



Mobile Bay Monthly... It's where you go to find the good stuff.

Overview

For over a quarter century *Mobile Bay Monthly* has presented better living on both sides of the Bay, delivering a discerning audience of loyal readers dedicated to a high-quality lifestyle. They depend on it for in-depth, full-color profiles on notable individuals, local homes and fashion, the arts, history and preservation, dining, entertainment and a comprehensive calendar of events.

More importantly, its readers find the advertising as well as the editorial content to be valuable resources they rely on for the best products and services along the Gulf Coast—retailers and service companies who deliver quality items and impeccable service.

Mobile Bay Monthly is an armchair guide for more than 105,000 readers each month who are looking for everything from the perfect anniversary gift or a new home, to a place to service their automobile, an insurance provider, the latest in healthcare or a new sofa or cell phone.

Mobile Bay Monthly gets results...

In an advertising market increasingly diluted by mass media, locally owned and produced magazines have emerged as one of the most effective ways of reaching a highly targeted, brand-loyal, affluent audience.

Mobile Bay Monthly's readership is up 40 percent in the last two years! This upscale audience-and loyal customer base-is comprised of influential, educated and civic-minded individuals with tremendous purchasing power.

Readership Survey data shows that *Mobile Bay Monthly* finished ahead of all other media, second only to word-of-mouth as the premier source for finding quality products and services. Over half of its readers have purchased a product or service as a direct result of an advertisement within the magazine. And, with a shelf-life of two to twelve months, it is revisited and referred to throughout the year.

Locally owned, locally written and locally produced...it's a personal approach that works.



Readership

- 32 % have annual household income of over \$100,000
- 20 % have annual household income of over \$75,000-\$99,999
- 21 % have annual household income of over \$50,000-\$74,999
- 87% own or are buying a home
- 25% own a second home
- 53% have a home valued from \$100,000 - \$299,999
- 11% have home valued from \$300,000 - \$749,999
- 30% made purchases for home last year between \$5,000-\$50,000
- 64% Female
- 71% Married
- 36% are between the ages of 31 and 50
- 37% are 51-65
- 50% Subscribers for 3 years or more
- 47% earned a graduate degree
- 45% purchase new clothing at least once a month
- 29% will purchase a new car within next 18 months
- 20% are in management positions
- 23% are in professional/technical positions
- 19% authorized business purchases over \$50,000 in last 12 months
- 53% of our readers told us that they have actually purchased products/services as a direct result of an advertisement in *Mobile Bay Monthly*. And, 28% have called or written advertisers for more information on products.

Our readers listed magazines ahead of all other local media, as their main source for “quality” products and services. Word-of-mouth was a few points higher, insuring that a good experience with your company will be shared time and again with potential customers.

Source: Readership Survey by NEQ Marketing and Management Services

Distribution

In short, *Mobile Bay Monthly* has tremendous penetration in the Mobile/Baldwin market, and is read by as many as 105,000 loyal readers each month . . . upscale, influential individuals with highest income and educational demographics. The monthly print run is 14,000.

In addition to our paid subscribers:

- *Mobile Bay Monthly* is sold in over 75 retail outlets throughout Mobile and Baldwin County.
- We mail multiple copies into doctors and dentists offices in both counties. And we deliver 100 magazines a month to Springhill Medical Center, Mobile Infirmary, Providence Hospital, Thomas Hospital and South Baldwin Regional Medical Center, so that volunteer services can place them in all waiting rooms throughout each facility.
- *Mobile Bay Monthly* is in selected upscale hotels including the Riverview Plaza and The Battle House Hotel. The Grand Hotel in Point Clear has copies available for customers at their hospitality desk.



