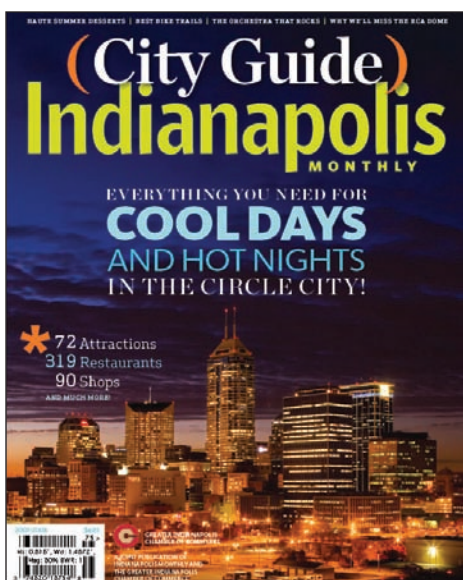


SPECIAL PUBLICATIONS



City Guide

Everything you need to know about Indianapolis in one magazine—that's City Guide. This publication is a complete resource of the city's dining, shopping, schools, sports, sights, neighborhoods, hospitals, top employers and more. Produced by Indy's premier lifestyle publication and the Greater Indianapolis Chamber of Commerce, City Guide delivers valuable information to residents and visitors alike through hundreds of detailed listings, from museum descriptions to essential numbers and addresses of city-provided services. *Indianapolis Monthly* subscribers receive City Guide, along with new residents compliments of their real estate agent. Additionally, 10,000 copies are distributed by the Greater Indianapolis Chamber of Commerce.

AD CLOSING – March 28

PRODUCTION ART DUE – April 4

CAMERA READY ART DUE – April 11



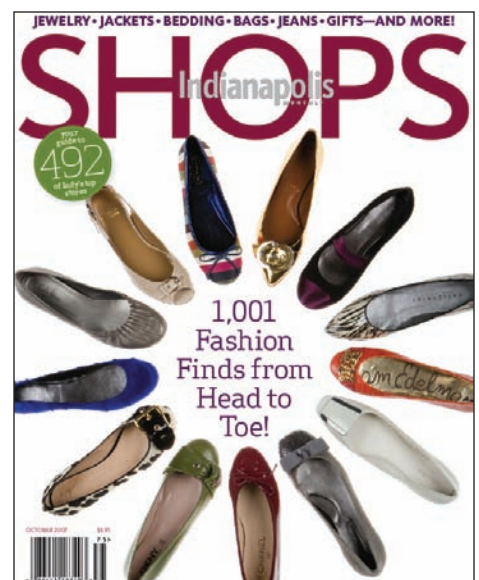
Menu Guide

Don't settle for getting your restaurant's name out there--get your menu out there, too. The *Indianapolis Monthly* Menu Guide is a premier dining resource that readers refer to again and again throughout the year. Menu Guide includes dozens of current menus from the city's top restaurants, and each also features: the restaurant's location(s), price range, reservation and credit-card information, house specialties, entertainment offerings, availability of kid's menus and more. These details combine to give residents, newcomers and visitors a convenient dining reference for easy planning. *Indianapolis Monthly* prints 48,000 copies of Menu Guide for its subscribers and newsstand buyers throughout the city and surrounding communities.

AD CLOSING – October 24

PRODUCTION ART DUE – October 27

CAMERA READY ART DUE – October 31



Indy Shops

We love it when readers say they haven't heard of some of the stores listed in Shops. We know about all of the fabulous stores in and around the city, and we provide detailed descriptions of the very best ones in Shops, published each October. It's the ultimate resource for Indy shoppers, whether they're looking for something specific or just a dose of retail therapy. More than 41,000 copies of *Indianapolis Monthly* Shops will be sold on area newsstands and direct-mailed to all *Indianapolis Monthly* subscribers. Promotional ads will run in the preceding issues of *Indianapolis Monthly* and on local radio to drive the market to the newsstand for what will be the shopping list no one will want to miss.

AD CLOSING – September 5

PRODUCTION ART DUE – September 12

CAMERA READY ART DUE – September 15

PROFILE OF PRIMARY READER

HOUSEHOLD INCOME

61% of all *INDIANAPOLIS MONTHLY* subscribers have a household income of \$100,000 or more.

