

Bloom

M A G A Z I N E

Media Kit

- Readership Study 2
- Demographics 3
- Top 5 Reasons to Advertise in *Bloom Magazine* 5
- Distribution List 6
- Editorial Calendar 8
- Insertion Order 9
- Ad Size Information 10
- Electronic Artwork Requirements 11
- Kaye Lee Johnston Creative 12

Bloom

M A G A Z I N E

Readership Study

Study conducted by:



KELLEY SCHOOL OF BUSINESS

INDIANA UNIVERSITY

December 3, 2010

231 participants



Reader Profile*

DEMOGRAPHICS

Gender | 63% female | 37% male

Education | 15% Ph.D.
33% Masters/Professional
37% Bachelor's | 5% Associates

Income | More than **50%** of households
earn **more than \$90,000** per year

MEDIA EXPOSURE

82% of readers pay attention to magazine ads—more than any other advertising venue.

BEHAVIOR

81% of *Bloom* readers dine out more than 100 times a year.

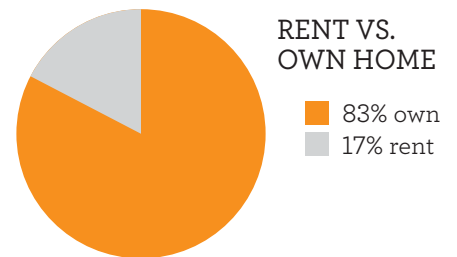
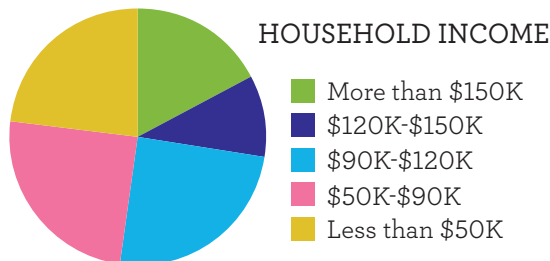
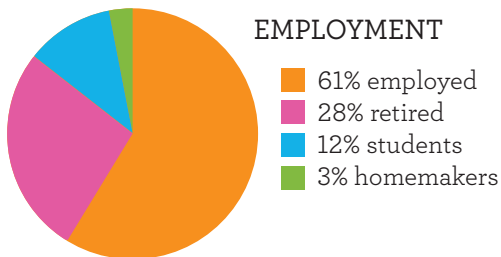
22% of *Bloom* readers dine out more than 200 times a year.

76% take 3 or more road trips per year.

* Readership study conducted by:

 **KELLEY SCHOOL OF BUSINESS**
INDIANA UNIVERSITY

December 2010
231 participants



Dining

73% have dined at a restaurant as a result of reading about it in *Bloom*.

Saving Issues

47% save their issues of *Bloom*.

More than half

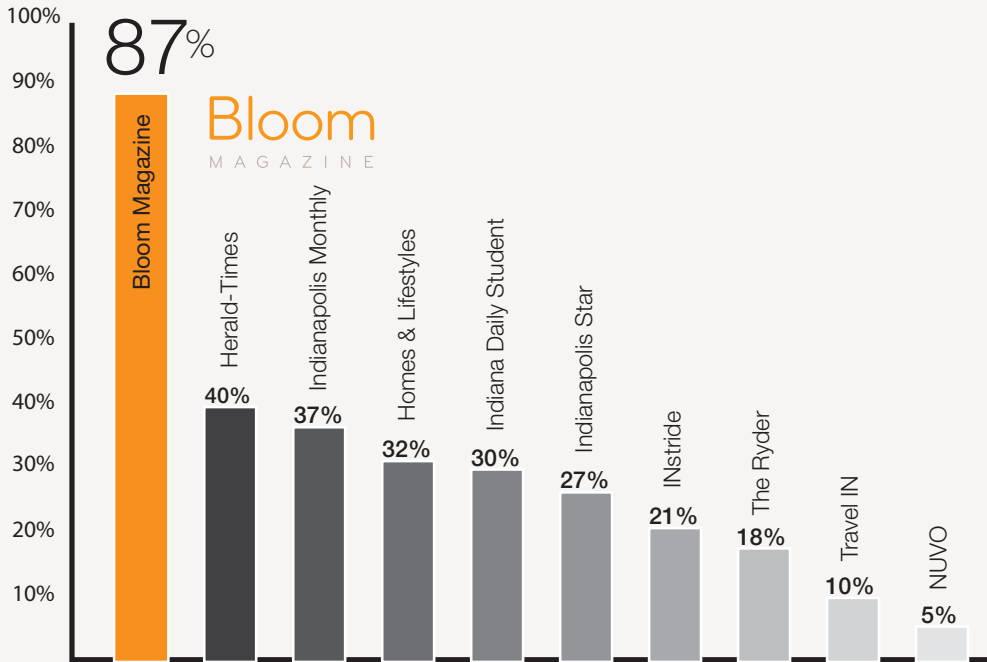
have purchased a product or service as a direct result of reading about it in *Bloom*.

