

# WE CAN DELIVER YOUR AD TO THE EQUIVALENT OF 2 STADIUMS FULL OF PEOPLE

Through subscriptions and direct placement in the rooms of upscale hotels/motels, MIDWEST TODAY gives you direct access to a vast audience of affluent Heartlanders at a fraction of the price that others charge!



**MIDWEST TODAY**  
MEDIA KIT  
2010

# MIDWEST TODAY OFFERS PRINT, BROADCAST & WEB EXPOSURE FOR 1 LOW COST!

Since our regional magazine debuted 19 years ago, *Midwest Today* has served, informed and entertained millions of travelers from hundreds of cities, becoming a widely recognized and trusted resource to a multitude of sophisticated consumers.

*By placing copies in the rooms of upscale hotels/motels, plus doctors' office waiting rooms we reach a highly mobile audience and dramatically boost readers-per-copy*



## THE MAGAZINE

Each issue of **MIDWEST TODAY** puts a Midwest-born celebrity on the cover. We're not "house and garden." We cover news, sports, politics, entertainment and the arts. With exclusive interviews, regular service features and investigative reports, our lively editorial environment preconditions readers to action.



## ON THE RADIO

For the past 12 years, our slick weekly show, the "**Midwest Today Radio Edition**" — which is based on the contents of our issues — has been heard by hundreds of thousands of listeners on stations that reach 10 states across the Heartland. You can also listen online at: [www.midwesttoday.podblaze.com](http://www.midwesttoday.podblaze.com)



## ON THE WEB

We were among the first magazines to go on the internet in 1995 and today our redesigned **Digital Edition** uses state-of-the-art technology to enable visitors to our website to flip through all the pages and read the entire magazine. We also use our weekly radio show to drive Heartlanders to our site!



# OUR DIGITAL EDITION

When you run an ad in Midwest Today magazine, it automatically appears in our "exact replica" Digital Edition, with a live link to you embedded in your online ad that reaches an estimated 46,700 bonus readers per issue<sup>1</sup>

**MIDWEST TODAY** now offers a reading experience unlike any other. Using cutting-edge technology and a digital publishing platform, we have taken our printed magazine and created a captivating and interactive online resource for readers.

With a click of their mouse, visitors to our website can "leaf"

through the magazine, and see all the pages just like they were holding a printed copy in their hands! They can search, zoom in and out, read every story — *and see your ad* — download, print and even recommend a story or ad to their friends via email.

This very cool page turning platform holds the readers' interest

and gives them instant access to advertisers in a manner traditional print never could.

*There is no additional cost for this new online feature — it is a value-add for our print advertisers!* [www.midtod.com](http://www.midtod.com)

<sup>1</sup>Source: Quantcast estimates 15,206 to 21,300 visitors to [midtod.com](http://midtod.com) per month between 10/3/09 - 3/31/10



