

duluth superior

magazine

2012

Media Kit

Lakestyle. Citystyle. Lifestyle.

THE LIFESTYLE MAGAZINE
OF THE TWIN PORTS.™

Art, style, food, outdoors & more...

What to Do, Where to Go, Who's Who & What's New...

Duluth ~ Superior Magazine is the only magazine in the twin ports dedicated exclusively to helping you live your life better in the Northland.

- Winner of the prestigious National Gold Eddie
- Gold, Bronze and Silver Excellence winner from MMPA (Minnesota Magazine & Publishing Association) in 2009, 2010, 2011

WE REACH

- Upscale area residents
- Highly educated professionals
- Area influentials who are first adopters
- Decision makers
- And our multimillion dollar tourist market

WE ARE DISTRIBUTED IN-ROOM IN THE FOLLOWING HOTELS

BARKERS ISLAND INN	EDGEWATER RESORT AND WATER PARK
BEACON POINTE	FITGER'S INN
BRIDGEVIEW BEST WESTERN IN SUPERIOR	THE INN ON LAKE SUPERIOR
CANAL PARK LODGE	ODYSSEY RESORTS
COMFORT INN	RADISSON
COMFORT SUITES	THE SHERATON
COUNTRY INN & SUITES	SOUTH PIER INN
DOWNTOWN BEST WESTERN	THE SUITES HOTEL
	RESIDENCE INN



Inside every issue

CURRENTS ARTS + CULTURE, BOOKS, JIM HEFFERNAN
INCLUDING A COMPREHENSIVE CALENDAR OF EVENTS

SAVOR FEATURED RESTAURANTS, CHEF'S SECRETS,
RECIPES, WINE + SPIRITS, RESTAURANT DIRECTORY

SOJOURN TRAVELTIPS + DESTINATIONS, LODGING DIRECTORY

WILDSIDE A CELEBRATION OF THE GREAT OUTDOORS,
INCLUDING OUTDOOR EVENTS CALENDAR

SPECIAL FEATURES ISSUES AND PEOPLE IN THE COMMUNITY

CUM LAUDE HIGHER EDUCATION & STUDENT EXPERIENCE

STYLE FASHION, HOME + OFFICE DÉCOR

LIVING WELL HEALTH, FITNESS, LIFE ADVICE

SCENE SOCIAL PAGES, SNAPSHOT: 20 QUESTIONS, 9 TO 5
BUSINESS PROFILE

MARKETPLACE HIGH-END HOMES, PRODUCTS, SERVICES

CALL or EMAIL today to reserve your ad space.

David Hileman (218)390-2879
davidh@duluthsuperiormagazine.com

Marti Buscaglia (218)390-3063
martib@duluthsuperiormagazine.com



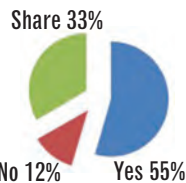
RESPONDENT EMPLOYMENT OF INTEREST

Duluth ~ Superior Magazine reaches those in **executive**, management & professional roles including business owners.

JOB CATEGORY	DSM SUBSCRIBER
Administrative	20.6
Business Owner	17.1
Laborer	1.0
Clerical	3.0
Homemaker	5.0
Professional	22.6
Retired	12.1
Sales/Marketing	8.5
Self Employed	8.5
Student	1.0
Service	0.5
Unemployed	0.0
Temporarily Laid Off	0.0

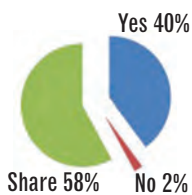
DSM REACHES DECISION-MAKERS

88% of DSM readers make or share the everyday purchase **decisions** and 98% either make or share major purchase decisions.



55 percent of the respondents shared many daily shopping duties

Are you the person in your household mostly responsible for deciding major purchases such as new appliances, vehicles, furniture, etc?



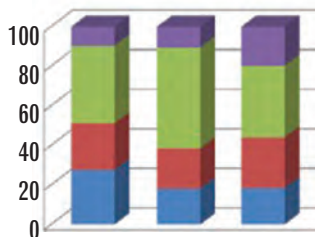
58 percent of the respondents indicated they shared decisions about major household purchases.

MARKET READERS

DSM reaches more people in the Duluth ~ Superior area than any other magazine. **And**, with greater frequency.

