

Bloom

M A G A Z I N E

Magazine 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.

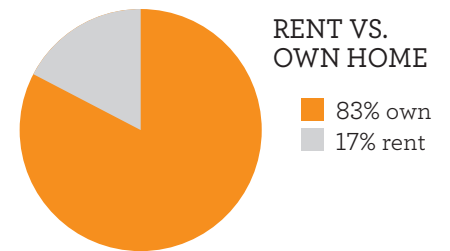
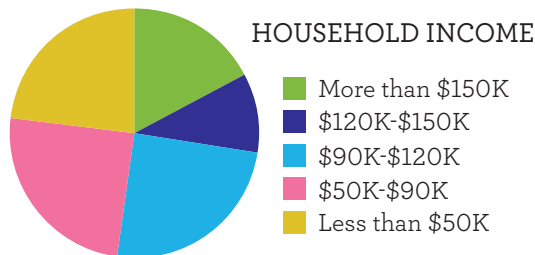
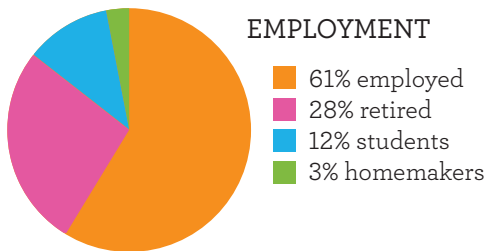
22% of *Bloom* readers dine out more than 200 times a year.

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*.

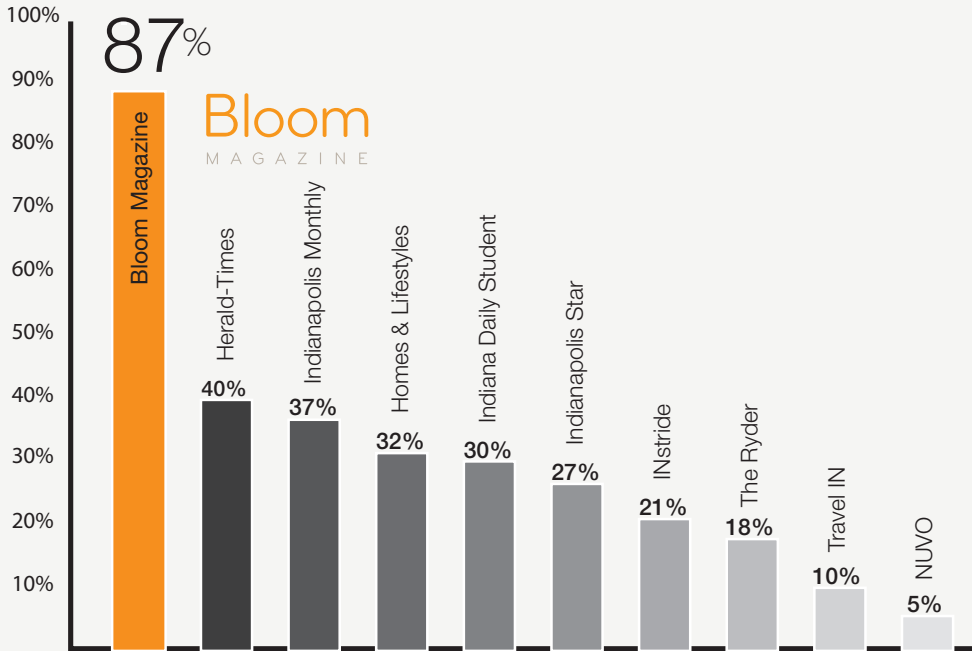
More than half

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:



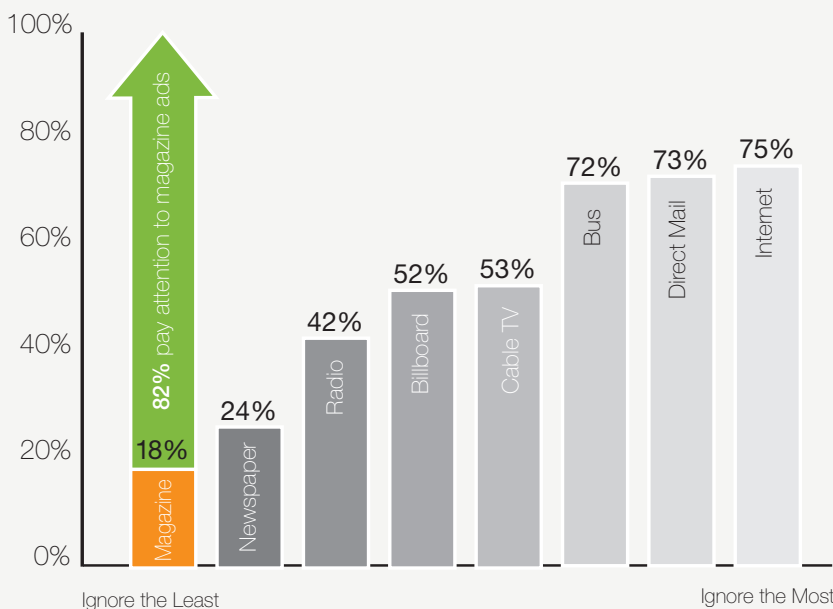
December 2010 | 231 participants
November 2008 | 283 participants

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.