For Those Who Believe **Quality** Counts:

WHERE ARE **you** ADVERTISING?

Readers Rate Overall Quality

The percentage of respondents who gave a "High Quality" rating to these Bloomington and Indianapolis publications based on the articles, photography, and design.



Reach your Audience!

Bloom is an independent, free magazine whose target audience is the city's working and retired adult population and visitors to Bloomington. Published bimonthly, a minimum of **12,000** copies are available at more than **200** local retail businesses, hotels, and community centers.

Counting pass-along copies, the average readership of each edition of *Bloom* is approximately 26,000.

Our readers value the magazine and return to it over and over again. In fact, 47 percent save every issue. Your ad has staying power.

* Readership studies conducted by:



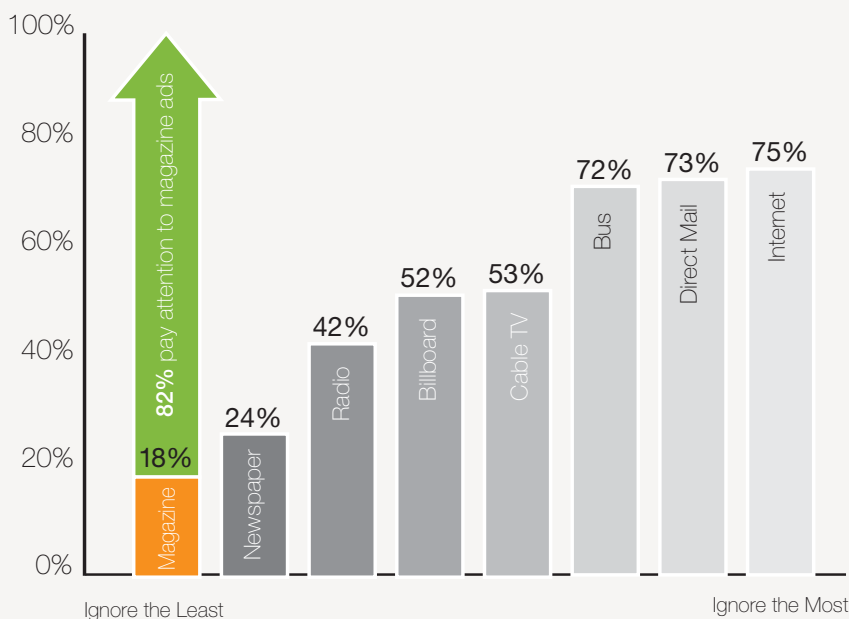
December 2010 | 231 participants
November 2008 | 283 participants

Make Sure Your Ad Isn't Ignored:

CHOOSE AD VENUES WISELY

The Ad Venues Ignored Locally

Percentage of respondents who indicated they ignore ads in each of these various media.



