



THE MAGAZINE OF LIFESTYLE & LEISURE

Published four times a year, Views Magazine has a clear mission: to be a timely, appealing and authoritative publication of the affluent lifestyle. Whether focusing on the dramatic beauty of the Appalachian Mountains, or displaying the appeal of a new coastal golf course destined to be a classic, Views Magazine always includes attractively designed layouts of articles by the best journalists. Photo essays by the most accomplished photographers are regularly highlighted.

Features include: personalities, fashion, business, interior design, home communities, specialty retail, attractions, resorts, lodging, outdoors, food and dining, and the art scene. The circulation of the magazine includes subscribers throughout the Southeast, with additional distribution throughout North Carolina, South Carolina, Georgia, and Florida at many private golf clubs, resorts, and specialty hotels.

The readers of the magazine are highly educated, successful, and they frequently travel. Golf, tennis and boating are preferred recreational pursuits of the readers and these activities are reflected in the editorial content of Views Magazine. Eight years of positive response from readers has proven that Views Magazine delivers interesting information in an award-winning design format. The production standards of the magazine make it a coffee-table publication that readers keep and return to again and again. An advertising message in Views Magazine reaches an audience that can afford to choose what they want and that enjoys demonstrating their resources.

Regards

Bill Hemmer
Publisher

IEWS

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Email: hemmer@hemc.net www.viewsmagazine.com

SPECIFICATIONS

Mechanical Requirements:

Full Page Trim Size	8.375" x 10.875"
Bleed Allowance	1/8 "
Lines Per Inch	133
Printing Process	Web
Binding Method	Saddle Stched

Special Positioning:

Positioning of advertisements is at the discretion of the publisher. Any order specifying special positioning will be accepted at an additional charge.

Production Specifications:

Views Magazine is printed direct to plate. All advertising art submissions should be made in a digital format. All art should be saved and submitted at 100% of the final size and at no less than 300 dpi.

PDF files need to be saved in high resolution mode, with all source files saved as CMYK. Advertisers are encouraged to submit original art files.

All EPS files must be saved as CMYK with font and links embedded.

Insertion orders must be accompanied by a color proof of the artwork. If client does not provide a color proof Views Magazine cannot guarantee the quality or accuracy on press.

Views Magazine at an additional charge will provide art and design services to improve or create clients advertisement.

The final quality of the printed advertising will only be as good as the files that are submitted. Additional charges may be incurred if art files require correcting.

Views Magazine prefers that all files be delivered on CD-R but for convenience we will also accept files via e-mail under 5mb.

