

**2017 ADVERTISING RATES**

<b>FULL COLOR</b>	<b>12X</b>	<b>6X</b>
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

<b>FULL COLOR</b>	<b>3X</b>	<b>1X</b>
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**

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

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

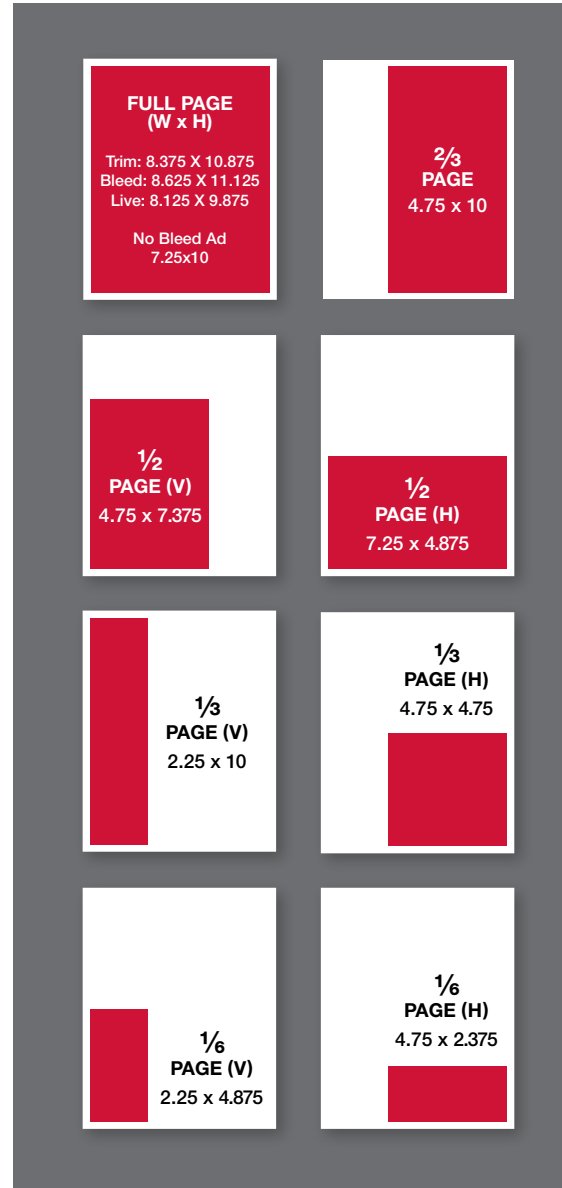
**GIFT GUIDES**

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**

<b>CITY GUIDE</b>	Polybagged with April issue
<b>GOLF GUIDE</b>	Polybagged with February issue
<b>HEALTH</b>	Polybagged with September issue
<b>WEDDINGS</b>	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