



Consider the difference Indian River

THE ONLY LOCAL GLOSSY MAGAZINE WITH CONCENTRATED CIRCULATION ON FLORIDA'S TREASURE COAST

OUR MARKET

Indian River is the only general interest magazine that serves the entire Treasure Coast of Florida, from Sebastian in the north to Hobe Sound in the south. *Indian River's* coverage area includes Vero Beach and Stuart/Port St. Lucie, which rank in the top 25 percentile of nationwide households with more than \$1 million in investable assets. *Indian River's* combination of paid and complimentary subscriptions to the highest-income households in the region ensures that the magazine reaches consumers with the most buying power. *Indian River* is deliv-

ered to hundreds of CEOs and business owners, enhancing its stature as one of the most influential media on the Treasure Coast. Because of the market served, the magazine has a heavy focus on coastal living. *Indian River's* features on the history of the region give it a keepsake quality that separates it from competitors. The magazine is divided into departments that include features in every issue on homes and interiors, gardening, dining, cooking, health, boating, fishing, golf, music and art. The magazine also boasts an extensive society section.

DISTRIBUTION

Our Press Run – TOTAL 15,000 COPIES

- 10,000 copies are mailed complimentary to high-income households and to paid subscribers.
- 5,000 copies are available for sale at retail outlets and distributed free to advertisers and at special events.
- Press run reports, postal receipts gladly made available.

Our Mailing List

Our mailing list comes from Claritas Inc. of LaJolla, Calif. The list targets households exceeding \$100,000 in income. Claritas bases the list on Experian credit reports and other data. Copies are also distributed for use in waiting areas of doctors' offices, legal offices, car dealers, restaurants and hotels.

Sampling of Distribution Sites

INDIAN RIVER COUNTY: Books a Million, Waldenbooks, Vero Beach Book Center, Village Beach Market, Chuck's News Stand, Corey's Pharmacy, Driftwood, Ocean Grill Gift Shop, Mel Fisher Museum in Sebastian, Panera Bread.

ST. LUCIE COUNTY: Smithsonian Marine Exhibit, Brass Pipe, St. Lucie Historical Museum, UDT-Navy Seal Museum, Mervis' Café, Cobb's General Store, Java Charlie's, Manatee Exhibition Center, Heathcote Botanical Garden, Spunky's Surf Shop, PGA Golf Shop, Oceanside Pharmacy, Seaway Market.

MARTIN COUNTY: Barnes & Noble Booksellers, Borders Books, Hutchinson's Gallery, Milam's Market, Stuart Fine Foods in Palm City, Martin County Cultural Center, Dolphin Bar Gift Shop, Elliott Museum, Florida Oceanographic Coastal Center.

