

## A Letter from the Publisher

Thank you for your interest in *The South Coast Insider*. We are a monthly magazine covering the commercial, social, political and cultural trends and issues of the coastal region between Mount Hope and Buzzards Bay.

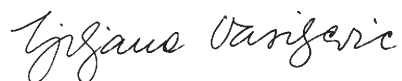
*The Insider's* perspective and style are as fresh and salty as the air its readers breathe. Our timing has been near perfect. We emerged at a moment in local history when a curious confluence of political and economic forces provided a dynamic impetus for the "idea" of a South Coast region. Old rivalries and local jealousies have evaporated in face of a new-found awareness that our future, like our past, will be a common one.

*The Insider* distributes 30,000 copies each month throughout the South Coast. Our readers are committed to the concept of the South Coast. Because of their position within their communities, they are able to influence others. We are the only publication targeted towards the "zone" within the Newport–Boston–Cape Cod triangle. Thus, if you live or do business in the zone, you should consider the opportunity to target this unique and neglected market through this unique publication.

*The Insider* is fresh, lively and innovative in its content and its perspective. More important to you, however, is the plain and simple fact that *The Insider* is realistic and highly-competitive in its advertising rates.

We are committed to the prospect that the South Coast region will grow and that its regional consciousness will expand. *The Insider* will promote and join in that process. We hope that you will do the same.

Sincerely,



Ljiljana Vasiljevic  
Publisher

## Readership

*The South Coast Insider's* readers represent a desirable audience for advertisers who want to reach active, well-educated residents of the region with money to spend—and the desire to spend it on the South Coast.

### Circulation

Distribution is available by zip code for both publications. Verifications are available through a Publisher's Statement, receipts from our printing company and, in the case of the *South Coast Prime Times*, postal statements. Please ask your advertising representative for proof of performance.

- Rate base: 30,000
- Copies distributed:
- Super Stop & Shop through South Coast and Rhode Island
- At boutiques, restaurants, and other places generally frequented by our readers
- At high-visibility points, including supermarkets, banks and visitor information centers
- Through the mail to doctors, lawyers and residents who choose to subscribe.

### Demographics

- 55% female, 45% male
- 62% are between 35 and 55 years old
- 52% make more than \$50,000 a year
- 77% have a college degree or some college education
- 23% have a graduate degree

### Readership

- Per-copy readership: 3.6
- Total readers: 82,000
- 73% of all readers say they regularly read *The Insider*
- 67% retain *The Insider* for at least two weeks
- 86% have purchased products after reading about them in *The Insider*.

### How our readers describe us

Always available. A good place to discover all the little shops in the area. The only publication with a regional outlook. So many local facts. A first-class publication. Worth holding on to for a long time. Accentuates the positive qualities of the region. *The Insider* made us want to move here! A great resource. Information-packed. Very well done. Lots of ideas to share with family and friends. An easy way to find places to explore. Hats off for a nice publication!

## Mission

To develop and define a regional awareness and identity for the South Coast by chronicling current trends, issues and developments in the social, commercial, political and cultural life of this unique corner of New England. To be regional, but never provincial. To be an innovative voice for cohesion and communication among the people and institutions of the South Coast.

## 2009 Production/Sales Deadlines

Issue	Space reservation	Materials due
January	December 8	December 15
February	January 9	January 14
March	February 6	February 11
April	March 13	March 18
May	April 10	April 15
June	May 8	May 13
July	June 12	June 17
August	July 10	July 15
September	August 7	August 12
October	September 4	September 9
November	October 9	October 14
December	November 6	November 11

# Distribution

*The South Coast Insider* is a unique publication with a very strong, educated and influential readership. They are committed to the concept of the South Coast and share a definite, undisputable common thread...they go out! Our readers have to be out to pick up our magazine... so they are pre-qualified as patrons of all our distribution points.

*The South Coast Insider* is a free publication available at select locations throughout the area such as restaurants, supermarkets, bank branches, hospitals and professional offices frequented with our readers.

*The South Coast Insider* magazine's rates are based on an average monthly circulation of 30,000. Our readership is over 80,000. The magazine has the largest circulation of any South Coast monthly publication.