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

Editorial Calendar

December 2013 – November 2014

Feature stories will focus on the following themes.*

December 2013/January 2014

Music
Literature
Entertainment

February/March 2014

Community
Black History
Wedding Guide

April/May 2014

Entertainment
Agriculture
Business

June/July 2014

Homes & Gardens Special

August/September 2014

Photography
Community History
Literature

October/November 2014

Community History
Homes
Photography

Special Advertising Opportunities*

December 2013 – November 2014

December 2013/January 2014

After Dark: Nightlife Advertorial Section***
Guide to Artists Ad Section**
Boutique Guide Ad Section**

February/March 2014

Home Improvement Ad Section**

April/May 2014

Live Longer, Feel Younger: Health/Fitness/Beauty
Advertorial Section***
Specialties of the House: Dining Advertorial***
and Ad Section**
Guide to Nashville Ad Section**

June/July 2014

All Things Green: Environmentally Focused
Advertorial Section***
Home Improvement Ad Section**

August/September 2014

Home Beautiful Advertorial Section***
Professional Services Ad Section**

October/November 2014

Look Good, Feel Good: Health/Fitness/Beauty
Advertorial Section***
Guide to Nashville Ad Section**

*Subject to change without notice.

** Ad Sections have discounted ad rates and are not accompanied by editorial copy. Please inquire for specific rates.

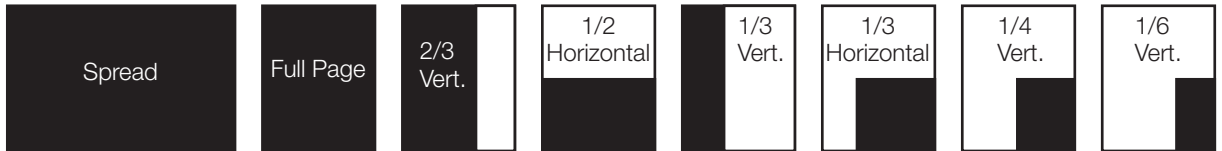
*** Advertorial Sections give you double the ad space for the price. You may also use the extra space for an advertorial article about your business prepared by *Bloom* at a slight additional charge. Please inquire for details.

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	Soft Deadline for Art	Hard Deadline for Art
Aug./Sept.			July 1	July 15
Oct./Nov.			Sept 1	Sept 15
Dec./Jan.			Nov 1	Nov 15
Feb./Mar.			Jan 1	Jan 15
Apr./May			Mar 1	Mar 15
June/July			May 1	May 15

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: Attn: Kaye Lee Johnston 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. *Bloom* may reject any advertising that is objectionable, does not conform to the quality standards of *Bloom*, and/or is not consistent with the guidelines established for special advertising sections. Advertiser will be charged in full if ads are received in unprintable form or too late for publication and if advertiser is unable to cure the objectionable defects contained in the material by the Hard Deadline for Art. If no materials are received by deadline, prior ads may be repeated where applicable. 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:

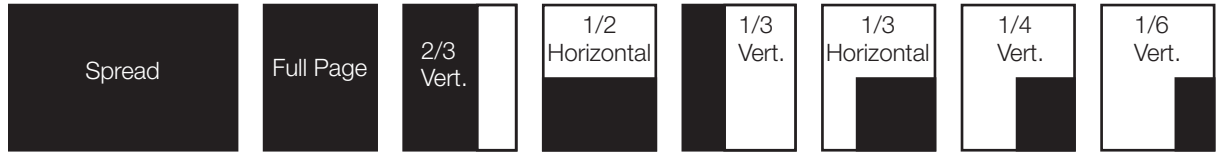
Order received by: Date:

For Bloomington Magazine, Inc.

Fax this completed form to 812.323.8965 or email to erica@magbloom.com

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 designing your ad, Bloom can provide a list of recommended local designers whom you may hire to assist in creating your ads.

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.

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 (U.S. Web Coated (SWOP) v2).
- 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.

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.