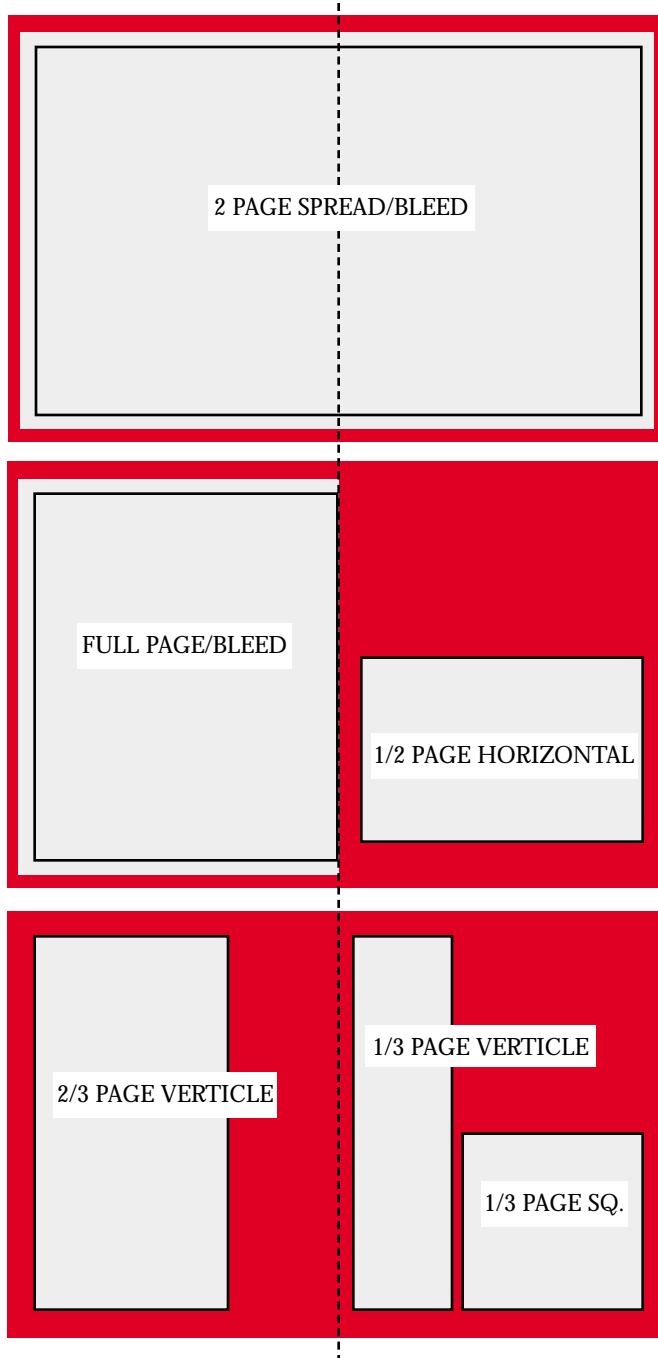
Specifications are subject to change without notice.

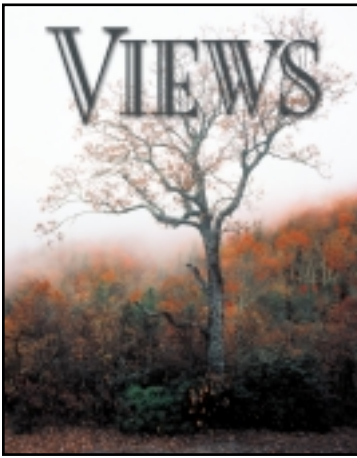
AD SIZE OPTIONS

Positioning of advertisements is at the discretion of the publisher. Any order specifying special positioning will be accepted at an additional charge.

Full Page	7-1/4" x 9-3/4"
2/3 Page Vertical	4-3/4" x 9-3/4"
1/2 Page Horizontal	7-1/4" x 4-3/4"
1/3 Page Square	4-3/4" x 4-3/4"
1/3 Page Vertical	2-1/4" x 9-3/4"

Trim Size	8-3/8" x 10-7/8"
Bleed Size	8-5/8" x 11-1/8"
Live Matter-Bleed Only	8-3/8" x 10-7/8"
Spread Bleed	17 " x 11-1/8"
Safety (from bleed)	5/8" x 5/8"





The Magazine of Lifestyle & Leisure

Views Magazine, published four times a year is read by some of the most affluent prestigious audiences. Our reader is one that is well educated, successful, and involved in their community. For more than seven years Views Magazine has provided its readers with appealing photography, interesting articles on everything from travel to decor to food, all within a publication designed to display the content as vividly as possible. Our readers have confirmed that they enjoy our approach to the good life.



CIRCULATION

2008

Total Circulation: 10,000

Frequency: 4x

Subscription Price: \$18.00

• 70% of our circulation includes the Highlands/Cashiers and surrounding areas. The remaining publication are distributed to parts of northeast Georgia, upstate South Carolina and selected locations in Florida.

• Private & Semi-Private Golf Courses & Resorts: Nearly 200 premier golf courses and resorts in Georgia, North Carolina, South Carolina & Florida are direct mailed Views Magazine.

• Direct Mailed: to the homes of subscribers and select qualified readers.