Ignore the Least

Ignore the Most

The 5 Top Reasons to Advertise in *Bloom*

1 HIGH QUALITY

If you have a quality product, service, or practice, it makes sense that you should advertise in a quality environment. In a 2010 readership study conducted by the IU Kelley School of Business, *Bloom* was rated highest in quality by far of any publication in Bloomington. **Businesses, like individuals, are judged in part by the company they keep.**

2 HUGE DEMAND

While stacks of other publications stagnate in news boxes around town, **our readers anxiously await the arrival of each new issue** of *Bloom* and grab them up quickly. Although *Bloom* is free, half of our paid subscribers are local residents, paying \$4 per copy to have it mailed to their homes—just to make sure they get every issue. In addition, many IU schools and departments and local corporations use *Bloom* to recruit and to welcome newcomers to our city.

3 GREAT DEMOGRAPHICS

Bloom's readers are intelligent, successful, and consumers of the highest order. **More than half have household incomes in excess of \$90,000 and 83 percent are homeowners.** Our readers like to eat well and shop—81 percent dine out more than 100 times per year, and more than half have purchased a product or service as a direct result of seeing it in *Bloom*.*

4 LONG SHELF LIFE

While a newspaper ad is here today, gone tomorrow, *Bloom's* impact goes on and on. Readers return to it repeatedly during its initial two-month cycle, and **an astounding 47 percent save their issues.***

5 LOCALLY OWNED, LOCALLY SUPPORTIVE

Like most of our advertisers, *Bloom* is a small local business (four employees), so we understand the challenges you face. ***Bloom* publishes articles only about locally owned entities and does not pursue advertising from large chains.** In everything we do, we support the local community.

*According to the 2010 readership study conducted by the IU Kelley School of Business.

Bloom

M A G A Z I N E

Distribution List

Downtown/Square

à propos gifts & jewelry
Andrew Davis Menswear
Book Corner
The Briar & The Burley
By Hand Gallery
Gallery North
Global Gifts

Goods for Cooks
The Hidden Closet
Howard's Bookstore
Malibu Grill
Massage on the Square
Max's Place
Merle Norman

O'Child Boutique
Opie Taylor's
Pictura Gallery
Scholars Inn Bakehouse
Tivoli Fashions
The Trojan Horse

Near the Square

Andrews, Harrell, Mann, Carmin & Parker
b boutique
Bailey & Weiler LLC
Bella Cucina
Black's Mercantile
Bloomingfoods (East Kirkwood)
Bloomingfoods (West 6th Street)
Bloomington Antique Mall
Bloomington Bagel Co. (North Dunn)
Bloomington Bagel Co. (North Morton)
Bloomington Economic Development Corp.
Bloomington/Monroe County Convention Center
Bloomington Playwrights Project
BLU Boy Chocolate Café & Cakery
Boxcar Books
Buskirk-Chumley Box Office
Cactus Flower
Café Django
CFC, Inc.
Chamber of Commerce
City Hall: Clerk's Office
City Hall: Mayor's Office

Courtyard by Marriott
Crazy Horse Emporium
FARMbloomington
Finch's Brasserie
Friends of the Library Bookstore
Grant Street Inn
Haley's Boutique
Herndon Design
Hey Nineteen Boutique
Hilliard Lyons
Hilton Garden Inn
InSeam Denim Supply
IU Health Bloomington Hospital
IU Press
Ivy Tech John Waldron Arts Center
Janko's Little Zagreb
Jones, McGlasson & Benckart, P.C.
Laughing Planet Café
Les Champs Elysées
The Looking Glass Hair Studio
MarDon Salon
Material Plane
Mediaworks
Melody Music Shop
Monroe County History Center

Nick's English Hut
Paper Crane Gallery and Studio
Piacé Boutique
ProBleu
The Rail
Rebecca & Me
ReFrame Custom Framing
Relish
RE/MAX-Ron Plecher
Restaurant Tallent
Runcible Spoon
Scholars Inn B&B
Scotty's Brewhouse
Serendipity Martini Bar
Showers Inn Bed & Breakfast
Soma Coffee House & Juice Bar
Sterling Real Estate
United Way of Monroe County
The Uptown Café
The Venue, Fine Art
The Village Deli
WFHB
Williams Jewelry
WonderLab