PUBLICATIONS READ IN 2010 - FREQUENCY

KEY
 DSM = Duluth ~ Superior Magazine
 LSM = Lake Superior Magazine
 TWT = The Woman Today



ISSUE READ	DSM	LSM	TWT
Never	9.6	10.5	19.7
Occasional Issues	39.2	51	36.2
Most Issues	23.7	20.4	25.7
Every Issue	27.5	18.1	18.4



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Distribution Facts

DULUTH ~ SUPERIOR MAGAZINE READERSHIP



Duluth ~ Superior Magazine reaches 52,500 readers EVERY MONTH.

DuluthSuperiorMagazine.com delivers more than 25,000 pageviews every month.

Now with our new App, that reach will expand as viewers discover our unique planning capabilities for both residents and visitors.

More than 6,700 paid/qualified subscriptions

2,500 in newsstand distribution
Barnes & Noble, Super One Food Stores, Mt. Royal Fine Foods, Walgreen's...and more.
This is why Duluth ~ Superior magazine is the definitive place to find out what to do, where to go, who's who and what's new.

Duluth ~ Superior Magazine averages 5.25 readers per copy

Median Age 45.2
46% Men 54% Women

Source: Zenith Research Market Study 2011.



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Staff & Contributors

THE PEOPLE BEHIND THE MAGAZINE



MARTI BUSCAGLIA, PUBLISHER AND CEO

Marti has extensive publishing experience in both magazines and newspapers as well as a solid marketing background. She is a former publisher of fflive, a magazine for young musicians, Spirituality & Health magazine, a national publication, and the Duluth News Tribune. Prior to that she was an advertising agency account manager, copywriter, creative director and Owner/CEO, and is currently the publisher of Duluth - Superior Magazine, which she launched in 2008.



WENDY WEBB, EDITOR

Wendy is a longtime Minnesota journalist with nearly 20 years of experience working with most of the major publications in the Twin Cities region, including Minnesota Monthly, Twin Cities Business Monthly, Midwest Home, City Pages, the Reader, Skyway News and many others. She is responsible for all editorial content of DSM, and writes a monthly column about books in addition to other stories as her time allows. Wendy is also a novelist. Her first book, The Tale of Halcyon Crane, was published by Henry Holt and Co. in March, 2010, and will be printed in several languages around the world as well.



MATHEW PAWLAK, PRODUCTION/ART DIRECTOR

Matt is a experienced designer with more than 20 years of working with magazines, books and other publications. He has a versatile background including art direction, management, print production and design, and has worked exclusively on magazine and book design for more than ten years. Matt has won several design awards and has owned his own advertising and design business.



DAVID HILEMAN, SALES MANAGER

David has over 15 years media experience mainly in the broadcast and cable industry focusing on advertising sales. He was most recently General Manager at Georgia Eagle Media in Warner Robins, GA and prior to that was the General Manager at KQDS TV FOX 21 in Duluth, MN. David is committed to help advertisers grow their business by effectively advertising in Duluth Superior Magazine and City of Duluth Quarterly Magazine.



ROBERT LILLEGARD, WEB / CALENDAR EDITOR

Robert joined our staff after graduating from the College of St. Scholastica in Duluth. As our web and calendar editor, Robert spends much of his time researching the incredible variety of events this area has to offer. He is also a seasoned writer, having contributed to many publications including Trail Runner and the Duluth News Tribune, and writes stories for each issue of DSM.

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COLUMNISTS + CONTRIBUTORS

Tony Bennett
David Boe
Marina Buscaglia
Charlotte Crowley
Mark Fitzgibbons
Chris Godsey
Jim Heffernan
Frank Kohoutek
Sean Lewis
Rebecca Lindquist
Asha Long
Patty McNulty
Sandra Nelson
Kim Randolph
Brian Rauvola
Duke Skorich
Markand Thakar
David Worley
Janelle Wourms



Editorial Calendar

DULUTH ~ SUPERIOR MAGAZINE SPECIAL SECTION Editorial Schedule 2012



JANUARY ~ MUSHING IN THE NORTHLAND

A focus on a quintessential northern sport, dogsledding. An insider's look at the Iditarod, learning to mush here at home. 10 things to know about the Beargrease, and stylish outerwear to look great on the back of the sled.

FEBRUARY ~ TOP DOCS

One of our most popular issue of the year, the best physicians in the Northland, voted on by their peers. Also included, a focus on health-related articles, including 30 ways to feel better today.

MARCH ~ THROW THE PERFECT PARTY

Everything you need to throw the perfect party, whether it's a dinner party for five or a banquet for 500. The top venues, ideas for table accents and party themes, tips from local experts.

APRIL ~ BEST OF

Readers vote on their favorite local restaurants, shops, hotels, outdoor activities and more.