• Hotels & Resorts: Views Magazine is available in rooms, concierge desks and lobbies of many leading bed and breakfast, resorts and hotels located in western North Carolina and northeast Georgia.

• Special Distribution: Advertisers, art galleries, museums, performance halls and their venues will have available the publication to be handed out to select customers and patrons.

• Chambers of Commerce: Many offices in north Georgia, western North Carolina and select areas of upstate South Carolina welcome the publication for their visitors.

• Controlled Distribution: Targeted locations including banks and financial institutions, real estate offices, builder/developer offices, community sales centers, healthcare and information centers. Educational institutions, retail, art galleries and antique shoppes.

• Bonus Distribution: Additional special distribution throughout the year for charitable and cultural events.

ADVERTISING RATES

	Four-Color	2x	4x
Full Page	\$1,949	\$1,755	\$1,755
2/3 Page	\$1,449	\$1,342	\$1,342
1/2 Page horizontal	\$1,120	\$1,009	\$1,009
1/3 Page square	\$ 790	\$ 711	\$ 711
1/3 Page vertical	\$ 790	\$ 711	\$ 711
Covers			
Back Cover	\$2,629	\$2,454	\$2,454
Inside Front Left	\$2,519	\$2,333	\$2,333
Inside Front Right	\$2,519	\$2,333	\$2,333
Inside Back Left	\$2,519	\$2,333	\$2,333
Inside Back Right	\$2,519	\$2,333	\$2,333
Center Spread	\$4,632	\$4,387	\$4,387
Spread	\$3,547	\$3,199	\$3,199

CONTACT

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THE POWER OF MAGAZINES



Why do smart marketers embrace magazines?

- **Readership:** Magazine readers seek out their favorite publications because they are interested in the content and are seeking information or entertainment.

- **Response:** The prime prospects for most products are more likely to respond to a magazine ad than to a television commercial.

- **Believability:** Magazines rank among the most trusted and credible of all media, print or broadcast.

- **Usefulness:** Magazines satisfy the need to know in depth, and cater to specific interests.

- **Tangibility:** A magazine is a substantial purchase, offering long shelf life and high pass-along readership. Magazine ads can produce results six months and even a year after publication.

- **Efficiency:** Magazine rates are reasonable, especially considering their effectiveness at zeroing in on prime prospects.

- **Compatibility:** Magazines create an environment of their own. As a result, the advertiser purchases a frame of mind as well as a reference.

- **Accessibility:** Magazines aren't relegated to missed time slots. They will wait for their readers to return to them in their own good time.

Photo:
Courtesy of Atlanta
History Museum

Source:
Simmons Market Research Bureau



Why Views Magazine?

- The areas most affluent magazine audience.
- The areas proven leader for the past 8 years.
- Unsurpassed quality, award winning design.
- Luxury hotel, resort, golfing community distribution.

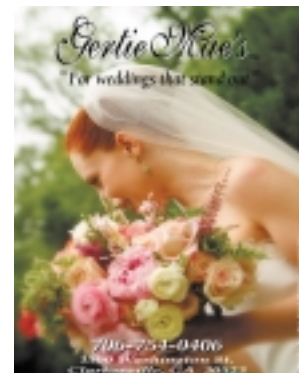
Why now? By planning your media budget today, you can lock in the lowest rates possible and learn about special issues, preferred positioning, and special sponsorship and marketing opportunities.



- **Internet Presence:** Multimedia advertising is proven to be a highly effective strategy for advertising your business. Gain maximum exposure to the Views Magazine audience and beyond by adding online banner ads, profiles & eBrochures to your advertising schedule.



- **Free Value-Added Advertorial:** Qualifying contract advertisers receive complimentary coverage in future issues.



- **Creative marketing options to make you stand out from the competition.**

- Custom publications
- Gatefold inserts
- Customized overprints
- Reprints of ads
- Reader response cards
- Sponsorship of special sections