

# Bloom

M A G A Z I N E

## Media Kit

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# Bloom

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## 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.

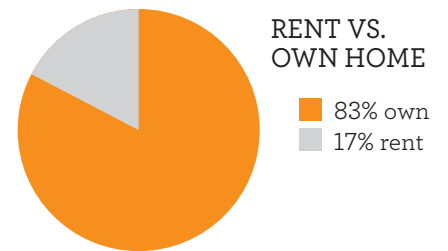
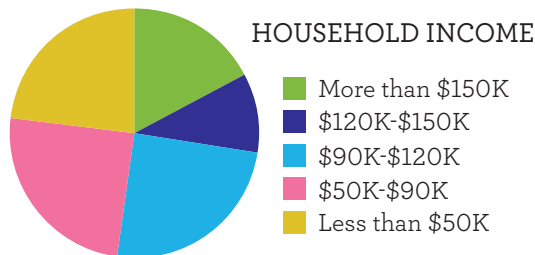
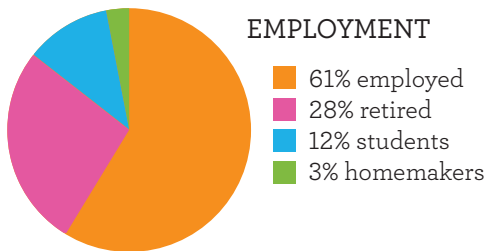
**22%** of *Bloom* readers dine out more than 200 times a year.

**76%** take 3 or more road trips per year.

\* Readership study conducted by:

**Ψ** 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*.

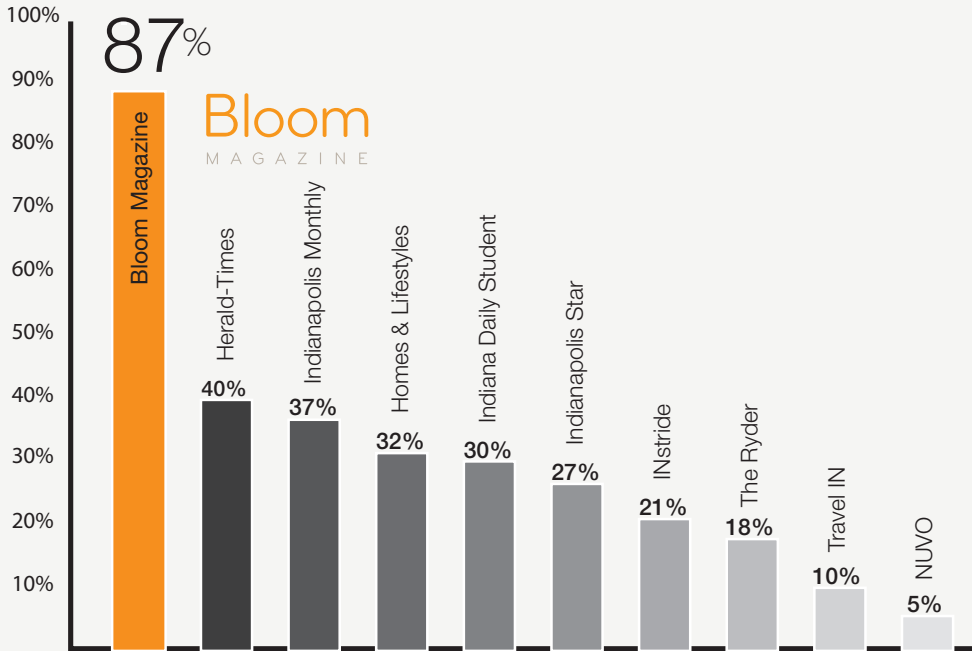
### More than half

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:



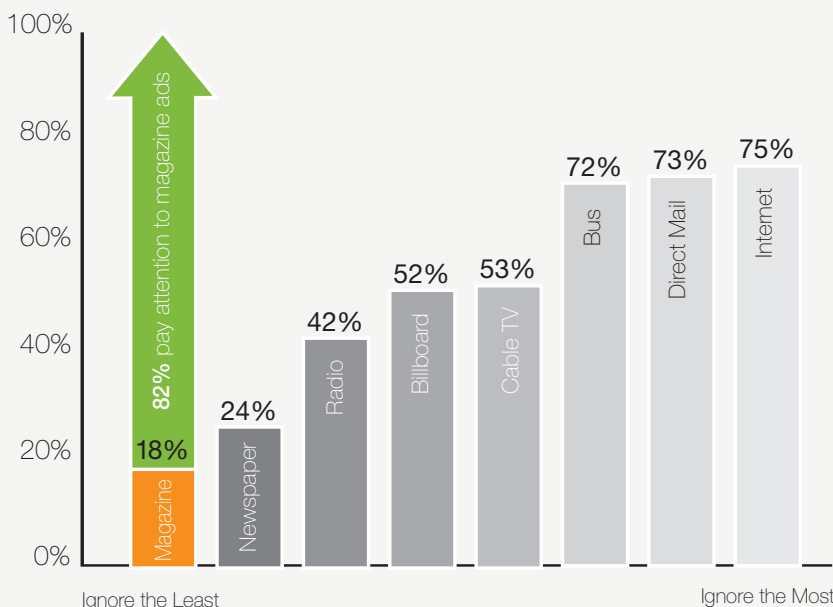
December 2010 | 231 participants  
November 2008 | 283 participants

## 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.



# 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

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## 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

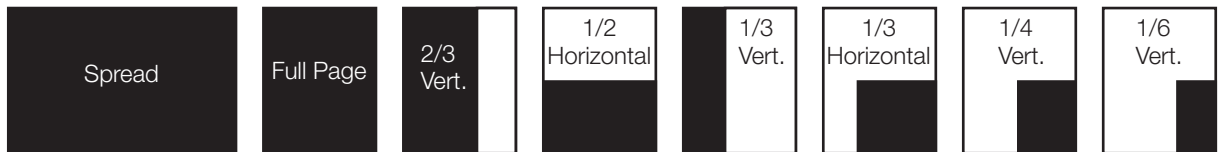
\*subject to change without notice

## 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: .....

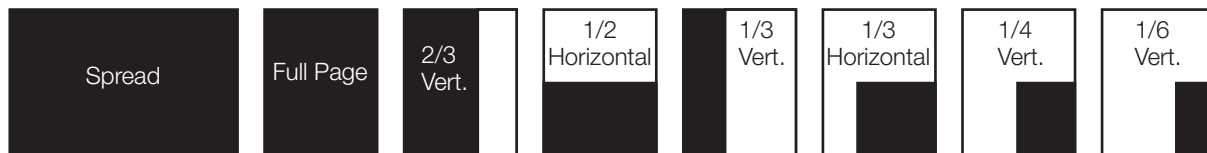
Order received by: ..... Date: .....

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