

2017 ADVERTISING RATES

FULL COLOR	12X	6X
Full page	\$1,874	\$2,080
2/3 page	\$1,503	\$1,668
1/2 page	\$1,132	\$1,256
1/3 page	\$761	\$844
1/6 page	\$411	\$452

FULL COLOR	3X	1X
Full page	\$2,389	\$2,708
2/3 page	\$1,915	\$2,162
1/2 page	\$1,441	\$1,626
1/3 page	\$957	\$1,080
1/6 page	\$514	\$617

SPECIAL ADJUSTMENTS

Back Cover	Earned rate plus 30%
Inside Front	Earned rate plus 20%
Inside Back	Earned rate plus 20%
Position Guarantee	Earned rate plus 10%
Multi-Page Discounts	Earned rate less 10%
Four Pages or More	12-time rate less 10%

Premium position surcharges are non-commissionable.
Bleed charge: Add 10% to earned rate

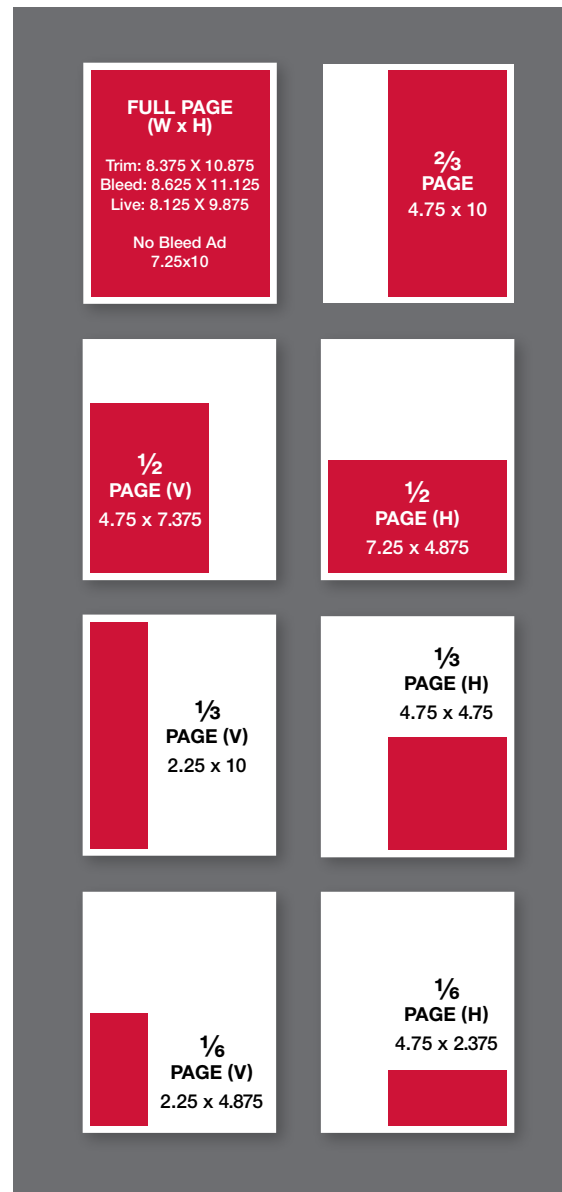
GIFT GUIDES

Special advertising opportunities in our holiday issues.
Please see your representative for details.

BOOK TRIM SIZE

8.375" x 10.875" (.125" bleed on all sides). Please keep all live material .25" from the trim on all sides. On two-page spreads, leave 1" gutter for all live material.

ADVERTISING SIZES



**FORT WAYNE MAGAZINE
ANCILLARY PUBLICATIONS**

CITY GUIDE	Polybagged with April issue
GOLF GUIDE	Polybagged with February issue
HEALTH	Polybagged with September issue
WEDDINGS	Published in December, distributed separately

**PRINTING SPECS
& PRODUCTION COSTS**

Printing	Sheet-fed offset
Binding	Perfect bound
Half-tone screens	150 line screen (133 min.) photos (300 dpi min.)
PRE-PRESS (charges)	
Copywriting	\$25/hour
Advertising agency commission to qualified agencies	15%

AD MATERIAL REQUIREMENTS

Ad materials should be submitted as electronic files. Acceptable file formats include: Acrobat pdf (6.0 or earlier), InDesign CS5.5 or earlier, NO MICROSOFT programs. All fonts (printer and screen) and graphic files must be included. All photos must be 300 dpi minimum resolution.

