



MIDWEST TODAY MEDIA KIT

2005

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It's writing worth reading...and repeating:

INTRODUCTION

REACH A VAST AUDIENCE OF UPSCALE, WELL-EDUCATED PROFESSIONALS AND FAMILIES

For 14 years, we've been the most talked-about magazine in the Heartland!

WHAT WE ARE NOT

First, a few words about what we are *not*. *Midwest Today*[™] isn't just another regional magazine of the "house and garden" variety. You know the kind we mean. Those that are the print equivalent of "happy talk" TV news: Vacuous. Chirpy. Mindlessly cheerful. Full of the sort of rah-rah boosterism that readers instantly recognize as lacking credibility or substance.

WHAT WE ARE

We realize that Midwesterners are interested in more than just recipes or decorating tips (though we offer those, too).

Our approach is a cross between *Time* and *People* — with relevant features not found in any other single source.

Midwest Today offers news, sports, politics, entertainment and the arts. With a famous Midwesterner on our cover each issue, we consistently score with impressive, hard-to-get and exclusive celebrity interviews. Our trendy coverage and bold editorial informs and entertains, with **credibility, sophistication, wit, humor and style.**

ADVANTAGES FOR YOU

Studies show that ads that perform best appear in an editorial environment that pre-conditions readers to action.

Midwest Today is a magazine for readers, not browsers. It's not meant to be merely glanced at and then tossed aside. It's designed to be read, re-read and savored — thus giving your ad repeat exposure at no additional cost.

There's more substantive content packed into each issue to take readers cover to cover. **With our unique 70 to 30 editorial-to-advertising ratio, your ad also gets better visibility.**

COMPOSITION OF AUDIENCE

Midwest Today obviously appeals to **men as well as women, to an upscale audience of well-educated professionals and families.** Our target readers do more, know more, earn more and spend more.

We're relevant to an upbeat, energetic crowd that's out in front with plenty of money, seeking ideas and consumables to enrich their lives.

When sophisticated media buyers look at numbers, they don't just consider circulation totals, but the quality of the audience delivered and pass-along readership.

Midwest Today targets readers in the top percentiles demographically. Studies show that people who are affluent list reading as their top leisure-time activity.

Statistics independently point to the correlation between affluence and purchasing. The more you make, the more you spend.

Instead of just appealing to women, as many mags do, *Midwest Today* attracts male readers as well by the inclusion of cover teasers on subjects of interest to men.

With our younger outlook, **we target families with children — an important contrast with other Midwest magazines which admit to reaching a much older and predominantly female audience (disproportionate to the population).**

NEW CONNECTIONS

We're now home to a greater range of voices than ever before, with new columnists and service features covering a variety of subjects like Style, Advice, the Law, and Best Value Restaurants.

And we produce a slick weekly show, the "Midwest Today Radio Edition," that's based on the contents of our issues and is heard region-wide. It helps generate interest in our magazine and your ad!

We were among the first magazines to go on the web back in 1995 and we recently redesigned our website. Read our "best of" archives, preview the latest issue or hear our radio show!

- **Affordable ad rates, at a lower CPM plus a higher reader-per-copy ratio**
- **A slick weekly show, the "Midwest Today Radio Edition," heard region-wide**
- **A Midwest-born celebrity on every cover, plus exclusive celeb & newsmaker interviews**
- **A unique 70/30 editorial-to-advertising ratio, meaning you won't get lost amidst clutter**

CIRCULATION & DISTRIBUTION

SUBSCRIPTIONS

- For the past seven years, we have promoted subscriptions to our magazine through our weekly radio shows, which reach hundreds of thousands of listeners across the Heartland.
- *Midwest Today* has paid subscribers in all 50 states, although the majority reside in those states that are at the “heart” of the Heartland.

DISTRIBUTION TO UPSCALE HOTELS/MOTELS

- Thousands of copies are placed directly in the rooms of numerous upscale hotels and motels, thus reaching an affluent audience that travels. These hotel copies are seen by A LOT of people, due to the high turnover of the rooms, dramatically boosting our readers-per-copy ratio. *Midwest Today* is the exclusive in-room publication of scores of hotels. This captive audience is an ideal demographic to sell to. Copies in the rooms are replenished by the housekeeping staffs on a continuing basis throughout the lifespan of each quarterly issue, meaning you get repeat exposures over a period of three months for only one low-cost ad.