2009 Issue Themes:

JANUARY - Old/New

Space deadline Nov. 20, Materials due Nov. 27

FEBRUARY - Baldwin County Centennial

Space deadline Dec. 19, Materials due Dec. 29

MARCH - Home/Garden

Space deadline Jan. 20, Materials due Jan. 27

APRIL - Women's Issue

Space deadline Feb. 20, Materials due Feb. 27

MAY - Summer/Swimsuit

Space deadline March 20, Materials due Mar. 27

JUNE - City Guide

Space deadline April 20, Materials due April 27

JULY - Celebrate the Shore

Space deadline May 20, Materials due May 27

AUGUST - Sports and Leisure

Space deadline June 19, Materials due June 26

SEPTEMBER - Arts

Space deadline July 20, Materials due July 27

OCTOBER - Country Roads

Space deadline August 20, Materials due August 27

NOVEMBER - Food

Space deadline Sept. 18, Materials due Sept. 25

DECEMBER - Holiday

Space deadline Oct. 20, Materials due Oct. 27

Also in EVERY issue:

CALENDAR OF EVENTS: The most comprehensive listing on the Alabama Gulf Coast

COMMUNITY: A tour of neighborhoods and neighbors

HOMES: Signature features on the most gorgeous homes in Mobile and Baldwin counties

FASHION: The latest styles from local retailers

GALLERY: A richly illustrated look at art and artists in our area

BAY TABLES: Local food and favorite recipes

TASTINGS: Frequent features on restaurants and chefs

HISTORY & HERITAGE: Features devoted to local history and the traditions we cherish and work to preserve

ASK MCGHEE: A regular column answers readers' questions about the past

GUMBO: Short features capturing the flavors of life on the Bay

REACTION: Calls, correspondence and opinions from readers



Advertising Rates Per Insertion

Frequency based on number of insertions within 12 months from date of first insertion in contract period.

FOUR COLOR RATES				
AD SIZE	12 INSERTIONS	6 INSERTIONS	3 INSERTIONS	1 INSERTION
Full Page	\$2,036.00	\$2,277.00	\$2,548.00	\$2,950.00
2/3 Page	\$1,548.00	\$1,735.00	\$1,927.00	\$2,280.00
1/2 Page	\$1,348.00	\$1,526.00	\$1,702.00	\$2,032.00
1/3 Page	\$1,066.00	\$1,237.00	\$1,448.00	\$1,740.00
1/6 Page	\$890.00	\$1,039.00	\$1,217.00	\$1,461.00

TWO COLOR RATES				
AD SIZE	12 INSERTIONS	6 INSERTIONS	3 INSERTIONS	1 INSERTION
Full Page	\$1,725.00	\$1,963.00	\$2,154.00	\$2,626.00
2/3 Page	\$1,237.00	\$1,456.00	\$1,686.00	\$1,940.00
1/2 Page	\$1,039.00	\$1,176.00	\$1,330.00	\$1,727.00
1/3 Page	\$753.00	\$906.00	\$1,056.00	\$1,217.00
1/6 Page	\$624.00	\$711.00	\$829.00	\$1,001.00

BLACK & WHITE RATES				
AD SIZE	12 INSERTIONS	6 INSERTIONS	3 INSERTIONS	1 INSERTION
Full Page	\$1,495.00	\$1,733.00	\$1,924.00	\$2,396.00
2/3 Page	\$1,007.00	\$1,226.00	\$1,456.00	\$1,710.00
1/2 Page	\$809.00	\$946.00	\$1,100.00	\$1,497.00
1/3 Page	\$523.00	\$676.00	\$826.00	\$987.00
1/6 Page	\$394.00	\$481.00	\$599.00	\$771.00

PREMIUM POSITION RATES				
AD SIZE	12 INSERTIONS	6 INSERTIONS	3 INSERTIONS	1 INSERTION
Page 3	\$2,036.00	\$2,277.00	\$2,548.00	\$2,950.00
Inside Back	\$2,132.00	\$2,422.00	\$2,744.00	\$3,150.00
Back Cover	\$2,364.00	\$2,655.00	\$2,964.00	\$3,396.00
Inside Front	\$2,196.00	\$2,477.00	\$2,778.00	\$3,215.00
Opposite Table of Contents/ Editor's Note/ Reaction	\$2,036.00	\$2,277.00	\$2,548.00	\$2,950.00

Request for Proposal

Call your account representative for a customized proposal for your business. In addition to standard size ads *Mobile Bay* also offers unique opportunities for reaching your audience with multiple page units, inserts, polybagging and gatefolds. *Mobile Bay* can arrange design and printing for your message when requested. Your account representative will work with you to develop the best plan for targeting your audience within your budget.