Average household income: \$179,400
Median household income: \$118,200
25% of *IM* readers are millionaires

	<i>IM</i>	SMM*	Index**
\$200,000 or more.....	18%	3%	552
\$150,000-\$199,999.....	13%	5%	274
\$100,000-\$149,999.....	30%	12%	261
\$75,000-\$99,999.....	14%	13%	104
\$50,000-\$74,999.....	15%	20%	67
\$40,000-\$49,999.....	3%	10%	34
\$30,000-\$39,999.....	4%	11%	34
\$20,000-\$29,999.....	3%	11%	24

AGE

55% of *INDIANAPOLIS MONTHLY* subscribers are between the ages of 25-54, the age group with the greatest spending power.

25-34.....	10%
35-54.....	45%
55 and older.....	44%

GENDER

Female.....	60%
Male.....	40%

OCCUPATION

INDIANAPOLIS MONTHLY subscribers are mostly white-collar professionals, one out of five are business owners or partners.

	<i>IM</i>	SMM*	Index**
Professional.....	40%	21%	194
Managerial.....	31%	15%	210
Business/Financial Ops.....	11%	4%	309
Healthcare Practitioners.....	13%	5%	240
Owner/Partner.....	20%	11%	190

EDUCATION

INDIANAPOLIS MONTHLY subscribers are almost four times more likely than the total U.S. adult population to have earned a post-graduate degree.

	<i>IM</i>	SMM*	Index**
Attended and/or graduated from college.....	89%	52%	169
Post-grad degree.....	33%	8%	393

NET WORTH OF SUBSCRIBERS

INDIANAPOLIS MONTHLY subscribers average a net worth of \$802,500.

\$1,000,000 or more.....	25%
\$600,000-\$999,999.....	16%
\$300,000-\$599,999.....	27%
\$100,000-\$299,999.....	29%

DINING & ENTERTAINMENT

INDIANAPOLIS MONTHLY subscribers enjoy the finer things in life - 74% of all subscribers dined at a specific restaurant seen in the magazine, on average spending \$112 per dining experience.

Dined at a specific restaurant seen in the magazine.....	74%
Consumed wine in the past six months.....	78%
Find restaurant ads helpful when planning to dine out.....	76%

TOPICS

The following are topics which subscribers have indicated as high interest.

Local issues/events/people • Restaurant reviews • Reviews of art/movies • Travel • Home decorating and design • Health & Beauty • Shopping • Fashion • Sports • Medical • *Indianapolis Monthly* Dream Home

RECREATIONAL ACTIVITIES

Fitness walking.....	80%
Gardening.....	62%
Swimming.....	43%
Bicycling.....	32%
Visited a spa.....	31%
Running/Jogging.....	20%

HOME & REAL ESTATE

Average current value of primary residence: \$312,100

94% of *INDIANAPOLIS MONTHLY* subscribers are homeowners looking for quality products and new ways to update their living space. *INDIANAPOLIS MONTHLY* subscribers are six times more likely than the average household to own a second home or vacation home.

Nearly four out of every ten subscribers plan to remodel or renovate their home in the next year.

- Subscribers spent an average of \$36,300 on home remodeling/renovation in the past year.
- Subscribers with household incomes of \$150,000+ spent an average of \$85,000.

JEWELRY

Almost 40% of all subscriber households purchased fine jewelry in the past twelve months. On average, subscribers spent \$2,308 on fine jewelry purchases.

	<i>IM</i>	SMM*	Index**
Purchased fine jewelry.....	38%	25%	220
Spent \$1,000 or more.....	50%	12%	417

SHOPPING

96% of subscriber households purchased apparel in the past twelve months, spending an average of \$2,728. Thirty-two percent shopped in a store as a direct result of reading *INDIANAPOLIS MONTHLY*.

Items purchased in the past 12 months	
Clothing.....	96%
Home Furnishings.....	80%
Electronics.....	57%
Fine Art.....	13%

*SMM - Standard Midwest Market: Reflects the comparative percentage for the entire Midwest Marketplace.

**Index - Reflects the factor by which *IM* readership compares to the entire Midwest Marketplace.

All information is based on a 2006 MRI Study.



