

# DID YOU KNOW?

## **"Magazines: The Safest Bet in Advertising"**

Advertising Age reported in October 2006 that magazines are "the safest bet" in advertising, according to new third-party research conducted by Marketing Evolution.

## **"Magazines Outperform TV and Online in Driving Purchase Intent"**

Marketing Evolution reported in 2007 that magazines are the most consistent performer in the purchasing chain, outperform other media in driving purchases and play a key role in consumers' purchasing decisions and in the overall performance of marketing campaigns.

## EIGHT GREAT REASONS

*to join Indian River as an advertiser*

### **1** *We're the Biggest*

With a readership of more than 30,000, Indian River Magazine is the most widely read magazine on the Treasure Coast. Our combination of paid and complimentary circulation in Martin, St. Lucie and Indian River counties increases the profile and reach of our advertisers.

### **2** *We're the Best Value*

Even though we distribute more magazines to more readers, our rates beat the published rates of our competitors.

### **3** *We're Quality*

Check out our photography and editorial against our competitors. We give readers more of what they want. Our editorial content always exceeds our advertising – *a ratio that ensures your advertising gets the most bang for your buck.*

### **4** *We Reach the Demographic Advertisers Want*

Our circulation model ensures that our magazine appears in the mailboxes of people in Indian River, Martin and St. Lucie with the most spending power. Our mailing list samples households with the highest disposable incomes in Indian River, St. Lucie and Martin counties.

### **5** *We're Part of a Growing Trend*

As more readers abandon newspapers (New York Times, April 28, 2008) magazines are enjoying an increase in readership, according to a 10-year study by Mediamark Research Inc. Readers spend more

time with magazines, keeping them on the coffee table for months instead of throwing them away by the end of the day.

### **6** *We're Everywhere*

Indian River is available for purchase at newsstands from Sebastian to Palm City and is distributed free at scores of businesses throughout the three counties, from hotels and restaurants to automobile dealerships. We also supply ample copies of the magazine to medical waiting rooms throughout the Treasure Coast.

### **7** *We're at More Events*

From book fairs and art festivals, we're at more events. Our special distributions in 2008-2009 included appearances at Vero Beach Book Festival, Backus Art Festival in Fort Pierce, Art Under the Oaks Festival in Vero Beach, Fort Pierce Boat Show, Treasure Coast Home Show, Downtown Stuart Art Festival, Treasure Coast Opera and numerous other events. We also promote Indian River through WQCS-FM radio and the Adventon Advertising Billboard truck.

### **8** *We're a Community*

When you become an advertiser in Indian River, you become part of a community of advertisers and readers who are elevating the stature of the Treasure Coast by reflecting the beauty of the region and the best that the area has to offer.