MAY ~ HOME, GARDEN, OFFICE

The hottest new trends for your home, garden and office spaces.

JUNE ~ WATER

In our land of 10,000 lakes (and one Great Lake) water is vital to life here in Duluth ~ Superior. We'll focus on both the importance and the fun of water, including articles about this area's water quality and water sports, such as

sailing, boating, kayaking.

JULY ~ DESTINATION DULUTH

Visiting, living and working in the Twin Ports: Why it's a great place to be. We'll also highlight 50 Reasons We Love Duluth ~ Superior, and focus on why we should be an arts destination for summer travelers.

AUGUST ~ FOOD

Duluth ~ Superior's superstar chefs share their recipes in this highly popular yearly feature.

SEPTEMBER ~ SPIRITUALITY AND HEALTH

Ways we can live our best lives here in Duluth ~ Superior. 30 ways to start living a healthier lifestyle, yoga classes in the Twin Ports, a health makeover at Essentia.

OCTOBER ~ TOP LAWYERS

A popular annual issue in which area lawyers vote on the best of the best of their peers. The accompanying feature focuses on crime and safety in Duluth Superior.

NOVEMBER ~ GIFT GIVING

Ideas for gifts for family and friends with a focus on shopping locally. Also, we'll offer ideas for the perfect Thanksgiving.

DECEMBER ~ MAGICAL HOLIDAYS

Romantic lodge destinations, holiday memories by our columnists, great things to do during the holiday season here in Duluth ~ Superior.



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At a Glance

STANDARD DISPLAY 2012 RATES

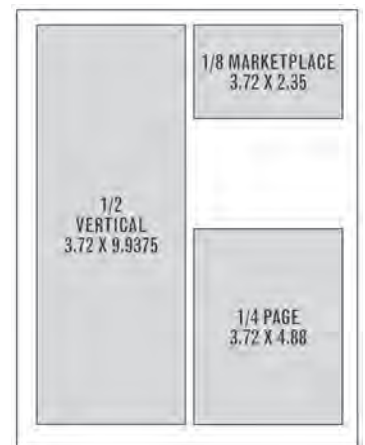
FULL COLOR	1x	3x	6x	12x
Full page	\$2380	\$2188	\$1890	\$1750
2/3 page	\$1888	\$1690	\$1546	\$1388
1/2 page	\$1640	\$1478	\$1383	\$1236
1/3 page	\$936	\$840	\$744	\$688
1/4 page	\$676	\$623	\$582	\$539
1/6 page	\$542	\$505	\$480	\$396
1/12 page	\$282	\$242	\$225	\$204
4-page Spread	\$8568	\$6854	\$6169	\$5552
2-page Spread	\$4046	\$3236	\$2913	\$2622
1/2-page Spread	\$2788	\$2230	\$2007	\$1806

NATIONAL DISPLAY 2012 RATES

FULL COLOR	1x	3x	6x	12x
Full page	\$4760	\$4376	\$3780	\$3500
2/3 page	\$3776	\$3380	\$3092	\$2776
1/2 page	\$3280	\$2956	\$2766	\$2472
1/3 page	\$1872	\$1680	\$1488	\$1376
1/4 page	\$1352	\$1246	\$1164	\$1078
1/6 page	\$1084	\$1010	\$960	\$792
1/12 page	\$564	\$484	\$450	\$408
4-page Spread	\$17136	\$13708	\$12338	\$11104
2-page Spread	\$8092	\$6472	\$5826	\$5244
1/2-page Spread	\$5576	\$4460	\$4014	\$3612

2012 ISSUE & CLOSING

Issue	CLOSING DATE	DIGITAL DEADLINE	ON NEWS-STAND
January	Nov. 23	Nov. 30	Dec. 28
February	Dec. 28	Jan. 4	Jan. 30
March	Jan. 25	Feb. 1	Feb. 29
April	Feb. 22	Feb. 29	Mar. 28
May	Mar. 21	Mar. 28	Apr. 27
June	Apr. 18	Apr. 25	May 25
July	May 23	May 30	Jun. 27
August	Jun. 20	Jun. 27	Jul. 26
September	Jul. 25	Aug. 1	Aug. 29
October	Aug. 22	Aug. 29	Sep. 28
November	Sep. 26	Oct. 3	Oct. 26
December	Oct. 24	Oct. 31	Nov. 28



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Specialty Rates

MARKETPLACE ADVERTISING RATES

FULL COLOR	1x	3x	6x	12x
Full page	\$2052	\$1969	\$1701	\$1575
2/3 page	\$1699	\$1521	\$1391	\$1249
1/2 page	\$1476	\$1330	\$1245	\$1112
1/3 page	\$842	\$756	\$670	\$619
1/4 page	\$400 per insertion – No bulk discounts			
1/8 page	\$200 per insertion – No bulk discounts			

MARKETPLACE ADVERTISING— The perfect place for your price and item ads, real estate or automotive offers. A display classified section that gets readers' attention in a highly visual format designed to be readily affordable for smaller enterprises and service companies.