**DAN HURST**  
Show Host



**MIKE AUSTIN**  
Midwest Travel



**DAVE LEAKE**  
Astronomy



**LYDIA SCHOLTEN**  
Midwest Books



**Dr. TIM PEARSON**  
Health



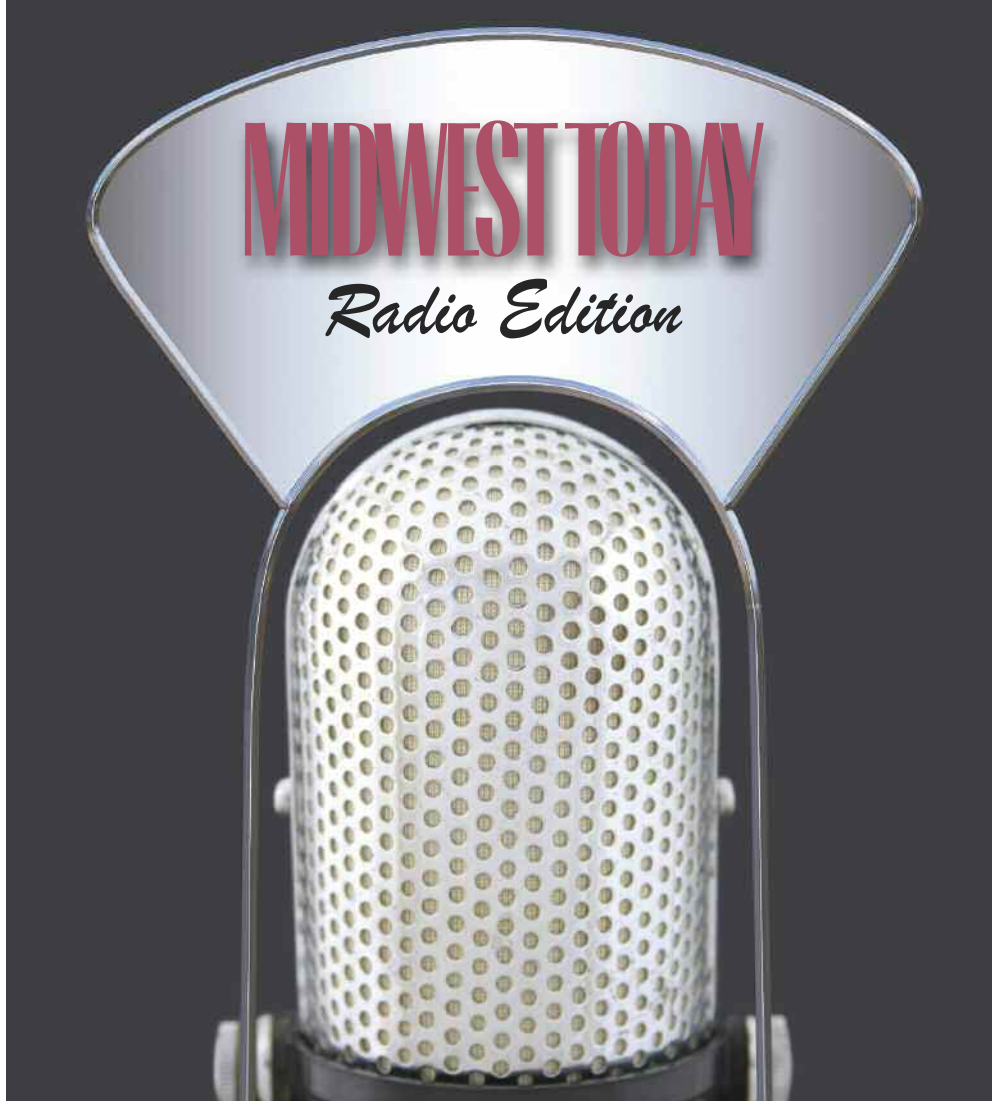
**ELISE MICHAELS**  
Home Cooking



**TIM BREMEL**  
Special Reports



**ROSE STRICKER**  
Consumers



## OUR RADIO EDITION

The "Midwest Today Radio Edition" is informative, timely, entertaining and unique. It's heard weekly on stations covering 10 states plus "on demand" on Apple iTunes!

*Our weekly radio show is designed to stimulate interest in our magazine...and your ad.* Of national quality but hometown intimacy, it is based on the contents of our issues. For 12+ years, it has been heard each week on states across the Heartland, **reaching hundreds of thousands of listeners.** And we're available free to po-

tentially 22 million iPod users thru Apple iTunes!

Our wonderful group of writers combine talents to bring listeners an engaging mix of features on a rotating basis, that are all specific to our region.

Our 5 minute shows are expertly produced for a "network sound,"

and have proven to be very popular. Our outstanding host, Dan Hurst, has done voice work for Sprint, Hallmark and Disney.

Each week we also promote our website (where people can see your ad). There have been over 5,200 links on the internet to shows we've done. Listen at: [www.midwesttoday.podblaze.com](http://www.midwesttoday.podblaze.com)

# A MAGAZINE FOR READERS, NOT BROWSERS

Midwest Today isn't designed to be just glanced at and then tossed aside. It's writing worth reading...and repeating.