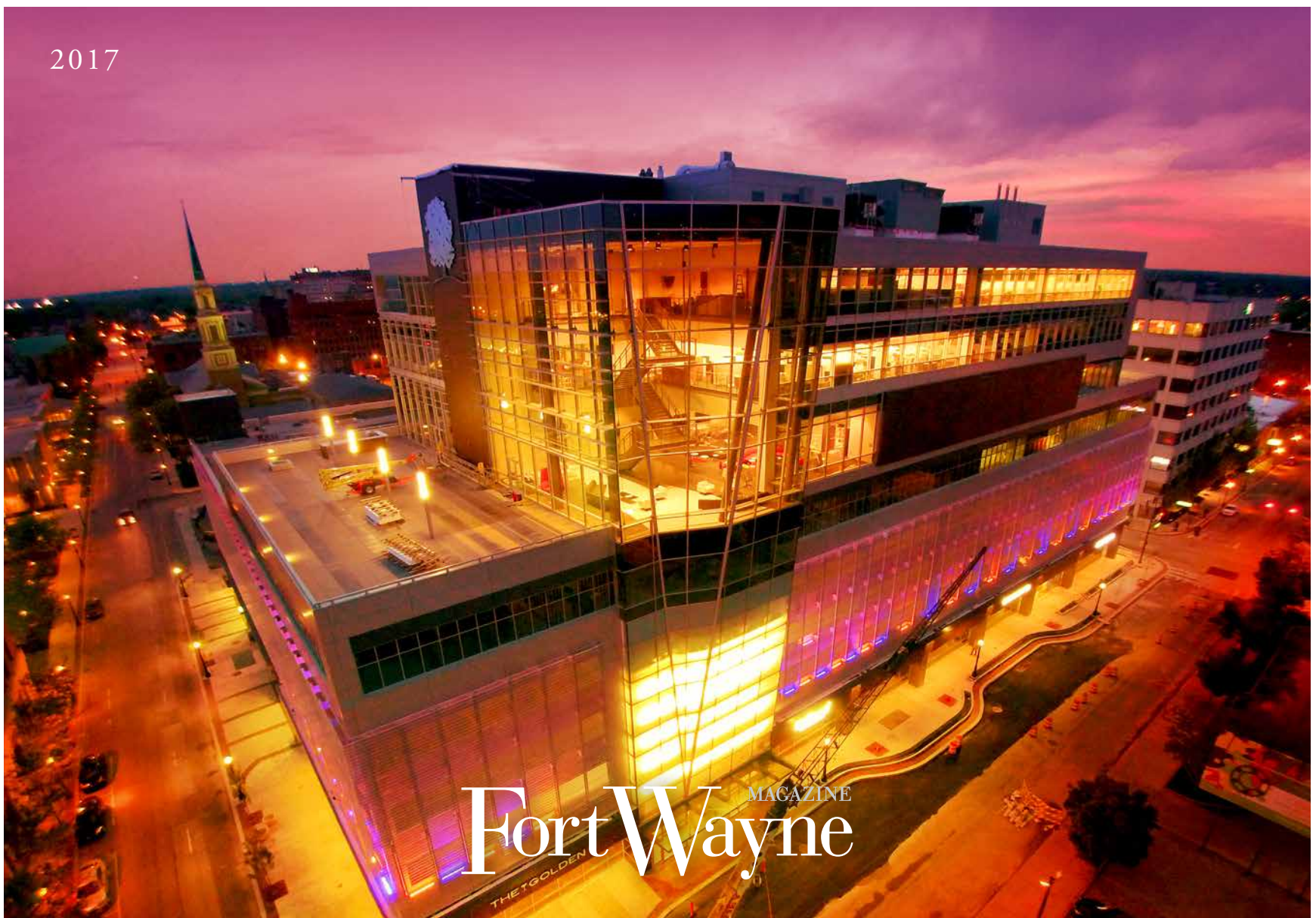
**ADS MAY BE DELIVERED
IN THE FOLLOWING WAYS:**

On Disk: CDs or flash drives. Email: Attach ONE self-extracting, stuffed, zipped or PDF file and send to advertising@fortwayne.com. No file sizes larger than 4MB.