Marketplace is strategically placed in the final pages of Duluth ~ Superior magazine so that readers can easily find it month after month. Located next to the extremely popular Scene At-Large pages, your ad is sure to get the attention it deserves by an estimated 52,500 readers each month.

Regular display ad sizes are also available in Marketplace for a 10% discount from ROP (run of publication) rates.

DIRECTORY SPECIAL ADVERTISING — Opt for a listing enhancement in any of our CALENDARS, the LODGING DIRECTORY or the DINING GUIDE for only **\$50/MO**. This logo enhancement to your listing is limited on availability and space, so reserve your listing now or do a bold logo listing for the low cost of **\$75/MO**. This breaks your listing from the body of the text and places it in a box near your normal listing area. Pick and choose the months you want to go enhanced or display your logo or use it as an attention grabber year round.

E-ADVERTISING —

E-NEWSLETTER — \$250.00 A MONTH

Include your ad in our weekly e-newsletter blasts to more than 1,600 e-blast subscribers. The e-newsletter open rate of 70% guarantees your ad will be seen.

EXPAND YOUR AUDIENCE WITH A WEB DIRECTORY AD

With powerful local directories for dining, lodging, shopping and more, advertisers have a way to highlight their business with either a premium or featured business listing on both our website and our app. Call your DSM sales rep or check our website directories for details.

Premium Listing:

3 Photos, business description and details. Point-and-

click updating as often as you like. Highlighted in search results in your category. \$50 (net)

Featured Listing:

All premium listing benefits plus; Highlighted in preferential right hand position. Highlighted at the very top of search results in your category—above premium listings. \$100.00 (net)

ADDITIONAL INFORMATION

PRODUCTION CHARGES Makeup and typesetting charges will be billed at the rate of \$85.00 / hour for layout and design in addition to the insertion rate as specified above based on the total number of insertions.

LATE CHARGES Advertisers may be subject to a \$25 charge if ads are submitted past published digital deadline. A 1.5% charge will be applied to any invoices outstanding after 30 days.

BILLING All charges for advertisements are billed on publication. 15% commission allowed to recognized advertising agencies if:

- 1) Invoice is paid within 30 days
- 2) Art is submitted camera-ready
- 3) Agency assumes liability for payment of the account.

APPROVAL New Ventures Publishing Corp. reserves the right to refuse to publish any advertisement for any reason.

INDEMNITY Advertiser hereby indemnifies and holds New Ventures Publishing Corp. harmless from and against any legal claims by any third party based on advertising appearing in Duluth ~ Superior Magazine. Advertiser will be solely responsible for content of their ads including any errors appearing in the magazine.

CANCELLATION An advertiser may cancel his advertisement at any time prior to the closing deadline but ad charges will be prorated to the earned rate if that cancellation results in contract not being fulfilled for number of insertions agreed to.

PREMIUM PLACEMENT Special advertising placement is available at an extra surcharge of 10% to 20% depending on placement requested.

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Specs & Rates

ADVERTISING SUBMISSION SPECS & RATES FOR ONLINE

DIGITAL FILE SPECIFICATIONS (GIF, JPG OR SWF REQUIRED)

AD UNIT FILE SIZE

- TIFFANY SPOT – 728 pixels x 90 pixels – **\$350**
- HOMEPAGE SQUARE RIGHT – 300 pixels x 250 pixels – **\$225**
- HOMEPAGE VERTICAL RIGHT – 300 pixels x 600 pixels – **\$400**
- HOMEPAGE LEFT RAIL 1 – 160 pixels x 600 pixels – **\$225**
- HOMEPAGE LEFT RAIL 2 – 160 pixels x 300 pixels – **\$150**
- ISLAND HOMEPAGE CENTER – 468 pixels x 60 pixels – **\$225**
- VIDEO RIGHT RAIL – **\$250 per Month / \$75 per Week**
1-2 minute video clip recommended. 4 minute maximum clip.
- LANDING PAGE SQUARE RIGHT – 300 pixels x 250 pixels – **\$175**
- LANDING PAGE VERTICAL RIGHT – 300 pixels x 600 pixels – **\$300**
- LANDING PAGE RIGHT RAIL 1 – 160 pixels x 600 pixels – **\$200**
- LANDING PAGE RIGHT RAIL 2 – 160 pixels x 300 pixels – **\$100**
- ISLAND LANDING PAGE CENTER – 468 pixels x 60 pixels – **\$200**
- SCENE LANDING PAGE BOTTOM BANNER – 728 pixels x 90 pixels – **\$150**

All files should be 150K or less with the exception of the video.