STRATEGIC DISTRIBUTION

- Doctors’ offices and hospital waiting rooms
- Casinos and their adjacent hotels
- Select high-traffic retail locations like supermarkets (where copies are offered free)
- Random placement on airlines servicing Des Moines, Iowa.
- We mail to a comp list of CEOs, lawmakers, educators and other “movers.”



READER DEMOGRAPHICS

READER PROFILE

*Midwest Today readers are affluent,
well-educated professionals*

Female.....	51%
Male.....	49%
Married.....	73%
Average Age.....	46 years

EDUCATION

Graduated College.....	66%
Postgraduate Degree.....	31%

OCCUPATION

Professional/Managerial.....	55%
Business Owner or Self-Employed.....	33%

FINANCES

Midwest Today readers are financially fit.

HOUSEHOLD INCOME

Average.....	\$158,600
Median.....	\$113,900
Average Net Worth.....	\$514,300

INVESTMENT PORTFOLIO

Average Value.....	\$327,006
Traded Stocks/Bonds recently.....	32%

HOME

*Midwest Today readers create homes
of distinction*

Own Home.....	89%
Average Value.....	\$212,515
Decorated, Remodeled and/or Furnished Home in the last year.....	60%
Plan to Buy Furniture.....	24%
Own Vacation Property.....	19%
Own Investment Property.....	27%

LEISURE ACTIVITIES

Midwest Today readers are active

Attend Music/Dance Performances.....	63%
Attend Live Theater.....	61%
Visit Museums.....	55%
Attend Professional Sports Events.....	44%
Member of a Health Club.....	35%
Gambling.....	73%
Golf.....	66%
Boating.....	23%
Church, Community Service.....	71%
Gardening.....	43%
Dine Out Monthly.....	11 times
Consume Alcohol.....	77%

TRAVEL

Midwest Today readers see the world.

DOMESTIC

Average Trips Per Year.....	8
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FOREIGN

Took Trip in Last 3 Years.....	63%
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SHOPPING

*Midwest Today readers are
sophisticated consumers*

PURCHASED DURING LAST 12 MOS.

Jewelry.....	57%
Antiques.....	40%
Books.....	88%

AUTOMOBILES

Midwest Today readers arrive in style

Own/Lease Imported Cars.....	64%
Own/Lease Domestic Cars.....	62%
Own/Lease SUVs.....	35%
Own/Lease Luxury Vehicle.....	37%

THIS IS THE AUDIENCE TO TARGET...

Unlike the other Midwest magazines, which admit to reaching a much older, predominantly female audience disproportionate to the population, *Midwest Today* appeals to men as well as women, an upscale audience of well-educated professionals and families. These stats prove that *Midwest Today* readers are **active, affluent and acquisitive**.

WHO ADVERTISES

C&V BUREAUS

Chicago
State of Illinois
Thunder Bay (Canada)
State of Nebraska
Owatonna, MN.
State of Kentucky
St. Charles, Mo.
Jefferson City, Mo.
Colby, KS.
Wisconsin Rapids, WI.
Grand Island, Neb.
Kankakee County, IL.
Lexington, KY.
Joplin, Mo.
Hannibal, Mo.
Galena Chamber
Springfield, Mo.
Champaign/Urbana, IL.
McAllen, Tx.
Washington, Mo.
Roswell, N.M.
Avenue of the Saints
Hermann, Mo.
State of North Dakota
Western Iowa Tourism

HOTELS

St. James Hotel (Minn.)
County Inns & Suites
Homewood Suites
ExellInn
Embassy Suites
Chateau on the Lake
Radisson
Hilton Springfield
Clarion
Kinseth Hospitality of U.S.A.
Hotel Pattee
Serapis Bay Retreat
Grand Geneva Resort & Spa

MUSEUMS

Davenport Museum of Art
Vermillion Country Museum
Chautauqua of the Arts
Grout Museum
Kansas International Museum
The Toledo Museum of Art
Redlin Fine Arts Center
The House on the Rock

ARTISTS

Hadley House Art Publishers
Terry Redlin
Michael Blaser
Gary R. Lucy
Scottsdale Art Factory

LOG HOME DEALERS

Gastineau Log Homes
Greatwood
Jim Barna
Golden Eagle
Asperline
Schroeder
Alta Industries
Heritage Log
Holland
Bob Timberlake Collection
Lok-N-Logs
Satterwhite
Lincoln Logs
Heartbit Log Homes