CANCELLATION POLICY

Changes or cancellations must be made on or before the space reservation deadline.

600 W. Main St., Fort Wayne, IN 46802 • (260) 461-8790 • www.fortwayne.com



Fort Wayne MAGAZINE



JANUARY

Cover story
Readers Poll: Best Places to Work

SAS: Fort Wayne After Dark

Ad Close: Nov. 25, 2016 Newsstand date: Dec. 23, 2016



FEBRUARY

Cover story
Made in Fort Wayne

SAS: Bridal Extravaganza

Ad Close: Dec. 23, 2016 Newsstand date: Jan. 27




MARCH

Cover story
Education: Completing College Degrees

SAS: Continuing Education Spotlight

Ad Close: Jan. 27 Newsstand date: Feb. 24




APRIL

Cover story
Gardening in the Summit City

SAS: Seasonal Travel

Ad Close: Feb. 24 Newsstand date: March 24




MAY

Cover story
Down by Our Riverfront

Community Spotlight: Berne

Ad Close: March 24 Newsstand date: April 28



JUNE

Cover story
Extreme Adventures in the Fort

Community Spotlight: Warsaw/Winona Lake

Ad Close: April 28 Newsstand date: May 26



JULY

Cover story
Top 10 Summer Drives

Community Spotlight: Bluffton
SAS: Home & Design Resource Guide

Ad Close: May 26 Newsstand date: June 23




AUGUST

Cover story
Foodie Road Trips

Community Spotlight: Aboite

Ad Close: June 23 Newsstand date: July 28



SEPTEMBER

Cover story
Team Spirit: Football Fandom in the Fort

SAS: Seasonal Travel

Ad Close: July 28 Newsstand date: Aug. 25



OCTOBER

Cover story
Fort Wayne Bucket List

SAS: Breast Cancer Awareness

Ad Close: Aug. 25 Newsstand date: Sept. 22



NOVEMBER

Cover story
Where the Chefs Eat

SAS: Holiday Gift Guide

Ad Close: Sept. 22 Newsstand date: Oct. 27



DECEMBER

Cover story
Top 5 Not-for-Profits

SAS: Holiday Gift Guide
Social Calendar

Ad Close: Oct. 27 Newsstand date: Nov. 24

2017 EDITORIAL CALENDAR & SPECIAL ADVERTISING SECTIONS (SAS) **

EDITORIAL

Fort Wayne Magazine has been Fort Wayne's own premier city publication since 2003. Fort Wayne Magazine captures the flair and vitality of our community and packages them with distinction and creativity. The content of Fort Wayne Magazine is compelling and intimate, combining award-winning writing with dynamic photography and design.

Each issue offers:

- profiles of local personalities
- features on the people and events that shaped our past, define our present and forecast our future
- the arts, dining, entertainment and sports activities

READERS

Like many city magazines, Fort Wayne Magazine is upscale. Its broad editorial coverage attracts community-minded readers willing to spend

time, energy and money on any number of consumer passions, including travel, fitness, dining, entertainment, the arts and home décor. For these readers, Fort Wayne Magazine is a must-read.

Using ongoing in-depth research to pinpoint its market, Fort Wayne Magazine knows its readers are upscale, with 74 percent having an annual household income of \$75,000 or more.* In addition, Fort Wayne Magazine readers have a demonstrated interest in serving the community by participating in civic and cultural activities.

CIRCULATION

The Fort Wayne community has embraced Fort Wayne Magazine, with subscribers representing a broad range of demographics. Fort Wayne Magazine has unparalleled audience penetration. Its total circulation of 8,168 reaches more than 40,000 readers* with each issue through three major distribution channels.

Subscriptions:

Fort Wayne Magazine offers the most exhaustive magazine subscription capabilities available.

Demographic Targeting:

Fort Wayne Magazine is distributed to affluent consumers throughout our area's high reader pass-along venues, including hotel lobbies, hospitals, physician practices, dental offices and law firms, among others. In addition, it is distributed to members of area chambers of commerce.

Newsstand:

Fort Wayne Magazine is sold in prominent retail locations throughout the area, including Anne's Hallmark, Barnes & Noble, CVS, Fresh Market, Kroger, Riegel's and Starbucks.

* 2016 Circulation Verification Council Publication Audit Report
** Calendar is subject to change