East Side

Bell Trace
Bloomingfoods
Bloomington Bagel Co.
Bloomington Hardware
The Butcher's Block
Carmen Delgado's Oasis Spa
Century Suites Hotel

Different Drummer
Dr. Howard & Associates Eye Care
Elegant Options
Furniture 1st/Comfort Solutions
Goode Integrative Health Care
Hurlow Wealth Management
Internal Medicine Associates

IU Credit Union (Woodscrest Drive)
Redbud Hills Independent Retirement
Living
Sahara Mart
Short Stop Food Mart
South Central Oral Surgery
Stone Cutters Coffee & Roastery

North Side

AAA Hoosier Motor Club
Arthur Murray Dance Studio
The Awards Center
Convention & Visitors Bureau
Elder Care Connections
Habitat ReStore
Hampton Inn
Harley-Davidson of Bloomington

Holiday Inn
ISU/The May Agency
IU Credit Union (East 17th Street)
Mann Plumbing
Meadowood Retirement Community
Nature's Way
Oliver Winery
Olympus Properties

Pinnacle School
Poynter Sheet Metal
Textillery Weavers
Vibe Yoga Studio
White Orchid
Worm's Way

West Side

Commercial Service of Bloomington
Dr. Steven Lynn
Fairfield Inn
Holiday Inn Express
Homewood Suites
Internal Medicine Associates
—Family Practice

Internal Medicine Associates
—Medical Center
Internal Medicine Associates
—Main Office
Ivy Tech Community College
Lee Supply Corp.
My Thai Café

PremierOrtho
Shiisa Quilts
Southern Indiana Physicians for
Women
Town Place Suites
Twin Lakes Recreation Center

South Side

Angel B's, A Galleria of Cakes
Bloomington Animal Shelter
Bloomington Podiatry Centre
Cardinal Stage Company
Decatur Vein Clinic
Euro Deli
Gold Casters

In a Yarn Basket
Iron Pit Gym
IU Credit Union (East Winslow)
John Bethell Title Co.
LED Source
MCCSC Foundation
Medi-Spa Dermatology Center

Metropolitan Printing Service
Root Professional Services
Sahara Mart (East 2nd Street)
Spring Dry Cleaners
Sycamore Farm Bloomington
T & T Pet Supply
YMCA

Out of Town

Art Sanctuary (Martinsville)
Brown County Art Guild (Nashville)
Brown County Visitor's Center
(Nashville)

Elite Limousine (Bedford)
Ethereal Day Spa (Nashville)
IU Credit Union (Ellettsville)
O'Child Boutique (Columbus)

Quality Surfaces (Spencer)
Smithville One (Ellettsville)
Zaharakos (Columbus)

IU Campus

Friends of Art Bookshop
IMU Catering
IMU Hotel
IU Art Museum

IU Auditorium
IU Credit Union (IMU)
IU Jacobs School of Music
IU Kelley School of Business

IU School of Optometry
IU Visitor's Center
WFIU

Bloom

M A G A Z I N E

Editorial Calendar

February 2012 – January 2013

Feature stories will focus on the following themes.*

February/March 2012

Theater
Adventure
Wedding Guide

April/May 2012

Food
Adventure
Education

June/July 2012

Home and Garden Issue

August/September 2012

Music
Business
TBA

October/November 2012

Sports
Health
Home

December 2012/January 2013

Holidays/Food
Nature
Tradition

*subject to change without notice

Special Advertising Opportunities*

February 2012 – January 2013

February/March 2012

Home Improvement Special Ad Section

April/May 2012

Specialties of the House:
Dining Advertorial Section
Real Estate Special Ad Section

June/July 2012

All Things Green Special Advertorial Section

August/September 2012

Home Beautiful Special Advertorial Section
Professional Services Special Ad Section