LENGTH OF RUN: ONE MONTH

Animation: Animated gifs with 3 time loop maximum.

Link information: Every banner must have a URL.

Alternative Text: A maximum of 25 characters with spaces.

FILE REQUIREMENTS

Digital-Ready Advertising (Animated and Static)

- Must be submitted minimum one week prior to month it is scheduled to be online
- Accepted media includes GIF, JPG or SWF
- We will be applying a one pixel border around all ads

ANIMATED FILE REQUIREMENTS

- 15 Seconds, 3 Time Loop Maximum
- Flash Files must be exported as V.6 or lower.
- Flash Files must have this click tag embedded in the button:

```
on (release) {
  getURL(url,window=""_blank");
}
```



IN HOUSE PRODUCTION AVAILABLE

Ad materials including concept, copy, and url are due ten business days prior to campaign launch date.

We do not supply Animated ads.

Third party ads and verification accepted.

SEND MATERIALS TO:

David Hileman – davidh@duluthsuperiormagazine.com – (218)390-2879

Note: All files submitted after the scheduled due date will be subject to a late fee. Call our advertising representatives for more information.

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File Specification

ADVERTISING SUBMISSION SPECIFICATIONS FOR PRINT

DIGITAL FILE SPECIFICATIONS (PDF/X-1A REQUIRED)

- All furnished PDF files must comply with PDF X-1a specifications (detailed at pdf-x.com)
- The PDF version should be either 1.3 or 1.4.
- All high-resolution images and fonts must be included when the PDF/X1a file is saved.
- Images must be SWOP (CMYK or Grayscale - No Spot Colors), TIFF or EPS between 300 and 400 dpi. No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.
- Fonts can be Type 1, Open type, or TrueType fonts. Multiple Master fonts are not recommended.
- Do not menu-style your fonts.
- Total color area density should not exceed SWOP 290%
- Do not submit CT/LW, TIFF-IT, or DCS files embedded in a PDF “wrapper” (PDF to go).
- Ensure that all image, art, tint and type elements are set to knock out or overprint as desired
- The ad should be right-reading, in portrait mode, at 100% size, and no rotations.
- Exporting a PDF from InDesign is not recommended. Composite fonts (also known as CID or “Identity-H” fonts) have been known to have problems from time to time. It is best to avoid them. If a customer accepts files from advertisers which contain composite fonts, or export PDFs from any version of InDesign which converts all fonts to the composite format, there is a risk that the fonts will not image correctly.
- DO NOT export as PDF from Quark (5 or 6). Instead write to a postscript file from the native application and distill into a PDF using Adobe Acrobat Distiller using the correct job options.
- It is recommended that the PDF file be certified PDF X-1a using a PDF preflight utility. PDF certification utilities included:
Adobe Acrobat Professional versions 7 and 8
Apago Check Up
Enfocus Instant PDF
Enfocus Pitstop
- Online assistance for creating PDF X1-a files can be found at www.adfixer.com
- For PDF/X1a file creation instructions, downloads and further information, see Making a PDF

NATIVE APPLICATION FILE REQUIREMENTS

- Our production software is Adobe InDesign CS4. Any previous versions would need to be brought up to this version.
- High resolution copies of all component files and resources (linked EPS and TIFF ../images) must be included with the final application file.
- All fonts must be supplied with the job.
- Fonts can be Type 1, Open type, or TrueType fonts. Multiple Master fonts are not recommended.
- Be sure to supply fonts used by EPS graphic images to ensure type quality.
- Do not menu-style your fonts.
- Define all colors as CMYK builds unless the color will print as a spot color on press.
- Do not save TIFF or EPS files with embedded color management profiles.
- RGB, LAB, and ICC based colors are not allowed.
- Hairline rules should not be used.
- Ensure that all image, art, tint and type elements are set to knock out or overprint as desired.



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