Studies show reading is the #1 leisure activity of affluent people. And an Involvement Alliance Research Study, *Folio Magazine* 2004 states: "Readers who really love their magazines and spend time poring over the editorial pay more attention to the ads in the magazines they read — and are probably more likely to buy."

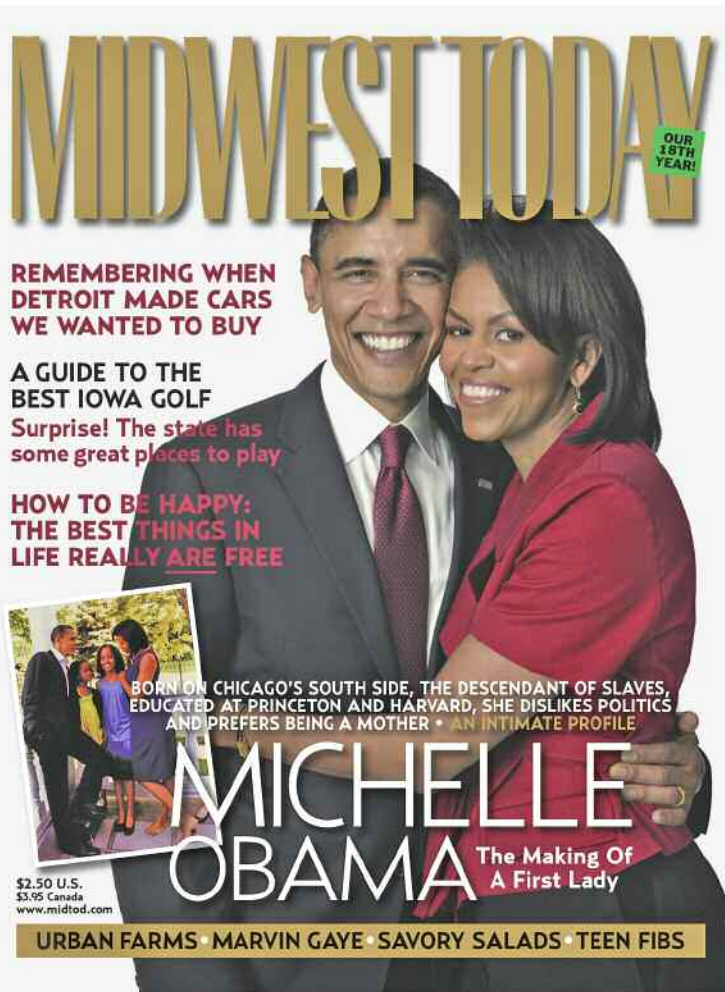
**MIDWEST TODAY's** celebrity covers quickly engage readers.

Our trendy coverage and bold editorial informs and entertains, with credibility, sophistication, wit, humor and style. While other Midwest magazines admit to reaching a much older, predominately female readership (disproportionate to the population), we are obviously designed to appeal to men as well as women, (well-educated professionals/families).

Our Newsfront articles always

pertain to a major topic of the day. We bring solid journalistic integrity, exhaustive research and top-flight writing to these lengthy lead stories. We have been cited by *Family Circle*, *Catholic Digest*, CBS and PAX TV and ABC Radio. Reprint requests pour in from around the world.

*There's more substantive content packed into our magazine to take readers cover to cover.*



The quality of MIDWEST TODAY's writing is evocative of *Vanity Fair* or the *New Yorker*. We have even attracted national attention and garnered praise from the likes of Walter Cronkite, Tom Brokaw and Stone Phillips. President Bill Clinton called one of our articles "very impressive." Sec. of State Hillary Clinton said another of our stories "hit the mark." We bring a fresh perspective and fascinating new information to our reportage.

Consider our behind-the-scenes visit to the White House with 29 never-before-seen photos showing how the Obamas have transitioned from Illinois to Washington. This is big-league journalism on the pages of MIDWEST TODAY!

We also bring our writing skills to feature stories and investigative reports — such as when we uncovered new witnesses (who had never been interviewed by police) in the mysterious death of Chicago-born columnist/"What's My Line?" panelist Dorothy Kilgallen.