October/November 2012

Look Good, Feel Good Special Advertorial Section
Guide to Entertaining Special Ad Section

December 2012/January 2013

Bloomington After Dark Advertorial Section
Guide to Artists Special Ad Section
Boutique Guide Special Ad Section

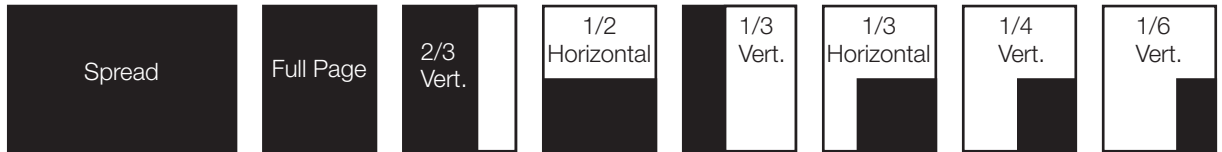
*subject to change without notice

Insertion Order

Advertiser: Agency:
 Attention: Attention:
 Title: Title:
 Address: Address:
 City: St: Zip: City: St: Zip:
 Ph: Fax: Ph: Fax:
 Email: Email:

Send invoices to Advertiser Agency

Ad Sizes



Black areas indicate ad sizes. Book trim size is 9" x 10 7/8"

Issue/Year	Net Rate	New Art Due	New Copy Due	P.U. Issue
Aug./Sept.		July 1		
Oct./Nov.		Sept 1		
Dec./Jan.		Nov 1		
Feb./Mar.		Jan 1		
Apr./May		Mar 1		
June/July		May 1		

Calculation of Net Rate:

Special Requests/Positioning (We will try to place ads according to your special request, but we cannot guarantee it.):

Send Artwork/Materials to:
 Bloom Magazine
 414 W. 6th Street, Bloomington, IN 47404
 Attn: Kaye Lee Johnston, tel: 812.323.8959 fax: 812.323.8965 art@magbloom.com

Bloomington Magazine, Inc.'s terms are net 30 days from invoice/publication date. Items over 30 days are subject to 1.5% monthly finance charge. All rates are exclusive of any governmental taxes; payment of all such taxes is the sole responsibility of the advertiser. It is the advertiser's responsibility to supply an ad which meets all specifications on time for publication. Advertisers will be charged in full if ads are received in unprintable form or too late for publication. It is *Bloom Magazine's* policy to not accept coupon(s) in ads for the magazine. If client breaches any term of this Agreement or fails to make any installment payment when due hereunder, the entire balance owing under this Agreement, together with attorney's fees and court cost incurred in collection of or in enforcing payment or performance of this Agreement shall be immediately due and payable at the election of Publisher. It is understood that time of payment or performance is of the essence.

Please accept this as authorization for the purchase of the above.

Authorized by Client: Date:

Print Name:

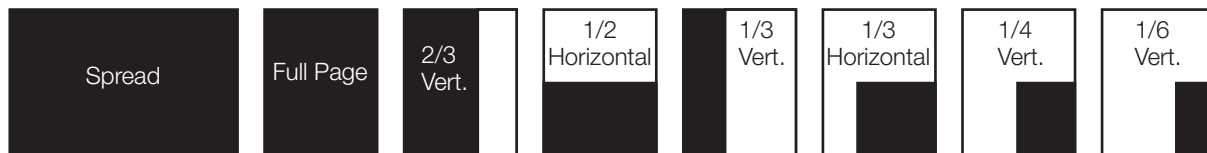
Order received by: Date:

For Bloomington Magazine, Inc.

Fax this form to 812.323.8965

Ad Size Information

Ad Sizes



Black areas indicate ad sizes. Book trim size is 9" x 10 7/8"

All measurements are in inches. Horizontal measurement (width) is given first.