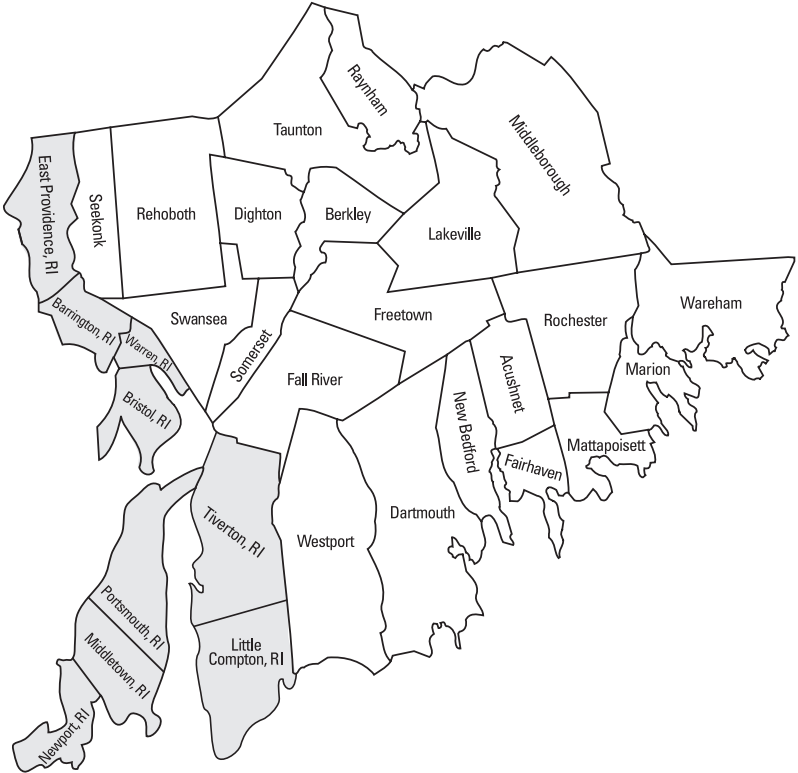
The magazine is distributed within a week before the first of each month.

**Cities: 9,000**  
Greater Fall River, New Bedford and Taunton

**Coastal Communities: 8,500**  
Tiverton, Little Compton, Westport, Dartmouth, Fairhaven, Marion, Mattapoisett, Wareham and Buzzard's Bay

**Towns: 7,500**  
Seekonk, Swansea, Somerset, Rehoboth, Dighton, Freetown, Acushnet, Berkley, Lakeville, Rochester, Raynham and Middleborough

**East Bay and RI: 5,000**  
East Bay: Barrington, Bristol, Warren, E. Providence  
Aquidneck Island: Newport, Middletown and Portsmouth



## 2009 Planning Calendar

### **JANUARY**

*Theme:* Health, Wellness & Fitness

*Special Advertising:* Weddings & Proms

*Sponsorship:* Winter Dining

### **FEBRUARY**

*Theme:* Weddings & Proms

*Special Advertising:* Winter Escape

*Sponsorship:* Home – Kitchen & Bath

### **MARCH**

*Theme:* Here's to Your Health

*Special Advertising:* Finances

*Sponsorship:* Home Improvement

### **APRIL**

*Theme:* Refreshing Getaways

*Special Advertising:* Arts, Antiques, Fashion

*Sponsorship:* Real Estate & Gardening

### **MAY**

*Theme:* Health & Fitness

*Special Advertising:* Sports & Leisure

*Sponsorship:* Outdoor Entertaining

### **JUNE**

*Theme:* Summer Escapes

*Special Advertising:* Beyond the Home

*Sponsorship:* Sports & Leisure

### **JULY**

*Theme:* Live Leisurely

*Special Advertising:* Health & Fitness

*Sponsorship:* Outdoors

### **AUGUST**

*Theme:* The Best of the South Coast

*Special Advertising:* Wedding & Event Planner

*Sponsorship:* Ultimate Event

### **SEPTEMBER**

*Theme:* Prime Living

*Special Advertising:* Homeowners Resource Guide

*Sponsorship:* Dinning Out

### **OCTOBER**

*Theme:* Main Streets & Back Roads

*Special Advertising:* Planning for The Holidays

*Sponsorship:* Home Design

### **NOVEMBER**

*Theme:* Giving Back

*Special Advertising:* Wedding & Gift Guide

*Sponsorship:* Living Well

### **DECEMBER**

*Theme:* In the Spirit

*Special Advertising:* Gift Guide

*Sponsorship:* Ultimate Gift

### **Plus monthly editorial features:**

Arts & Entertainment,  
Calendar of Events

Regional News

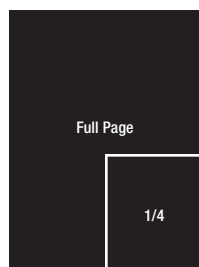
Food & Wine

Restaurants Listing

The South Coast Style  
(Real Estate, Fashion/Design)

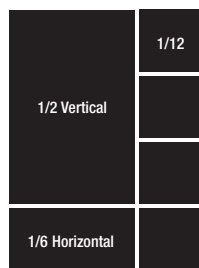
*Calendar subject to change. For more information, please call your account executive.*