All these stories are showcased in elegant, understated page designs which reflect our credibility.

# THE FIGHT TO SAVE Big Muddy

By NEIL LAWRENCE • SENIOR WRITER  
AMERICA'S LONGEST RIVER IS ENDANGERED BY POOR WATER MANAGEMENT PRACTICES

THE MISSOURI IS AMERICA'S MOST ENDANGERED RIVER. OVER THE YEARS, THE Army Corps of Engineers has built dams and dug deep channels to transform the river into a narrow, fast-moving waterway that would support large traffic. Unfortunately, this has come at the expense of severe damage to the ecosystem and recreation. On the eve of the bicentennial of Lewis and Clark's historic exploration of the Missouri River, visitors experience just a fraction of its former ecological and historical glory. Back in the 19th century, steamboats anchored a wide, shallow and slow-flowing Missouri River that was more like a long lake. It used to be 6,000 feet across on Stone City, in Iowa.



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### A RIVER RUNS THRU IT

The Missouri River flows through the heart of the nation, but its waters are being diverted for agriculture and industry. Without change, a few years could see the end of a vibrant ecosystem.

## WHO KILLED DOROTHY KILGALLEN?

Born in Chicago, she became a New York journalist and popular game show panelist. But her mysterious death still troubles a legion of fans who won't forget this remarkable woman.

By SARA KOPPEL

DOROTHY KILGALLEN WAS A CHICAGO-BORN JOURNALIST, WRITER, WRITERS AND PANELIST on the weekly TV game show "What's My Line?" Dorothy Kilgallen "Dor" had a life that was as colorful as her writing. She was a New York journalist and popular game show panelist. But her mysterious death still troubles a legion of fans who won't forget this remarkable woman.

## A Different Kind of President

BARACK OBAMA IS SMART — BUT IS HE WISE?

As the former Illinois Senator works to build a new administration, his health care reform and more, there is an analysis of how he is doing plus an intimate look at life at the White House.

### TOP SECRET

Office Memorandum • UNITED STATES GOVERNMENT

TOP SECRET

### BROADWAY

By Dorothy Kilgallen

## Our Vanishing Wilderness

TRouble in Paradise: After decades of neglect, America's national parks are struggling for survival.

WHERE DO YOU GO WHEN YOU want to get away from it all? In America, you go to the national parks. But the quality of the wilderness is vanishing. After decades of neglect, America's national parks are struggling for survival.

## THE ETHANOL CONTROVERSY

FARMER'S LOVE IT, BUT IS THIS BIO FUEL REALLY AS GOOD AS IS CLAIMED?

ETHANOL IS AMERICA'S FAVORITE FUEL. BUT IS IT AS GOOD AS IS CLAIMED? Farmers love it, but is this bio fuel really as good as is claimed? The ethanol industry has been a major force in the energy debate, but it's not without controversy.

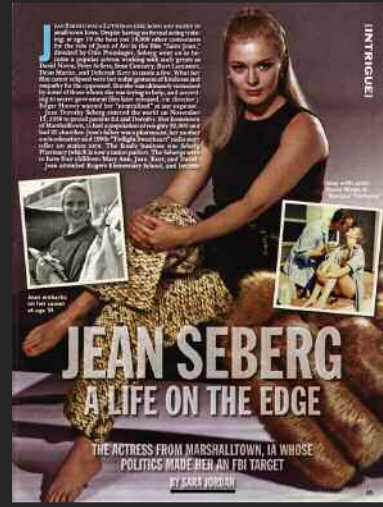
## OCEANS IN PERIL

ACID RAINOFF FROM MIDWEST FARMERS, CACKLING DEAD ZONES, WHILE OVERFISHING, INDUSTRIAL POLLUTION, OIL SPILLS AND GLOBAL WARMING ARE ENDANGERING THE HEALTH OF OUR SEAS.

