

E A S T ♦ P O L K
Lifestyles

MEDIA KIT



WWW.EASTPOLKLIFESTYLESTV.COM

E A S T ♦ P O L K
Lifestyles

DENIM
Slip into something more comfortable

GOING
Sightseeing doesn't have to be expensive

DINING
Local chef's dishes put him on the A-list with visitors

THE BIG
Banana!

"Banana George" Blair is making the most out of each day and having a blast doing it.

EDITORIAL

In each and every issue, East Polk Lifestyles Magazine will faithfully chronicle the best of East Polk's lifestyle with intelligence, elegance and a refreshing point of view.

Each month, you'll find 12 thought-provoking departments—all with one goal in mind—to reflect East Polk's zest for quality living.

COVER

Intriguing people, fascinating stories

VIEW

Issues, opinions and advocacy

TASTE

Food, wine, entertaining and dining out

LOOK

Fashion and shopping

FORM

Homes and interior design

ENGAGE

Arts, culture and entertainment

HER VOICE

Spotlight on East Polk women and perspectives

ACTIVE LIFESTYLES

East Polk "boomers"

DO

Outdoors and recreation

SEEK

Body, mind and spirit

BUZZ

Society, events and celebration

TEN

Profiles of East Polk's own

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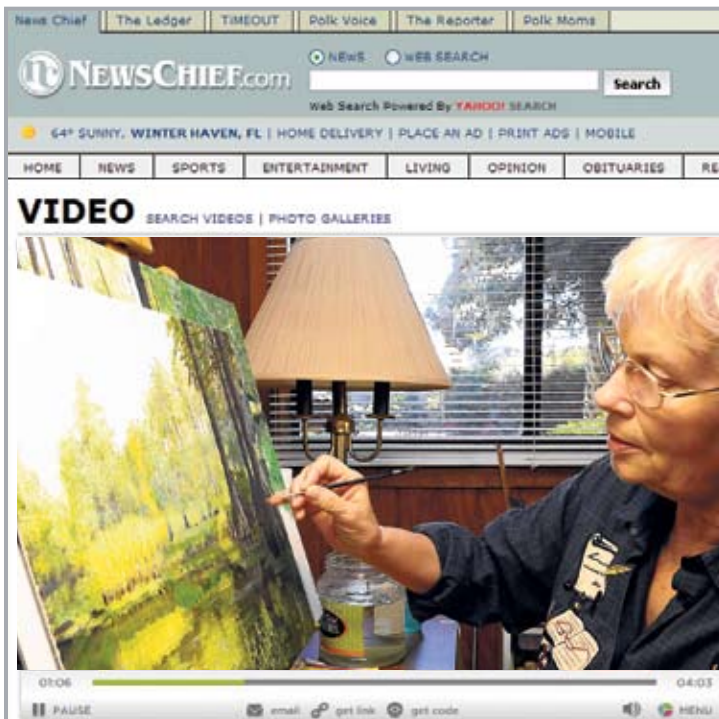
ONLINE

WWW.EASTPOLKLIFESTYLESTV.COM

Go online anytime to see who's living the East Polk Lifestyle with featured video stories on many of the people, events and places you'll find in East Polk Lifestyles Magazine.

The online video site attracts thousands of interested readers to our content. The best part is our online videos are shared, forwarded and emailed to friends and neighbors to improve our readership even further. Plus, the video format keeps readers engaged, improving the "stickiness" of our web site. Consistent content updating keeps viewers coming back.

News Chief video newscasts and Associated Press news and entertainment videos, a daily weather forecast and the Chief TV guide online round out EastPolkTV.com as East Polk's source for on-demand online video information and news.



EAST * POLK Lifestyles



DEMOGRAPHICS

Our readers and viewers are primarily in Winter Haven and East Polk County. Centered in the heart of the state—between Tampa and Orlando—the East Polk community offers residents an excellent quality of life.

ZIP	CITY	TOTAL ADULTS	MEDIAN AGE	MEDIAN INCOME
33880	Winter Haven	26,990	35	\$41,453
33881	Winter Haven	23,719	54	\$36,321
33884	Winter Haven	19,135	57	\$57,066
33823	Auburndale	15,066	53	\$39,002
33827	Babson Park	3,252	51	\$46,686
33830	Bartow	19,988	41	\$46,504
33837	Davenport	13,692	41	\$65,154
33896	Davenport	7,291	51	\$55,254
33839	Eagle Lake	2,401	28	\$34,510
33843	Frostproof	11,914	61	\$40,380
33844	Haines City	19,286	47	\$46,378
33850	Lake Alfred	3,746	61	\$43,633
33853	Lake Wales	6,840	53	\$54,693
33859	Lake Wales	4,359	63	\$64,399
33898	Lake Wales	14,864	50	\$47,824
33868	Polk City	2,949	59	\$57,439

