



ELLIS COUNTY  
**Living**  
MAGAZINE

**MEDIA KIT 2010**

[WWW.LIVING-MAGAZINE.COM](http://WWW.LIVING-MAGAZINE.COM)

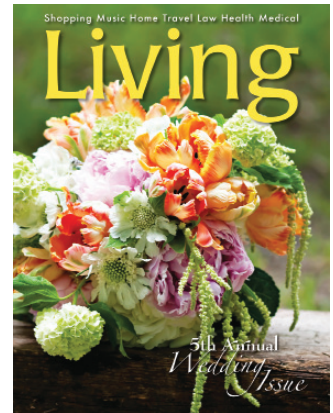


## CINDY CAMP

Publisher, Ellis County Living Magazine

Ellis County Living Magazine has worked hard for the past five years to define the quality of life in our hometown. By listening to our readers and clients, we've created an informed and desirable audience. Living Magazine was designed to serve local businesses and help them reach across Ellis County—we want to make sure professionals in our community find a level of connection throughout the area. With a work staff from our community, a professional format that unites all of Ellis County and a level of appreciation for our audience, we provide our readers with an outstanding and informative publication.

*Cindy Camp*



## TAKE **ACTION** WITH **ELLIS COUNTY LIVING MAGAZINE**

The premier publication of Ellis County will connect you with affluent consumers that will drive your business to succeed. Let our professional team and high quality publication be the trusted vehicle you use to attract educated consumers to your door.

Our goal is to be the best vehicle in style and design that drives your brand into the hands of the consumer

## **EDUCATION + MOTIVATION = ACTION**

### **OUR READERS**

60% are between the ages of 25-49

85% have an annual income of over \$100K

55% live in homes valued at \$200K or more

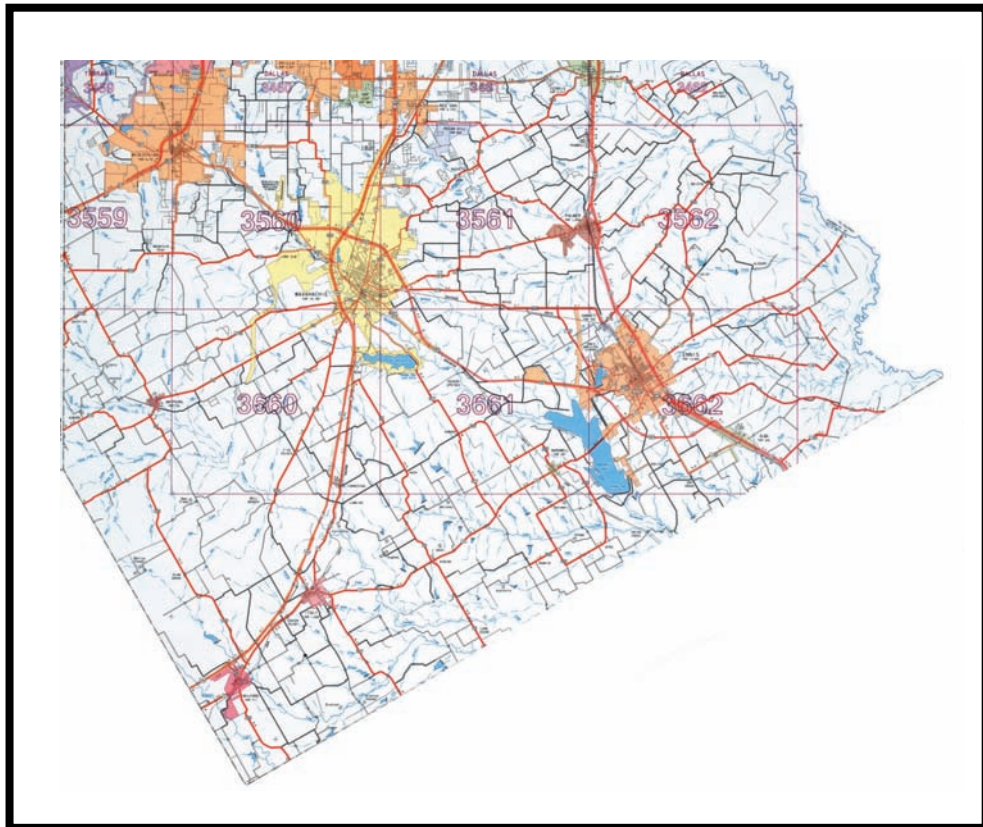
40% live in homes valued at \$100K - \$200K

What's our distribution?

**62,500** READERS

**LIVING MAGAZINE TARGETS:**

- Waxahachie
- Midlothian
- Red Oak
- Ovilla
- Glenn Heights
- Ennis
- Corsicana (including all the homes on Richland Chambers Lake)



# RATES

ISSUE	ARTWORK DEADLINE	PUBLISH DATE	IN YOUR HANDS
JAN/FEB 2010	12/11/09	12/16/09	12/31/2009
MARCH/APR 2010	2/5/10	2/12/10	3/1/2010
MAY/JUNE 2010	4/9/10	4/16/10	4/30/2010
JULY/AUG 2010	6/9/10	6/16/10	7/1/2010
SEPT/OCT 2010	8/6/10	8/13/10	9/1/2010
NOV/DEC 2010	10/8/10	10/15/10	11/1/2010

AVAILABLE AD SIZES	SPECS
Spread	15x9.75
Full Page	7.5x9.75
2/3 Page	4.75x9.75
1/2 Page Horizontal	7.5x4.75
1/2 Page Vertical	3.75x9.75
1/3 Page Square	4.75x4.75
1/3 Page Vertical	3.625x4.75
1/4 Page	3.625x4.75
1/6 Page	2.25x4.75

FREQUENCY	6X	3X	1X
Spread	\$3000	\$3500	\$4000
Full Page	\$1600	\$1800	\$2100
2/3 Page	\$1150	\$1550	\$1975
1/2 Page Horizontal	\$850	\$1000	\$1200
1/2 Page Vertical	\$850	\$1000	\$1200
1/3 Page Square	\$725	\$900	\$1075
1/3 Page Vertical	\$725	\$900	\$1075
1/4 Page	\$495	\$600	\$800
1/6 Page	\$325	\$450	\$595
Back Cover	\$2695	\$3400	\$4100
Inside Front Cover	\$2050	\$2275	\$2800
Inside Back Cover	\$2050	\$2275	\$2800

\*Rates for valid for the 2010 calendar year  
 For more information, please contact your ECL Magazine representative.

## **GRAPHIC DESIGN**

We are a Mac based graphic house using CS4. All ads are 4 color and 300 dpi at 100%.

FILE SUBMISSION-Preferred digital file format are PDF or JPEG. Files smaller than 300 dpi will not be accepted. For questions about graphic design, please contact our Art Director, Jennifer Kemp at [jennifer@living-magazine.com](mailto:jennifer@living-magazine.com)

## **SPECIAL FEATURE ISSUES**

JAN/FEB - HOME OF THE YEAR

MAR/APR - HEALTH AND WELLNESS

MAY/JUNE - TRAVEL

JULY/AUGUST - BACKYARD OF THE YEAR

SEPT/OCT - WEDDING ISSUE

NOV/DEC - ANNUAL HOLIDAY ISSUE

## **EDITORIAL**

If you would like to submit an article to be considered for print in ECL Magazine please contact our Editor, Kate McClendon via email at [kate@living-magazine.com](mailto:kate@living-magazine.com) for more information.