



welcome

*Savannah Magazine is the lifestyles magazine* for Savannah, Coastal Georgia and the Carolina Lowcountry. Published by Morris Communications Company, we began in 1990 as a quarterly before adopting our current bimonthly format in January 1992. Advertisers are offered an excellent opportunity to promote their business or merchandise alongside interesting and entertaining articles.

In addition, three special HOMES issues are published in April, June and October, spotlighting the area's most beautiful homes. Plus, a brand new holiday issue will premiere in December 2008 — totaling 10 issues per year.

## AWARDS

*Savannah Magazine* is the recipient of more than 50 awards for editorial content and graphic design, including two national awards for best cover and the top award for general excellence among magazines in Georgia.

## MEDIA PLANNING SCHEDULE

Issues include articles on travel, history, the arts, great food, beautiful homes, business and a calendar of area events.

*Please contact us for details.*

**SAVANNAH**  
M A G A Z I N E

NEW WEB SITE  
LAUNCHING IN 2008!

the facts

## CIRCULATION & READERSHIP

Within the magazine industry, statistics show that an average of 3.5 readers "pass along" an individual copy of a magazine. *Savannah Magazine* prints 14,000 copies of each issue, creating a readership of almost 50,000 per issue.

## NEWSSTAND SALES

*Savannah Magazine* is sold at approximately 150 outlets. We distribute to many grocery stores including Kroger, Publix and Piggly Wiggly as well as drug stores, coffee shops, bookstores, hospital and hotel gift shops, the Savannah Visitors Center and the Savannah/Hilton Head International Airport.

In addition to local sales, we have outlets in southeast Georgia and southern South Carolina. The magazine sells particularly well on Hilton Head and in Beaufort as well as in Richmond Hill.

Within the magazine industry, newsstand sales in excess of 60% are considered exceptional. In Savannah, many of *Savannah Magazine's* newsstand outlets regularly SELL OUT of our publication. Newsstands in the Wilmington Island area routinely sell 80-85% of the magazines placed on their shelves, and on Skidaway Island, sales top 90%.

## SUBSCRIPTIONS

Our family of subscribers continues to grow and currently accounts for approximately 34% of our total distribution or approximately 4,800 copies.

## TARGET SAMPLING

### LOCALS

- Complimentary copies of the magazine are distributed to local doctors' and dentists' offices for placement in their waiting rooms, providing a captive audience for your advertising message.
- Complimentary copies are delivered each month as part of a welcome packet to each new Landings resident within weeks of their arrival, providing the perfect resourcing guide to homeowners who typically spend more than \$8,500 in the three months surrounding their move.
- *Savannah Magazine* regularly participates in major events at the Savannah International Trade & Convention Center, the Savannah Civic Center and other locations. Events include the Home Show, Savannah Garden Expo, Southern Women's Show and Legends of Golf. Copies of the magazine are distributed to attendees, thereby ensuring maximum exposure for your advertising message.

### TOURISTS

- Copies of the magazine are placed in each room of the four largest hotels in Savannah: the Hilton Savannah DeSoto, the Hyatt Regency, the Westin Savannah Harbor Golf Resort and Spa and the Savannah Marriott Riverfront.
- Many of the area's smaller hotels and inns also have copies of *Savannah Magazine* in their rooms, including The Ford Plantation, The Mansion on Forsyth Park, The Inn at Palmetto Bluff, The Marshall House, The Planters Inn, The Kehoe House, The Gastonian, The Ballastone, the Foley House and the Hampton Inn.
- *Savannah Magazine* is sold at the Savannah/Hilton Head International Airport, which is one of our largest distribution points.

**SAVANNAH**  
M A G A Z I N E

# ourreaders

Savannah Magazine targets well-educated professionals who have both the desire and the disposable income to enable them to purchase your product or service.

**73.1%** of Savannah Magazine readers are **female**.

**39.7%** of Savannah Magazine readers are between the **ages of 46-60**.

**13.9%** of Savannah Magazine readers are between the **ages of 31-45**.

**77.3%** of Savannah Magazine readers are **married**.

**38.5%** of Savannah Magazine readers have an approximate household income of **\$100,000** or more.

**45.8%** make between **\$50,000 - \$99,999**.

**95.2%** of Savannah Magazine readers **own their own home**.

**59.9%** of Savannah Magazine readers are "some-what" or "definitely" influenced to **purchase** a product or service after reading articles and/or advertisements in Savannah Magazine.