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Each issue of **MIDWEST TODAY** includes a range of regular features. **Person-to-Person** is a Q&A with an important Midwest person or celeb. **Datelines & Dispatches** has news from the Midwest and beyond. **The Update & Low Down** is offbeat items. **Best Value Restaurants** focuses on Heartland eatiers. There's **Keeping Faith** (our widely respected religion column), **Midwest Girls Are Hip** (fashion), **Art & Artists**, **Home Cooking** (easy but delicious recipes), **Style** (collecting); **Homefront** (elegant but affordable decorating) and **Heartland Travel** (little-known places for family fun plus the big Midwest destinations). Our beloved **Country Chronicle** section is a "magazine-within-a-magazine" that celebrates rural life and the changing seasons. **Good Sports** has covered hunting, shotguns, billiards, snowmobiling, bowling, dogs, ice fishing and more.

Our cover stories have included fascinating interviews with Harrison Ford, Raquel Welch, Sandra Lee, Deidre Hall, David Letterman, Kirstie Alley, Sara Jessica Parker, Madonna, Don Johnson, Iowa astronaut Peggy Whitson, Rev. Billy Graham and so many more. There's more substantive content to take readers cover-to-cover.



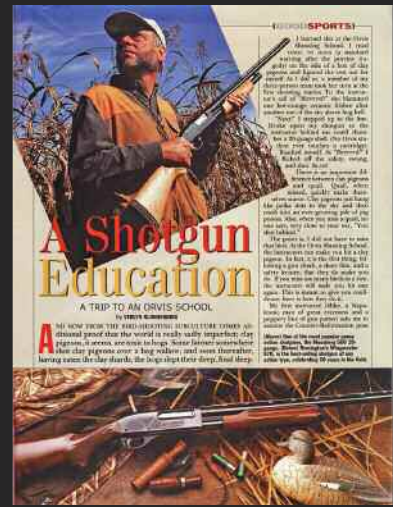
### INTRIGUE

# JEAN SEBERG

## A LIFE ON THE EDGE

THE ACTRESS FROM MARSHALLTOWN, IA, WHOSE POLITICS MADE HER AN FBI TARGET

BY SARAH JOHNSON



### GOODSPORTS

# A Shotgun Education

A TRIP TO AN GRIVIS SCHOOL

BY JOHN KERR



### TECH

# WHAT'S WRONG WITH EBAY

There are pitfalls in using the online auction service

BY MARK BRONSTEIN



### ART & ARTISTS

# A POET IN GLASS

PAUL STANKARD RECREATES NATURE'S BEAUTY IN EXQUISITE DETAIL

BY JEFFREY M. HARRIS



### GOODSPORTS

# Bred In the Bone

HUNTING DOGS ARE A MIX OF DEVOTION, SPEED, GRACE AND INTUITION

BY JEFFREY M. HARRIS



### HOME COOKING

# FOOD AS ART

IT NOT ONLY TASTES GREAT, BUT IS A SIGHT TO BEHOLD

BY JEFFREY M. HARRIS



### HOMEFRONT

# DAZZLING DECOR

How to create a sophisticated and stylish living space

BY JEFFREY M. HARRIS



### HOMEFRONT

# THE ART OF REST

How to create a peaceful and relaxing bedroom

BY JEFFREY M. HARRIS



### HOMEFRONT

# A HOLIDAY SURVIVAL GUIDE

How to make the most of the season

BY JEFFREY M. HARRIS



### COUNTRY CHRONICLE

# BEHOLD THE MISTS OF AUTUMN

A special section celebrating the season

BY JEFFREY M. HARRIS



### CONSUMER

# WHEN DETROIT WAS KING

A look back at the city's automotive history

BY JEFFREY M. HARRIS



### CONSUMER

# CLASSIC CARS

A collection of vintage automobiles

BY JEFFREY M. HARRIS

# DEMOGRAPHICS

Besides mailing to subscribers, we place thousands of copies directly in the rooms of numerous upscale hotels/motels, dramatically boosting our readers-per-copy

**MIDWEST TODAY's unique distribution strategy includes placement in the guestrooms of finer hotels/motels.** The house-keeping staffs assure daily in-room display of the magazine and replenish copies as needed.

