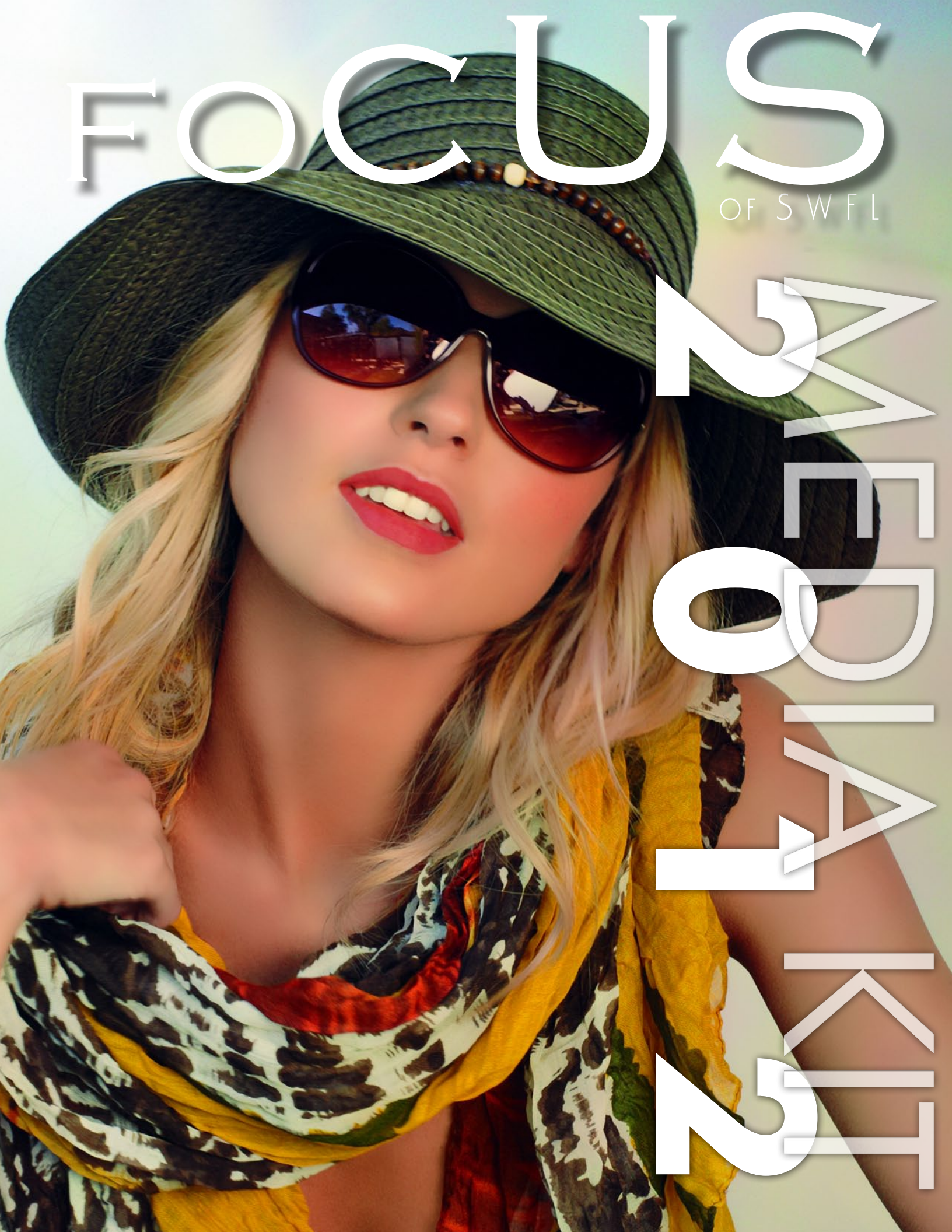


FOCUS

OF SWFL

WEDNESDAY KIT



FOCUS Magazine

OF SWFL

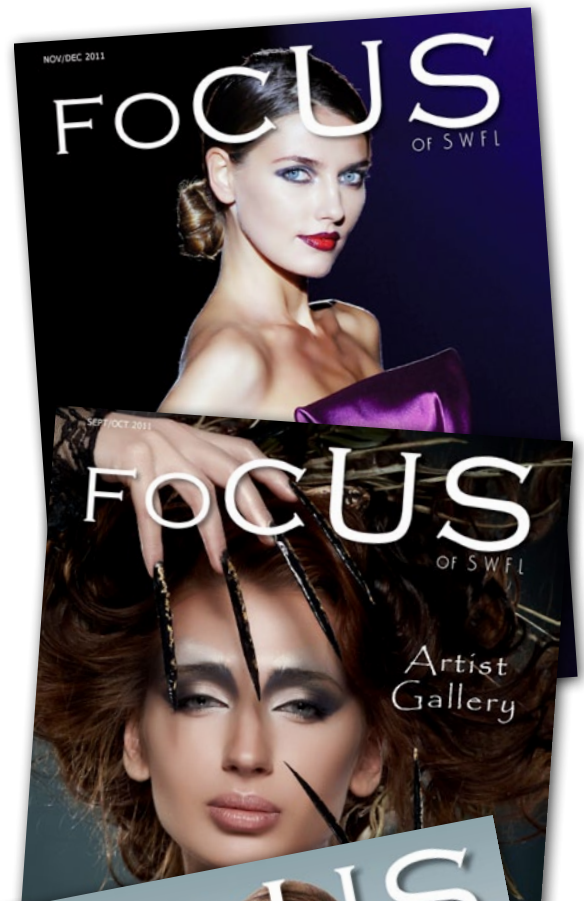
What is this all about... The people of Southwest Florida, its diversity within the many communities that makes it such a special place for so many. Our unique combination of in-depth profiles and numerous informative columns makes Focus Magazine of SWFL the only publication to cover all aspects of diversity throughout Southwest Florida.

There is so much culture that needs to be recognized and so many people of interest and success. Focus of SWFL aspires to share this diversity of Southwest Florida to its locals and visitors. We serve the individual, couple and family who likes to explore the diverse cultures that are represented within our sunny southwest region.

Focus of SWFL has quickly become the source for communicating informative opportunities throughout Southwest Florida. Our targeted publication delivers from Sarasota to Naples; no other publication (via Web or Print) comes close to offering you several areas of advertising that Focus Magazine does. From print to social networking, you can target your message to a huge universe of people that are interested in knowing more about your product or service.

The online presence is intensely focused and rich with content for everyone who enjoys the diverse resources of Florida.