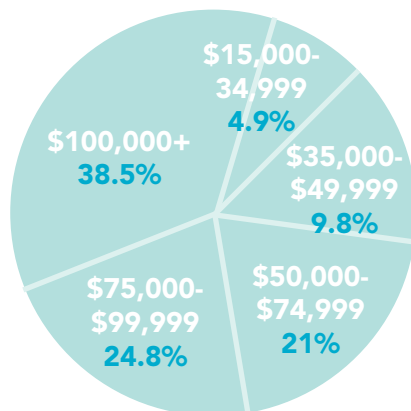
**62.6%** of Savannah Magazine readers have **clipped** an article or ad.

**69.8%** of Savannah Magazine readers **save copies** for future reference.

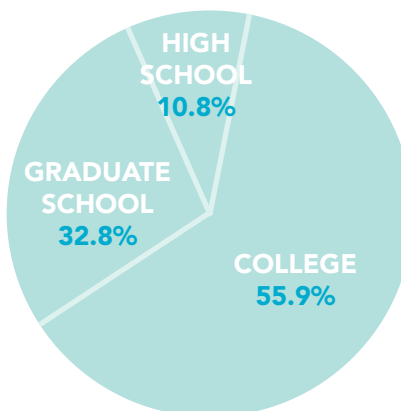
**81%** of Savannah Magazine readers enjoy reading about **decorating** and **home improvement**.

Information is based on a reader survey conducted by Marketing Research at Georgia Southern University

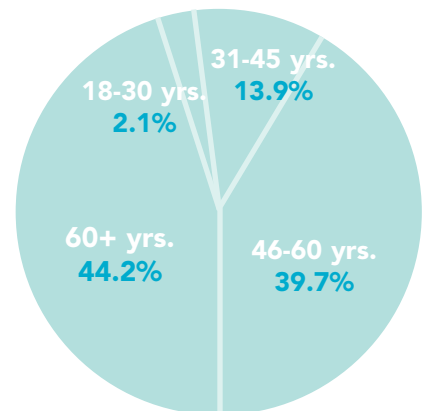
## ANNUAL INCOME



## EDUCATION



## AGE



# 2008 advertising rates

## per issue

### FOUR COLOR

**AD SIZE** Please call for rates.

Full Page  
2/3 Page  
1/2 Page  
1/3 Page  
1/6 Page

**PREMIUM POSITIONS** Sold on an annual basis.  
Please call for rates.

Inside Front  
Inside Back  
Outside Back  
Page 1  
Page 2  
Page 3  
Page 4  
Page 5  
Page 6  
Page 9

### ONLINE

**POSITION** **SIZE** Please call for rates.

Banner 728x90  
Right rail button 300x250

(++) = introductory rates available through Sept. 30, 2008

Please contact us for ad specifications.

### PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	MATERIAL CLOSE	ON SALE
Jan/Feb	Nov 14	Nov 21	Dec 28
Mar/Apr	Jan 16	Jan 23	Feb 29
May/June	Mar 12	Mar 19	Apr 25
July/Aug	May 14	May 21	Jun 27
Sept/Oct	Jul 16	Jul 23	Aug 29
Nov/Dec	Sept 17	Sept 24	Oct 31

### BONUS ISSUES

Spring Homes	Feb 13	Feb 21	Mar 28
Summer Homes	Apr 16	Apr 23	May 30
Fall Homes	Aug 13	Aug 20	Sept 26
Holiday	Oct 15	Oct 22	Nov 28

### PROVIDED BY SAVANNAH MAGAZINE AT NO ADDITIONAL CHARGE

- Layout and design of advertisement based on information provided by the client at time of ad agreement. After the second revision, additional charges will be billed at \$50 per hour (1/2 hour minimum).
- A photo shoot by a Savannah Magazine photographer for 1/2 page advertisements or larger.
- One color or b/w scan (includes toning of image).