Typical publications are read once and discarded. Current copies of **MIDWEST TODAY** remain continuously in-room as new travelers check-in for an average stay of 1.94 nights. As such, it is estimated that **the average in-room copy reaches more than 13 readers per month, and the average magazine reader spends 43 minutes per issue.**<sup>1</sup>

<sup>1</sup>Source: GfK MRI

**MIDWEST TODAY** is published quarterly. Sufficient quantities are delivered to contracted hotels for daily in-room exposure. Each advertisement in our print edition will be maintained in circulation for a minimum of three months.

## A HUGE CAPTIVE AUDIENCE

Benefit from the leisurely, luxurious hotel ambience in which the magazines are presented. Many of our hotel partners have been with us for years.

## FRESH EYES

With a low duplication rate, your ad reaches thousands of new consumers each month.

## TRAVELERS BY THE NUMBERS

- We reach a high concentration of business and leisure travelers who are professionals, managers and executives.
- Frequent travelers who are well-traveled, technology-savvy and hyper consumptive.
- Highly desirable demographics with high household incomes and upscale, affluent lifestyles.
- 57% are "Leisure" Travelers, 43% are "Business" Travelers
- The typical "leisure room night stay" is by two adults (51%), ages 35-54 (40%), earning an average yearly household income of \$91,155. The typical leisure traveler travels by auto (78%).
- The typical "business room night" stay is by a male (67%), age 35-54 (50%), employed in a professional or managerial position (43%), earning an aver-

age yearly household income of \$105,532.

Source: American Hotel & Lodging Association 2009 Lodging Industry Profile

## AGE GROUP

- 18-24 years old - 2.7%
- 25-34 - 13.3%
- 35-44 - 18.5%
- 45-54 - 22.1%
- 55-64 - 19.6%
- 65-74 - 13.4%
- 75+ - 10.3%

## HOUSEHOLD INCOME

- Under \$20,000 - 10.4%
- \$20,000-\$29,999 - 8.6%
- \$30,000-\$39,999 - 10.0%
- \$40,000-\$49,999 - 10.3%
- \$50,000-\$74,999 - 22.4%
- \$75,000-\$99,999 - 14.9%
- \$100,000+ - 23.4%

Source: SRDS 2008 Lifestyle Market Analysis

**PERSONAL DELIVERY METHOD:** Putting copies of **MIDWEST TODAY** in hotel rooms gives you a very intimate way of reaching your target audience.





# PUBLIC PLACE COPIES INCREASE AD EXPOSURE

Studies show public place reading of a magazine is highly engaged and focused, and generates action

**MIDWEST TODAY** is also distributed free of charge through select casinos, (thus reaching people with disposable income), as well as being placed in doctors' office waiting rooms.

Time Inc. determined that people who read magazines in the doctor's office, etc., are more focused on the publication and the advertising within it, and are not distracted or dividing their attention between multiple tasks.

Public place magazine copies offer a key benefit for advertisers: additional advertising exposure opportunities. These copies typi-

cally generate many more readers per copy (RPC) than the average (subscriber or paid) copy of a magazine, and public place readers are often more upscale.

As Richard Jones (formerly at Ogilvy & Mather/NY and then R&D director at *Reader's Digest*) and Stephen Douglas (formerly with J. Walter Thompson, then R&D at *Newsweek*), report, "Various research studies, both public and proprietary, over the last 20 years, have shown that these locations can achieve from 12 to 40+ readers per copy."

Dr. Scott McDonald of Condé

Nast and Rebecca McPheters of McPheters & Company conducted research which concludes: *"Public place distribution can and frequently does enable advertisers to reach a larger body of readers who are involved, demographically qualified and responsive to their advertising message."*

Power Metrics has found that the way in which a reader acquires a copy of his or her magazine (subscription vs free) does not predict reader likelihood of purchasing. Affinity Research says "Reader action levels were similar for both paid and nonpaid readers."

