertorial
50,000 online impressions monthly
on nwi.com (4x) or 25,000 (8x)
Ad on Shore e-newsletter (8x per year)
\$1,150 per issue



SILVER PACKAGE (HALF PAGE)

Half page 4 issues
Ad on Shore e-newsletter (8x per year)
\$995 per issue

SILVER PACKAGE (QUARTER PAGE)

Quarter page 8 issues
Ad on Shore e-newsletter (8x per year)
\$665 per issue



leisure. lifestyle. luxury.

visitshoremagazine.com

LAKE MICHIGAN
shore
leisure. lifestyle. luxury.

REACHING THE MOST AFFLUENT AND INFLUENTIAL