Focus Magazine's target audience is solely towards the person who enjoys hearing about regional events and other tidbits that are involved in what's hot, translating the SWFL trends, inspiration, gift guides, people, destinations, beauty, fashion and more.



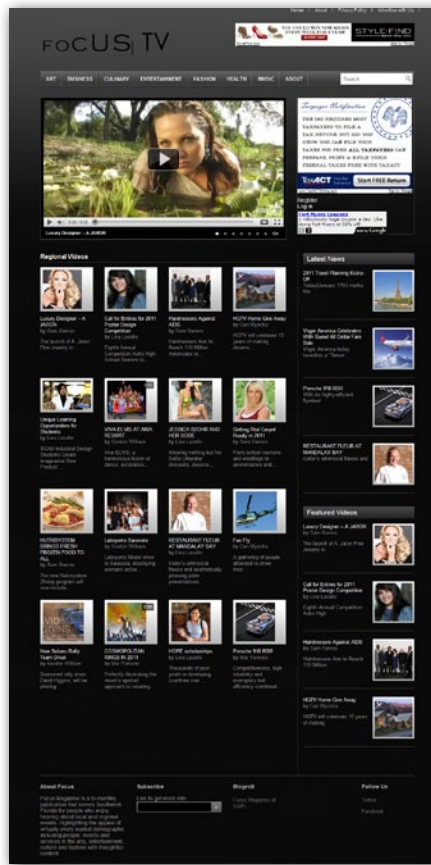
Focus of SWFL reaches more than **238,000*** thousand highly educated readers each issue, in print**, newsletter and digital editions. Providing information along with cutting-edge technology, to explore the ideas, issues and personalities defining Southwest Florida.

* Includes print (digital, hardcopy), subscriber newsletter

** Minimum of 4 readers a week

Focus of SWFL brings together two websites; to fascinate, illuminate and enlighten with a surprising mix of news, celebrity, lifestyle and in-depth features geared to a discerning, curious audience. Filled with top-notch writing and photography, Focus Magazine offers an escape from the everyday that builds upon the best elements of the Southwest Florida experience...

Focus of SWFL web site receives over 1,520,000 impressions each month at minimum and receives an average of 5 Million hits per month.



WWW.FOCUSOFSWFLTV.COM



WWW.FOCUSOFSWFL.COM



Focus of SWFL delivers all four major forms of delivery including print, digital print, mobile device (iPhone, iPad) and video. Reaching all types of potential customers by spreading your campaign dollars over more platforms to achieve results that cannot be delivered by print alone.