## PUBLIC PLACE READING GENERATES ACTION

Public Place vs. Paid (Index)

Actions Taken (Total)	98
Created word-of-mouth <sup>1</sup>	86
Visited website mentioned in magazine	88
Purchase interest based on ad <sup>2</sup>	75
Used info/ideas from magazine	89
Learned about products/services wasn't aware of	92
Researched to find out more about a product/service advertised	77

Mediaedge:cia and Time Inc., 2006

<sup>1</sup> Net. Talked to someone about something I read, Recommended product/service I learned about

<sup>2</sup> Net. Bought/intend to buy product/service advertised, Researched to find out more about a product/service advertised, Followed up on an ad, Tore out an ad

<sup>3</sup> Net. Asked a professional about something I read/saw

## ESTIMATED READERS PER COPY

Generated By Public Place & Newsstand Copies

	Newsstand	Public Place
TOTAL READERS	4.0	30.0
Adults HHI \$50,000+	2.4	16.4
Adults HHI \$75,000+	1.6	10.0
Professional/Managerial	1.3	7.9
Women 25-54, HHI \$50K <sup>1</sup>		
Any College	1.2	8.3

Source: Condé Nast research incorporating MRI data, 2003

<sup>1</sup> Factor (Public Place/Newsstand) is the multiple of readers per copy that public place copies offer as compared to newsstand copies. For example, among total readers in the titles studied, public place readers per copy are 7.5 times those of newsstand buyers.

# HOW CAN SUCH A CLASSY MAG BE SO AFFORDABLE?

As you will be surprised to find, our ad rates are a fraction of what others charge. How can this be? Simple. We're a family-owned business and we keep our overhead down.

Let's face it. The economy is stressed and you are too. Your budget has been slashed, money is tight, and you are tempted to just rely on your old familiar ad buys. Play it safe.

*But can you really afford to do that?* If your existing media were truly working for you, wouldn't

you be a lot better off than you are now? *In these economic times, MIDWEST TODAY is an even better buy.*

We can help you reach a vast, up-scale audience of well-educated professionals and families, and do so by giving you print, broadcast and web exposure at an

unbelievably low price. With our very unique 80/20 editorial-to-ad ratio, your ad won't get lost amidst clutter.

You can't even print up a little b&w brochure and get it into as many hands as we can with a full-color ad for less cost in our glossy regional magazine.

## FAST FACTS TO REMEMBER

- **MIDWEST TODAY** is a quarterly publication; your ad remains in circulation for a minimum of 3 months — giving you repeat exposures for one low cost.
- With our unique 80/20 editorial-to-advertising ratio you get more visibility; your ad won't get lost amidst clutter.
- We don't waste copies by putting them on newsstands where they are hard to find, don't sell and then get chopped up by wholesalers.
- We distribute to upscale hotels/motels whose housekeeping staffs place copies directly in the rooms and replenish them as needed.
- Independent studies show hotel copies achieve 10-13+ readers-per-copy per month.
- We also distribute to doctors' office waiting rooms. Studies show "public place" copies get upwards of 30+ readers-per-copy.
- We stimulate interest in our magazine — and your ad — with our slick weekly show, the "Midwest Today Radio Edition," that is heard on stations in 10 states.
- When you buy an ad in our print magazine, it automatically appears in our Digital Edition for free, with an embedded "live" link to you.

## Display Advertising Rates

B&W	1x	2x	3x	4x	5x	6x
Full page	\$1860	1800	1760	1700	1600	1600
2/3 pg	1240	1200	1172	1132	1104	1064
1/2 pg	930	900	880	850	830	800
1/3 pg	620	600	586	566	552	532
1/6 pg	310	300	293	283	276	266
1/12 pg	155	150	143	141	136	133