Ad Size	Trim Size	Notes
Spread with full bleed	18 x 10.875	Add 1/8" (.125") extra on all sides. (18.25" x 11.125" w/ bleed)
Spread	16 x 9.75	
Full page with full bleed	9 x 10.875	Add 1/8" (.125") extra on all sides. (9.25" x 11.125" w/ bleed)
Full page	7.375 x 9.75	
2/3 vertical	4.852 x 9.75	
1/2 horizontal	7.375 x 4.75	
1/3 vertical	2.329 x 9.75	
1/3 horizontal	4.852 x 4.75	
1/4 vertical	3.5915 x 4.75	
1/6 vertical	2.329 x 4.75	

Electronic Artwork Requirements for Bloom Magazine Ads

We are using Adobe InDesign CS5 on Macintosh computers to design and produce *Bloom Magazine*. For detailed measurements please see Ad Size Information sheet.

Please read the following information carefully and prepare your ad accordingly. If you need assistance, Kaye Lee Johnston Creative will design an ad for you at a special "Bloom" rate.

Acceptable Mac/Windows file formats: InDesign CS5 or earlier, collected for output; Illustrator (eps with all placed images included and all fonts converted to paths or outlines); Photoshop (tif, eps, pdf). Microsoft Publisher files will not be accepted.

PC fonts: We cannot use pc fonts unless they have been converted to paths/outlines.

Special Note on PDF files: We can accept pdf files only if they have been correctly distilled using press quality settings with all fonts and high resolution graphics embedded and including crop marks. We request you also send the native files.

Hi-res PDF files are preferred.

Checklist for Electronic Camera-Ready Artwork

- Include all images used including logos, pictures and graphics.
- All images must be hi-res 300 dpi. Do not "res up" low resolution images, especially not web images.
- Image files must be in tif, jpg or eps format in cmyk.
- Do not use images downloaded from the web.
- You must own the copyright to the images you use, or have a legal license to use them.
- Include all fonts actually used (macintosh fonts only).
- Use only actual typefaces e.g. Adobe Garamond Bold, not Adobe Garamond with bolding applied.
- Delete all unnecessary unused fonts.
- Send only the files needed for the ad.
- Send a list of all files and fonts used.
- Fax or mail a hard copy (print out) of your finished ad so we can check it against your digital files.

Sending Electronic Artwork

Email camera-ready electronic ads (stuffed or zipped with all linked images and fonts) 10 MB or smaller to art@magbloom.com.

Save files larger than 10 MB to 100 MB to zip disk or CD. Include a printed list of all the files you are sending, and mail the CD together with a color laser or ink jet proof for color ads (black and white laser for b&w ads) to: Bloom Magazine, 414 W. 6th Street, Bloomington, IN 47404

If you wish to upload files via ftp, please email art@magbloom.com for further information.

If you need further technical information, email your question to: art@magbloom.com.



kaye **lee** johnston

CREATIVE

graphic design +
art direction

Beautiful **Design** & Smart **Concepts** for your **Bloom Magazine** Ad

Your *Bloom Magazine* ad is a reflection of your business. At **Kaye Lee Johnston Creative**, we take your image seriously and will work with you to create a beautiful, compelling ad that will position your business for success.

RATE SHEET

FULL PAGE	\$440	1/3 PAGE	\$200
2/3 PAGE	\$375	1/4 PAGE	\$145
1/2 PAGE	\$275	1/6 PAGE	\$110

Professional photography upgrade \$100

Professional ad copy writing upgrade \$50

Stock photography or illustrations VARIABLE

Logo re-tracing is included.

We look forward to working with you!

“ Kaye has extraordinary talent as an artist and designer. Her work is always fresh and unique, eye-catching and elegant. She is a pleasure to work with, turns things around quickly, pays close attention to detail, but doesn't hesitate to politely disagree when she thinks things are headed in the wrong direction. I strongly recommend Kaye for any graphic design project. ”

*Amy Harris, Director
University of Michigan
Exhibit Museum of Natural History*

kaye@kayecreative.com

ph: 812.606.9945