# 2009 Advertising Rates



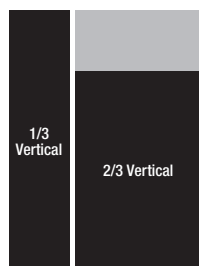
## DISPLAY SPACE ADVERTISING DIMENSIONS

Unit Size (non-bleed)	Width	Height
Full Page:	7.125	9.625
1/2 Page (vertical)	3.5	9.625
1/2 Page (horizontal)	7.125	4.5
1/3 Page (vertical)	2.25	9.25
1/3 Page (horizontal)	4.6875	4.5
1/4 Page	3.5	4.5
1/6 Page (vertical)	2.25	4.5
1/6 Page (horizontal)	4.6875	2.125
1/12 Page	2.25	2.125
Double Truck	15.25	9.25



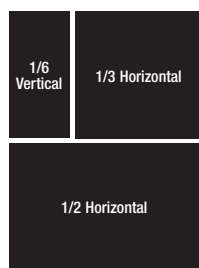
Unit Size (bleed)	Width	Height
Full Page (trim size)	8.125	10.625

*\*Please extend bleeds .125 inches for cover and insert ads and .25 inches for newsprint ads.*



## Free Advertising Design:

The South Coast Insider provides free, high-quality ad design as a special service for our advertisers. Please provide text, digital logo (if digital logo is unavailable, you must supply a clean, black and white printout of logo on WHITE paper) and original photographs (high-resolution digital files are also acceptable)



## Ad Specifications:

We accept high-resolution CMYK PDFs (PDF/X-1a preferred) with all fonts embedded. If submitting an ad to *The South Coast Insider*, you must provide a color proof for color ads or a black and white print-out for non-color ads.

We cannot guarantee accuracy of ad without a paper proof or matchprint provided by advertiser or advertiser's agency.

## ADVERTISING RATES PER MONTH

	1X	3-6X	7-12X
<b>BLACK &amp; WHITE</b>			
1/12	\$185	\$165	\$145
1/6	\$360	\$310	\$265
1/4	\$475	\$390	\$355
1/3	\$595	\$525	\$465
1/2	\$695	\$600	\$575
Full Page	\$1,235	\$1,160	\$1055

## FOUR COLOR

Color is available in any publication for an additional \$100. Some sizes do not apply.

## COVER RATES

back/front.....	\$1,900
inside front/back	\$1,600
page 3 .....	\$1,600
double truck .....	\$2,500

## SPECIAL ADVERTISING SECTION - GLOSSY

1/6 page .....	\$390
1/4 page .....	\$500
1/3 page .....	\$650
1/2 page .....	\$850
Full page.....	\$1,500

## DISTRIBUTION MAP



## Web site services

### Domain name registration

Get your own web address of www.businessname.com for \$20 per year

### Basic website hosting

\$15 per month (12 month minimum). Includes e-mail address and FTP access

### Basic website

\$99 per page

### Website updates

\$15 per update

### Custom web design

Contact us at 508-677-3000

### Banner advertising

Right column button ad (120 x 90 pixel) only \$55 per month  
Top banner ad (350px X 60px): \$110/month  
We can design a banner for a one-time fee of \$20.

### Weekly happenings advertising

Text (Google-style) ad  
Place a text ad for your business or service for \$15 per week.

Sample:

Headline

This is where your  
ad description will go.  
Call 508-555-5555

## Special services

### Inserts

Inserts are available in any publication for a cost of \$65/thousand (full run). Partial runs are available at a cost of \$100/thousand. Prices are based on a standard, single sheet, 8.5"x11" (.2 oz). Other sizes and weights can be accommodated. Please ask for a quote. Minimum billing is 2,000 copies (\$200).

### Special Rates

Business Focuses are available in both publications with a four-month commitment (cost is \$300 per ad). Special geographical (i.e. by the community or by towns) and thematic (i.e. Dining, Wedding...) sections are available throughout the year. If you're interested in a specific page, ask your sales rep.

### Business Directory

Available in both publications and on-line. Please call 508-677-3000 for details.

### Advertising Supplements

Coastal Communications Corp. produces numerous special pages and feature sections throughout the year. Notices will appear in our publications at least one month prior to deadline, or check our editorial calendar for details.

### Combination Rates: 15% Discount

Discounts apply to total billing charge including color and special placement. Discounts are only applied to accounts whose balance is current. Advertising must appear within the same month or on yearly contract. Different sizes can be utilized. Size and copy can be changed. Contracts not fulfilled will be short rated to the earned rate. Discounts do not apply to glossy pages.

### Color Rates

Color is available in any publication for an additional \$100. Some sizes do not apply.

### Circulation

Distribution is available by zip code for both publications. Verifications are available through a Publisher's Statement, receipts from our printing company and, in the case of the South Coast Prime Times, postal statements. Please ask your advertising representative for proof of performance.