FOOD & WINE

Choc-o-Lea's
Michigan Bean Commission
Old Depot Premium Beers
Glen Ellen Wines
Stonehill Winery
Northern Vineyards
St. James
Terre Vin Winery
Three Lakes
Cedar Creek
Wollersheim
Oliver
Ohio Wine Commission
Paul Masson Grande Brandy
DeBrand Chocolates

SHOWS

Pam Tillis
Ozark Ticket and Travel
Good Times Jazz Festival
Bix Jazz For All Ages
Welk Resort Theater Branson
Cedar Rapids Symphony
Shepherd of the Hills
Waltzing Waters Theater
Jim Stafford
50s At the Hop
Ruan Grand Prix

CASINOS

Bluffs Run Casino
Ho-Chunk (3 in Wisconsin)
Diamond Jo
Dubuque Greyhound
Prairie Meadows
Majestic Pines
Oneida Bingo & Casino
Ameristar (3 casinos)
Leilani Sands
Black Bear
Harveys

MISCELLANEOUS

Cancer Treatment Centers
Mall of America
Captain Jack's
Books by Shoebox
The Computer Tree
Amana
American Institute
of Holistic Medicine
Clayton School of Natural
Healing
Iowa Soybean Promotion Board
Heat-N-Glo
SunWize Technologies
Branson Packages
Alexian Brothers
Czech Cottage
Bose
Kansas Cosmosphere and Space
Center
VF Factory Outlet
Precious Moments Chapel
Nordic Track
Metro Golden Memories
Zander Graphics
Melt Media

This is just a small sampling of the diverse group of our advertising partners who run in *Midwest Today*.

With our extensive reach throughout the Heartland, *Midwest Today* is a cost-effective and smart choice for advertisers of all categories and sizes, from local to regional to national.

Our advertisers are reputable and loyal. Join this prestigious list, by adding us to your media mix, and see how we can make a difference in your business! Contact Julie Jordan today to explore advertising opportunities! juliecj@netins.net

PRODUCTION SPECIFICATIONS

ELECTRONIC PREP GUIDELINES

- A Platform:** Mac ONLY
- B Media:** Zip 100, CD-R
- C Email:** You may email PDF files, or TIFFs if they are first converted to JPEG before emailing. Please send one file per email. All other files should be sent on disk.
- D Applications:** We prefer PDF; or Quark 6 x for Mac; or ads may be submitted in TIFF format
- E Fonts:** Fonts must be Adobe Type 1 Postscript fonts. If submitting ad as a Quark document, be sure to include both screen AND printer fonts with your ad. *Absolutely no True Type or Open Type fonts accepted.*
- F Hi-res:** High resolution images should be 300 dpi, and must be converted to CMYK, not RGB.
- G 5th colors:** Must be arranged in advance with sales rep.
- H Proofing:** One contract proof, Kodak approval or Imation matchprint must accompany the file.
- I Copy dot:** Copy dot files created by other vendors must be prepared and saved as: G4 compression, composite, CMYK, tiled 2048, and 2400 dpi.
- J Alignment:** Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.
- K Allowance:** Keep live matter 1/4 inch from trim on all four sides.

SPECIFICATIONS

Binding Method: Saddle stitched.

Trim Size: 8-1/4" x 10-7/8"

Bleed Allowance: Please leave 1/8" on all four sides.

Printing: Web offset, SWOP standards apply.

Screen Ruling: Our magazine prints at 150 lines/inch

Stock: Covers 60#, number three enamel; inside pages are 50#, number four enamel.

DIRECT-TO-PLATE

All advertising must be supplied as electronic data. Film submissions will be converted to electronic data at an extra charge.

AD DIMENSIONS

Full Page (3 columns)
7" wide x 10" deep

2/3 Vertical
4-5/8 wide x 10 deep

1/2 Horizontal
7 wide x 4-7/8 deep

1/2 Vertical
4-5/8 wide x 7-1/4 deep

1/3 Square
4-5/8 wide x 4-7/8 deep

1/3 Vertical
2-1/4 wide x 10 deep

1/6 Horizontal
4-5/8 wide by 2-5/8 deep

1/6 Vertical
2-1/4 wide x 4-7/8 deep

1/12
2-1/4 wide x 2-5/16 deep

SHIP AD MATERIALS TO:

P.O. Box 685
Panora, Iowa 50216