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REGIONAL POPULATION

Within 25 Miles	660,327
Within 50 Miles	3,376,845
Within 100 Miles	8,602,111

Source: Greater Winter Haven Chamber of Commerce



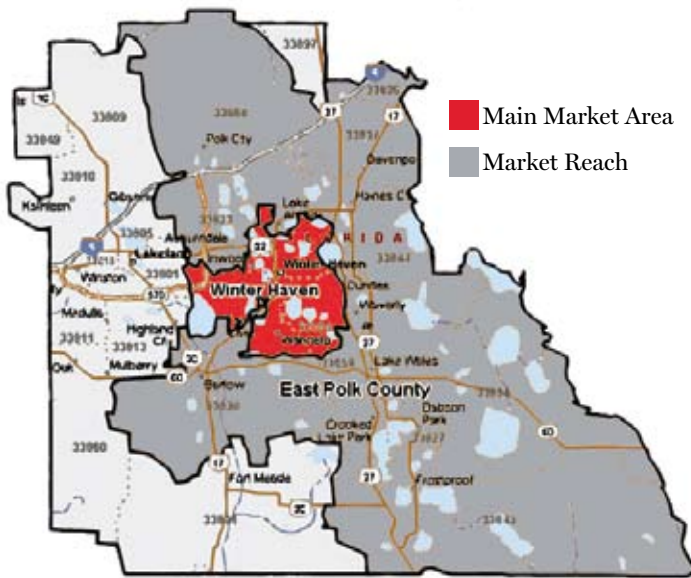
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CIRCULATION

Each month, 8,500 copies of East Polk Lifestyles Magazine are delivered to subscribers of the Sunday News Chief and another 20,150 copies are distributed through approximately 1,000 store and rack locations throughout East Polk County.

Rack locations are monitored and filled each week to ensure the long-term viability and readership of each issue of East Polk Lifestyles Magazine.

**TOTAL MONTHLY DISTRIBUTION:
28,650 COPIES**



East Polk Lifestyles Magazine reaches readers in communities throughout East Polk, including:

- Winter Haven
- Auburndale
- Bartow
- Davenport
- Dundee
- Eagle Lake
- Haines City
- Lake Alfred
- Lake Hamilton
- Lake Wales
- Polk City
- Wahneta
- Waverly

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RATES

FULL	B/W	COLOR
1x	\$500	\$700
3x	\$450	\$650
6x	\$400	\$600
9x	\$350	\$550
12x	\$300	\$500
HALF	B/W	COLOR
1x	\$300	\$490
3x	\$275	\$475
6x	\$250	\$450
9x	\$200	\$425
12x	\$175	\$400
THIRD	B/W	COLOR
1x	\$190	\$390
3x	\$170	\$375
6x	\$150	\$350
9x	\$140	\$325
12x	\$130	\$300
QUARTER	B/W	COLOR
1x	\$175	\$225
3x	\$165	\$215
6x	\$150	\$200
9x	\$140	\$190
12x	\$125	\$175
EIGHTH	B/W	COLOR
1x	\$140	\$165
3x	\$130	\$155
6x	\$120	\$145
9x	\$110	\$135
12x	\$100	\$125
SIXTEENTH	B/W	COLOR
1x	\$80	\$100
3x	\$75	\$95
6x	\$65	\$85
9x	\$55	\$75
12x	\$50	\$70



PREMIUM POSITIONS

BACK COVER	INSIDE BACK
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(Back cover includes centerspread.)

1x	\$4,500	1x	\$1,950
3x	\$4,300	3x	\$1,750
6x	\$4,100	6x	\$1,550
9x	\$3,900	9x	\$1,350
12x	\$3,650	12x	\$1,150

INSIDE FRONT

1x	\$2,550
3x	\$2,350
6x	\$2,150
9x	\$1,950
12x	\$1,750

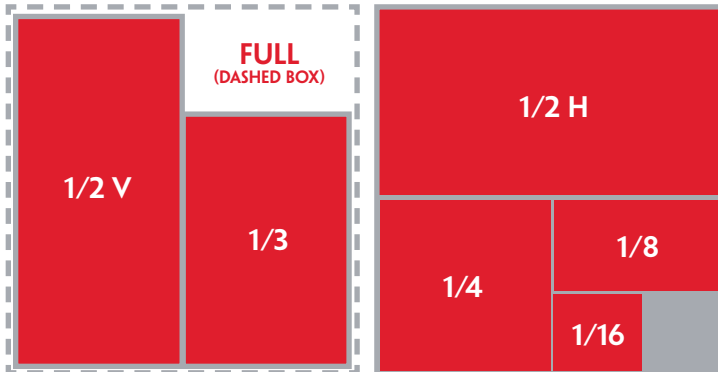
For guaranteed positioning, add 15%

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DEADLINES

The advertising deadline for East Polk Lifestyle Magazine is the first Friday of each month for that month's print edition.

SPECS



AD SIZE

AD DIMENSIONS

Full Page	10" w x 10.5" d
Half Page Horizontal	10" w x 5.2" d
Half Page Vertical	4.9444" w x 10.5" d
Third Page	4.9444" w x 6.834" d
Quarter Page	4.9444" w x 5.2" d
Eighth Page	4.9444" w x 2.6" d
Sixteenth Page	2.4722" w x 2.6" d

- Create PDFs using Acrobat's PDF/X-1a standard.
- Images should be 300 dpi.
- Color should be CMYK only.
- No spot color in RGB images.
- Make sure blacks in text and non-photo objects are black only, not CMYK or "rich" black mixes.
- Embed all fonts.

CONTACTS

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Advertising Manager—Nanay Pittman
Managing Editor—Joe Braddy
Circulation Manager—Jeff Amero

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