DISPLAY ADVERTISING RATES

**For advertising rate information,
please contact Keith Phillips
at (317-684-8320)**

▶ ADVERTISING DEADLINES

Indianapolis Monthly

JANUARY

Ad Closing.....Nov. 14
Production Art Due.....Nov. 20
Camera Ready Art Due.....Nov. 26

FEBRUARY

Ad Closing.....Dec. 14
Production Art Due.....Dec. 20
Camera Ready Art Due.....Dec. 26

MARCH

Ad Closing.....Jan. 14
Production Art Due.....Jan. 21
Camera Ready Art Due.....Jan. 25

APRIL

Ad Closing.....Feb. 14
Production Art Due.....Feb. 20
Camera Ready Art Due.....Feb. 25

MAY

Ad Closing.....March 14
Production Art Due.....March 20
Camera Ready Art Due.....March 25

JUNE

Ad Closing.....April 14
Production Art Due.....April 21
Camera Ready Art Due.....April 25

JULY

Ad Closing.....May 14
Production Art Due.....May 20
Camera Ready Art Due.....May 26

AUGUST

Ad Closing.....June 13
Production Art Due.....June 20
Camera Ready Art Due.....June 25

SEPTEMBER

Ad Closing.....July 14
Production Art Due.....July 21
Camera Ready Art Due.....July 25

OCTOBER

Ad Closing.....Aug. 14
Production Art Due.....Aug. 20
Camera Ready Art Due.....Aug. 25

NOVEMBER

Ad Closing.....Sept. 15
Production Art Due.....Sept. 22
Camera Ready Art Due.....Sept. 25

DECEMBER

Ad Closing.....Oct. 14
Production Art Due.....Oct. 20
Camera Ready Art Due.....Oct. 27

Special Publications

CITY GUIDE

Ad Closing.....March 28
Production Art Due.....April 4
Camera Ready Art Due.....April 11

INDY SHOPS

Ad Closing.....Sept. 5
Production Art Due.....Sept. 12
Camera Ready Art Due.....Sept. 15

MENU GUIDE

Ad Closing.....Oct. 24
Production Art Due.....Oct. 27
Camera Ready Art Due.....Oct. 31

▶ ADVERTISING SUBMISSION

Mechanical Requirements

TRIM SIZE: 8 X 10.5 PRINTING PROCESS: Web offset BINDING: Perfect bound

AD MATERIAL: Electronic or PDF files LINE SCREEN: 133

Standard Advertising Sizes

Full page (trim size)	8 X 10.5
Full page bleed	8.25 X 10.75
Live area not to exceed	7.5 X 10
Full page (no bleed)	7 X 9.5
2/3 page	4.5 X 9.5
1/2 page (vertical)	4.5 X 7
1/2 page (horizontal)	7 X 4.5
1/3 page (vertical)	2.25 X 9.5
1/3 page (square)	4.5 X 4.5
1/6 page (vertical)	2.25 X 4.5
1/6 page (horizontal)	4.5 X 2.25
2 page spread (trim size)	16 X 10.5

Digital File Requirements

- *Indianapolis Monthly* will accept digital advertising in the following programs: QuarkXPress (4.1, 5 or 6.0 files collected for output with fonts and images); Illustrator (all text converted to outlines and images imbedded); Photoshop (CMYK tiff or eps formats); InDesign or **in the preferred format of an Adobe Acrobat PDF (CMYK images and fonts imbedded)**.
- All files received **MUST BE** Macintosh compatible. Any digital file requiring alterations and/or adjustments to ensure printability will incur a production charge. Any file sent camera ready will be referred to a service bureau and the client will pay the charges to have file scanned to a usable resolution.
- All ads must match the ad size specifications printed in this media guide and **must be accompanied by a color proof**.
- *Indianapolis Monthly* is not responsible for output errors or inconsistencies in ads received without a high-resolution color proof.
- Image resolution must be no smaller than 300 dpi (dots per inch).
- All ads must come in digital form. They can be supplied on Zip disk, CD, DVD or sent via email (ads@indymonthly.emmis.com) or placed on our FTP site. We cannot accept files larger than 3MB via email. Call your account executive for details about placing ads on the FTP site.

Digital Camera Images

- Digital camera images must be shot with a minimum of a 3 megapixel camera and sent in its original file format.
- *Indianapolis Monthly* will convert the color format from RGB to CMYK and adjust the file resolution.
- Due to resolution and quality requirements a single image will only reproduce up to a 1/2 page single image advertisement. A single digital camera image is not acceptable for a full page single image advertisement.

Production

- Conversion of original material will be billed at publisher's cost.
- Scanning: Original artwork will be kept until the magazine is published. If the artwork needs to be returned prior to publication, please notify the account executive. If you would like a single image from a magazine layout or brochure, do not cut out the image. Supply the entire image and we will remove the background. Original artwork must be flexible and no larger than 19 X 24 inches.
- Provide specific colors for logos (i.e. Pantone or CMYK).
- Stock photography is available for a \$50 fee.

Ad Shapes

