

# Indian River

MAGAZINE

...a treasure to read

A MAGAZINE FOR AND ABOUT ST. LUCIE, MARTIN AND INDIAN RIVER COUNTIES

## ADVERTISING RATES (per issue)

5 Issues	Single issue
Full Page.....\$1,250	Full Page.....\$1,550
Half Page.....\$760	Half Page.....\$950
Quarter Page...\$565	Quarter Page..\$700

All rates include advertising design. First 12 pages carry 10% premium. Special rates available for fold-outs, reply cards, inserts and reprints. Multiple copies available for distribution to advertisers at cost. Request must be made before printing.

## PUBLISHING SEASON

### PUBLICATION DATES

Oct. 1, 2010.....	Sept. 1
Nov. 20, 2010.....	Oct. 20
Jan. 25, 2011.....	Jan. 10
March 1, 2011.....	Feb. 1
May 1, 2011.....	April 1

### ADVERTISING DEADLINES

## EDITORIAL CALENDAR

Each issue of *Indian River* is packed with features that celebrate the unique lifestyle on the Treasure Coast. Issues typically include stories on art, music, dining, decorating, gardening, boating fishing, golf and the social scene. In addition, each issue also has special sections devoted to specific topics.

- October** -- This issue contains our annual Treasure Coast Medical Report, which features stories on some of the most important medical trends in the region and profiles area physicians.
- Nov/Dec** -- Our annual "season" issue provides a preview of the season ahead in art, music and theater. This popular issue also contains holiday celebration features along with a holiday gift guide.
- January**-- This issue, printed on 100 percent recycled paper, focuses on the environment and the people who are working to save it.
- March** -- Our Home Edition features a special section on home interiors and profiles outstanding homes on the Treasure Coast. The March issue also contains our highly popular Trends in Education section.
- May** -- Our annual outdoor living and summer fun issue celebrates the summer and includes an extensive section on boating.



## EDITORIAL DEPARTMENTS

- |                             |             |
|-----------------------------|-------------|
| HOMES OF THE TREASURE COAST | COMMUNITIES |
| DINING OUT                  | GARDENS     |
| COOKING                     | BOATING     |
| WINE & SPIRITS              | FISHING     |
| HEALTH                      | GOLF        |
| ARCHITECTURE                | THEATER     |
| DECORATING                  | ART         |
| SOCIETY                     | MUSIC       |

Indian River

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