**For Full Process 4/c add \$300 to the above rates**  
**5th Color add \$500**

### PREMIUM POSITIONS\* (Includes Full Color)

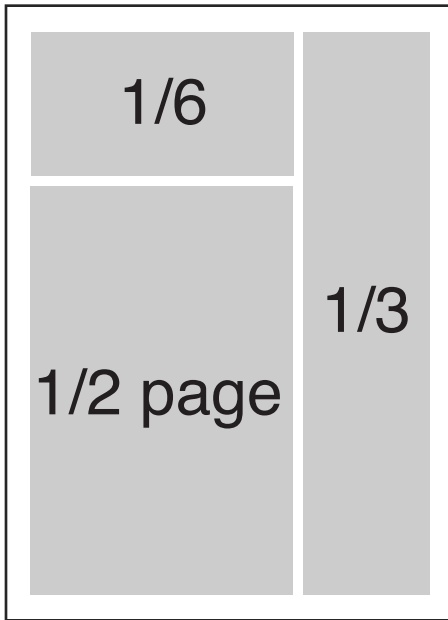
Back Cover	2800	2650	2500
Inside Front-B	2500	2400	2300
Inside Back-G	2500	2400	2300
C, D, E, F	2300	2150	2000

\*These pages on the outside of the magazine front and back are printed on somewhat heavier paper stock with a slightly higher brightness rating (60#, #3 gloss text).

### MECHANICAL CHARGES

Typesetting Per Hour	\$100
Image Manipulation Per Hour (retouching)	\$100
Color Scans (Each)	\$40
Resizing Ad (Submitted to us in wrong size)	\$100

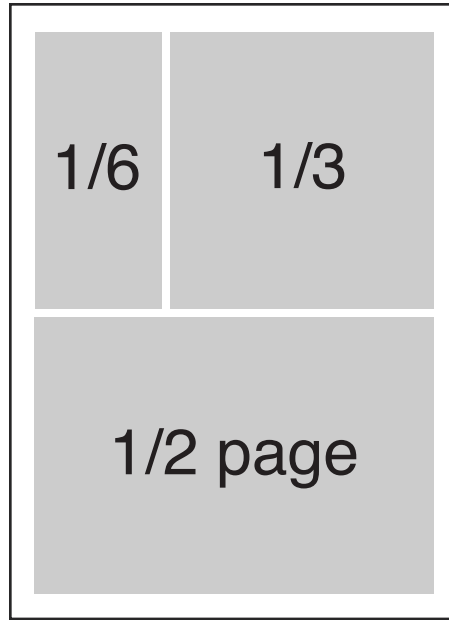
# MIDWEST TODAY STANDARD AD UNITS (SAUs)



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

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

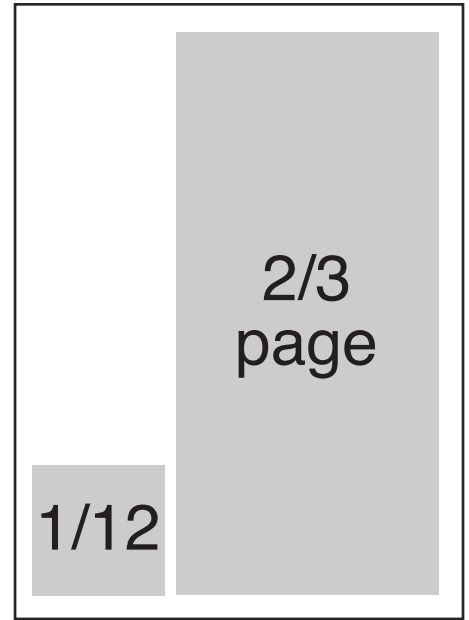
**1/6 Horizontal**  
4-5/8 wide x 2-5/8 deep



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

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

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



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

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



**Full page**  
(covers 3 columns)  
7 wide x 10 deep



**Full Page Bleed**  
**TRIM SIZE 8-1/4 x 10-7/8**  
**BLEED SIZE 8-1/2 x 11-1/8**

**On a FULL PAGE BLEED, please be sure to leave a 1/8-inch bleed allowance on all 4 sides.**

**DO NOT set critical live copy any closer than 1/4-inch from the TRIM (edge of the paper)**

**Failure to follow these guidelines will result in the ad having to be re-done to the correct dimensions.**

**SUBMIT ALL ADS as high resolution (300 dpi) CMYK pdf or jpeg, 100% size. Please include crop marks**