What does Focus Magazine offer?

- Average of 5 million hits each month
 - 32,000+ eNewsletter subscribers
 - 2,600+ mobile readers each month
 - Cost effective integrated marketing
 - 10,000 distributed copies to 1600+ SWFL Locations
 - Advertising in Print, Web, eNewsletter and Video (included)*
 - Cross market regional exposure for your business
 - Shared site experience within global markets
 - Your product or service shared via iPhone, iPad, Android and mobile devices
 - Have business products and services displayed on the site
 - Provide businesses with their own website or within Focus Magazine of SWFL
- * check with sales representative for details.

READER PROFILE

Report based on an in house and independent survey.

SINGLE & INDEPENDENT

Single 38.7%
Median income \$45,000+

PRIMARY INFORMATION

Female / Male - 73.1% / 26.9%
Median age 27.4 yrs.
Women aged 18-49 82.4%
Median income \$76,973

EDUCATED & ACCOMPLISHED

College grad plus 34.5%
Professional / Managerial 44.4%

Independent survey by:

www.alex.com
www.dataopedia.com

AD SPACE



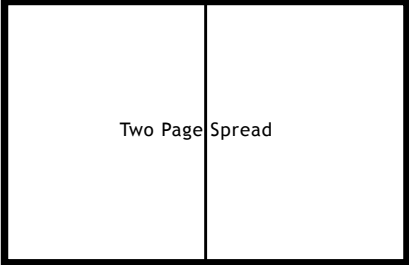
REGIONAL PERSONALITIES

AD SPACE

SHARED SITE

Web Ad Space

<p>468 x 60 Top or Bottom Banner</p> <p>Price: \$225 per month</p>	<p>300 x 250 Key Site locations</p> <p>Price: \$225 per month</p>	<p>125 x 125 Article Banner</p> <p>Price: \$125 per month</p>
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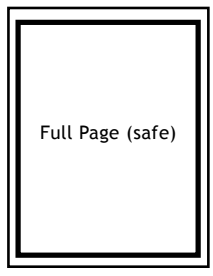


Ad Sizes (width & height)

- 2 Page Spread 17.35" x 11.25" (includes 0.25 bleed)
- Full Page - 8.75" x 11.25" (includes 0.25 bleed)
- Full Page - 8.375" x 10.875" (Safe 7.5" x 10")
- Two Thirds - Page 4.625" x 9.625"
- Half Page Vertical - 3.437" x 9.625"
- Half Page Horizontal - 7.125" x 4.625"
- Third Page Vertical - 2.25" x 9.625"
- Third Page Square 4.625" x 4.625"
- Custom sizes available

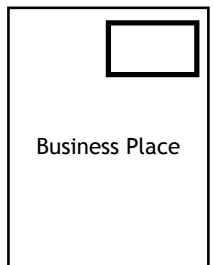
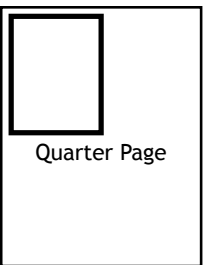
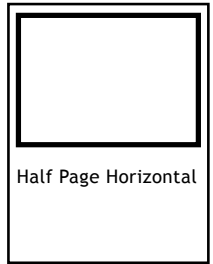
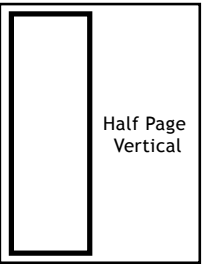
Accepted Files

- 300-350 dpi required setting
- Hi-Res PDF, PSD, EPS, INDD, TIFF, JPEG (100%)
- Email to: image@focusofswfl.com



Published in:

JANUARY
MARCH
MAY
JULY
SEPTEMBER
NOVEMBER
Of each year.



Frequency **6x** **3x** **1x**

2 Page Spread	\$1800	\$2000	\$2200
Full Page	\$1500	\$1700	\$1900
Two Thirds page	\$1000	\$1150	\$1300
Half Page	\$850	\$950	\$1150
Third Page	\$600	\$725	\$850
Quarter page	\$300	\$400	\$550
Business Place	\$75	\$100	\$125

Ad Design & Photography
Photography rate: \$80 pr/hr
Ad Design: Starting at - \$100

Rates/Prices include features within all four major forms communication*
Please review Focus Magazine of SWFL Terms and Policy Agreement Online for more details.