Ad Design rates

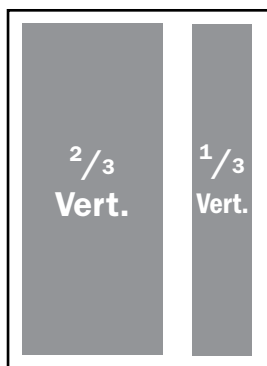
Ads needing production or not submitted in the correct formats will be billed at a rate of \$35 an hour.

MOBILE BAY MECHANICALS



Full Page

W: 7"
H: 10"

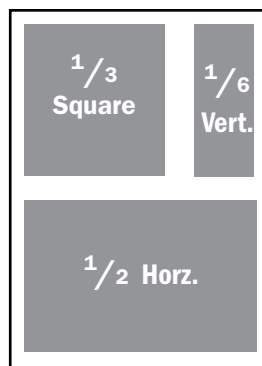


2/3 Vertical

W: 4.625"
H: 10"

1/3 Vertical

W: 2.125"
H: 10"



1/3 Square

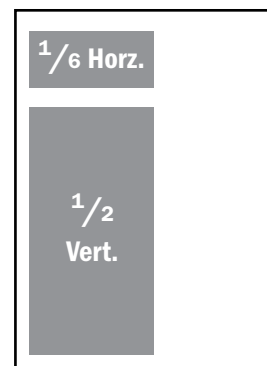
W: 4.625"
H: 4.875"

1/6 Vertical

W: 2.125"
H: 4.875"

1/2 Horizontal

W: 7"
H: 4.875"



1/6 Horizontal

W: 4.625"
H: 2.25"

1/2 Vertical

W: 4.625"
H: 7.5"

- **Three-Column Page Format**

- **Unit sizes in inches**

- **Page trim size: 8 3/8" x 10 7/8"**

- **Column width: 2 1/8" Column length: 10"**

- **Bleed Ads**

Full Page bleed: 8.625" x 11.125"

Will be trimmed to: 8.375" x 10.875"

Two Page Spread bleed: 17.25" x 11.125"

Will be trimmed to: 16.75" x 10.875"

- Keep live copy within standard ad dimensions. No safety necessary for live matter in gutter on spread bleed ads. No copy within 1/4" of trim on all sides. Maximum density for four-color process is 300%

- **Printing Specifications:**

Line Screen: Not to exceed 150

- **Output from Disk**

Mobile Bay is produced using Adobe InDesign CS 2 for Mac, the standard for professional four-color print production. Files for ads can be accepted in the following formats:

- High Resolution PDF file (preferred)
- High Resolution image file (tiff or jpeg)
- Photoshop CS2 or lower
- Adobe Illustrator CS2 or lower
- InDesign CS2
- QuarkXpress 6.5 or lower

Other formats such as Microsoft Publisher, PowerPoint or Word will require rebuilding of the ad. Fees are based on ad layout charges as noted on reverse.

- **Disk formats accepted are: DVD or CD-Rom**

- Ads under 15 MB can be sent via e-mail to your account representative. Call your account representative to verify ads have been received.

- Ads over 15 MB can be uploaded to our FTP site. Contact your account representative for FTP information.

- A laser copy for black and white ads or a color copy of the ad must accompany the disk.

- **Shipping Instructions:**

All materials should be shipped flat to:

PMT PUBLISHING

3729 COTTAGE HILL ROAD, SUITE H

MOBILE, AL 36609-6500

- **Proofs**

Proofs will be furnished upon request, and in time for approval, providing deadline dates are met. Publisher assumes no liability for errors in new copy or copy changes submitted after closing date.

- Problems that will prevent us from outputting your files will result in additional production costs. PMT Publishing cannot guarantee matching color or layout to your provided proof. PMT Publishing is not responsible for errors in file production, such as trapping and overprinting issues that may alter the final printed ad.

- For more information about submitting your ad, please visit our website at www.mobilebaymonthly.com and click on Advertising.

- **Other Information:**

- **Printing:** Web offset on publication-grade enamel

- **Binding:** Saddle stitched

- **Material Storage:** PMT Publishing Co., and *Mobile Bay* will not be responsible for discs, art, or other materials requested one year from date of publication.

- **If you have any questions please feel free to call us at: 251-473-6269**