### ADDITIONAL DISCOUNTS/CHARGES

- COMMISSIONS** 15% commission paid to recognized advertising agencies for electronic files or film that are completely production ready. 10% discount for production ready materials.
- MULTIPLE INSERTIONS** The first, largest or most expensive ad is at retail rate. Each additional ad is priced at 25% off the rate card.
- INSERTS** Rates available upon request for inserting brochures, etc. into Savannah Magazine.
- ADDITIONAL PHOTO SHOOTS** will be billed at \$40/hour
- GUARANTEED POSITION** 10% additional charge
- PREFERRED POSITION** on a space available basis – Please check with your account executive.
- ADDITIONAL COLORS** Spot color is \$50 per color
- ADVERTISEMENTS CREATED** by Savannah Magazine art department must be used in our publication before appearing in others. There will be a \$25 minimum charge to supply advertisements to other publications. Larger sizes, multiple scans, etc. will incur additional fees.
- NON-PROFIT ORGANIZATIONS** will receive the 10 issue rate.

**SAVANNAH**  
MAGAZINE

## AD SUBMISSIONS

Ads can be submitted via e-mail, ftp site or cd. Acceptable **APPLICATIONS/FORMATS** are:

- QuarkXpress 6.5
- Adobe Illustrator CS (convert ALL text to outlines)
- Adobe Photoshop CS (leave ad as layered .psd file if it is to be resized)
- InDesign CS
- PDF (make sure all files are CMYK & all fonts are embedded) – “PDFX1a” strongly suggested!

All **SUPPORT FILES** (art and fonts) must accompany the ad submitted. All fonts must be for Macintosh systems and be either TrueType or postscript. If postscript, must include both screen and postscript portion. All art must be the original art files and color photos must be saved as CMYK. Photos must be at least 350dpi. We accept the following formats: .tif, .eps and .jpg. Images off of the web or embedded in a Word document will not be accepted. Photographs to be scanned by *Savannah Magazine* must be larger than 3” x 4.5”.

Each camera ready ad must also be accompanied by a low resolution PDF for proofing purposes.

All **COLORS** must be built as or converted to CMYK colors to avoid complications. We strongly discourage the use of Pantone™ colors, as their CMYK conversion may not translate properly.

While we do our best to ensure color accuracy, *Savannah Magazine* is not responsible for incorrect output of color or the color correcting of ads if a color match proof is not provided.

**E-MAIL/FTP SITE:** Ads can be submitted via e-mail to the following address: [ads@savannahmagazine.com](mailto:ads@savannahmagazine.com)

Please keep in mind that our e-mail system can only accept files that are less than 5MB. Files may be compressed and sent as a Zip™ or Stuffit™ archive. For files that are larger than 5MB, our FTP site may be used. When e-mailing ads or uploading to our FTP site, please e-mail or telephone a confirmation of submission along with the **file/folder** name to your account executive. In addition, we ask that the name of the file/folder uploaded to the FTP site be the name of the advertiser; ie. St. Joe’s/Candler. Please do not label file/folder “Savannah Magazine.”

ftp site: ftp.savannahnow.com — Mac users need FTP software (ie. fetch, interarchy, etc) in order to upload files  
 username: savmag  
 password: savmag!

## AD SIZES

ADVERTISEMENT	WIDTH	DEPTH
2 Page Spread (Full Bleed)*	16.5"	11.125"
Full Page Bleed*	8.375"	11.125"
Full Page	7.125"	9.875"
2/3 Vertical	4.625"	9.875"
1/2 Page Horizontal	7.125"	4.75"
1/2 Page H Spread (Full Bleed)*	16.5"	5.375"
1/3 Page Square	4.625"	4.812"
1/3 Page Vertical	2.25"	9.875"
1/6 Page Horizontal	4.625"	2.375"
1/6 Page Vertical	2.25"	4.812"

SPECIALTY PAGE ADS	WIDTH	DEPTH
1/4 Page	3.25"	4.75"

**\*IMPORTANT!** Please create ads at Full Page Bleed size with NO crop/registration marks.

Live area is 7.625” x 10.375”. We HIGHLY RECOMMEND that all important information (i.e. text) is kept within the live area. If text or other important information is outside the live area, we cannot be held responsible if it is left out.

Magazine Size (Trim Size): 8.125” x 10.875”

