

WHO ARE WE?

substance...withstyle.

The Skinnie Magazine is the definitive voice of zip code 31411. A first-class, full-size, full-color biweekly magazine that reaches 100 percent of Skidaway Island, including The Landings, Modena Island, South Harbor, The Village on Skidaway Island and every address in the region. And a loyal base of subscribers in states from Maine to Florida. The publication of choice for sophisticated, affluent readers and advertisers with a passion for presenting their stories in the best light. Fondly embraced by our communities, The Skinnie Magazine sets an unmatched standard for local print media. We are committed to producing a magazine that our advertising partners, our community and we can be proud of.

Now in our sixth year, The Skinnie Magazine remains a stylish and smart lifestyle publication that speaks articulately to the interests of our readers. News, travel, entertainment, human-interest stories, fine art, home and finance features. Great writing. Gorgeous pictures. And a meaningful platform for discussion of issues that matter to our communities. We are independent and privately funded. We do what we do because we have an undeniable fire for the creative process.

Your business is a huge part of your life. You nurture it. You are constantly striving to make it better. You celebrate its successes. Your choices of where you tell its story to the world should reflect your commitment to excellence. The Skinnie Magazine is the perfect place to shine a bright light on your life's work.

Other publications suggesting they reach all of Skidaway Island or any of its communities simply are misrepresenting the truth. Numerous testimonials from readers and advertisers confirm our appeal. We are happy to share them with you.

Please consider The Skinnie Magazine as a powerful tool for promoting your enterprise. You will be glad you did.

- QUALITY
- REACH
- PASSION

They set us apart.

DETAILS & GUIDELINES

AD RATES ART SPECIFICATIONS

RATES

SPREAD

1x	\$1525
3x	\$1449
6x	\$1373
13x	\$1296
26x	\$1220

FULL PAGE

1x	\$840
3x	\$798
6x	\$756
13x	\$714
26x	\$672

2/3 PAGE

1x	\$610
3x	\$580
6x	\$549
13x	\$519
26x	\$488

1/2 PAGE

1x	\$465
3x	\$442
6x	\$419
13x	\$395
26x	\$372

1/3 PAGE

1x	\$315
3x	\$299
6x	\$284
13x	\$268
26x	\$252

1/4 PAGE

1x	\$255
3x	\$242
6x	\$230
13x	\$217
26x	\$204

1/6 PAGE

1x	\$175
3x	\$166
6x	\$158
13x	\$149
26x	\$140

Non-Profit w/ 501c3 status: Subtract 10%
Prices valid as of 05.01.07

BLEED:

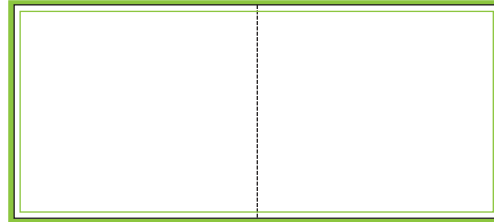
8.625" x 11.125"

TRIM:

8.375" x 10.875"

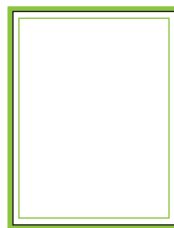
LIVE:

7.875" x 10.375"



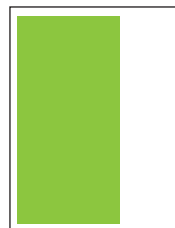
SPREAD

Non-Bleed:
15.75" x
10.375"
Bleed:
17" x 11.125"



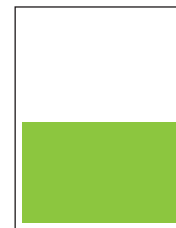
FULL

Non-Bleed:
7.875" x
10.375"
Bleed:
8.625" x
11.125"



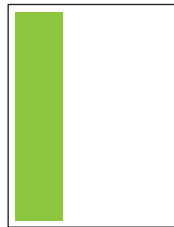
2/3

Vertical
4.875" x
9.875"



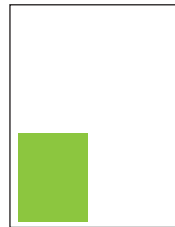
1/2

Horizontal
7.5" x
4.75"



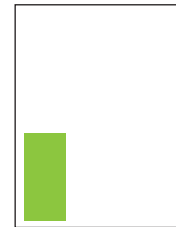
1/3

Vertical
2.25" x
9.875"



1/4

Vertical
3.75" x
4.75"



1/6

Vertical
2.25" x
4.75"

ACCEPTED MEDIA: CD, DVD

PREFERRED FORMATS (MACINTOSH PLATFORM ONLY: PDF (CMYK, 300 dpi, fonts embedded), PSD (CMYK, 300 dpi, flattened layers), EPS (CMYK, text changed to paths) or TIF (CMYK, 300 dpi, no LZW compression).

ACCEPTED APPLICATIONS (MACINTOSH PLATFORM ONLY): InDesign CS2 • Quark Xpress 6.5 (all fonts must be included along with all images—see Images below for format requirements) • Adobe Acrobat (cannot be edited) • Adobe Photoshop 7, CS2 • Adobe Illustrator 10, CS2

IMAGES: All images supplied must be 300dpi and must be CMYK. All vector images must be saved as EPS files. All fonts must be changed to paths.

FONTS: All fonts for electronically supplied ads must be submitted (printer & screen). Our printer will only accept OpenType or Type 1 fonts, and prefers Adobe OpenType and Type 1 fonts. Any other font supplied is subject to the closest Type 1 font available. Please note that fonts cannot be bolded or italicized using the measurement tool bar or keyboard. The font must be a bold or italicized version of that font found in the font menu.

TRIM SIZE AND BLEEDS: All ads must be built to their trim size. Only full size ads can run to bleed.

ELECTRONIC SUBMISSION: Digital submissions (10MB or less) can be sent via e-mail. Such submissions may be sent to production@theskinnie.com. Any collected ad over 10MB may be sent via our FTP site or shipped to: The Skinnie Magazine, 4 Skidaway Village Square, Savannah, GA 31411. Contact production@theskinnie.com for FTP site instructions.

The Skinnie will not be responsible for loss of color or quality due to converting files submitted in unacceptable formats. We do not accept ads built in Microsoft Publisher or Word. Nor do we accept files with lab color, RGB or Pantone colors.

2012

CLOSING DATES

Issue Date:	Ad Deadline:	Distribution Date:
1001 [Early Jan.]	01.06.2012	01.13.2012
1002 [Late Jan.]	01.13.2012	01.27.2012
1003 [Early Feb.]	01.27.2012	02.10.2012
1004 [Late Feb.]	02.10.2012	02.24.2012
1005 [Early Mar.]	02.24.2012	03.09.2012
1006 [Late Mar.]	03.09.2012	03.23.2012
1007 [Early Apr.]	03.23.2012	04.06.2012
1008 [Late Apr.]	04.06.2012	04.20.2012
1009 [Early May]	04.20.2012	05.04.2012
1010 [Late May]	05.04.2012	05.18.2012
1011 [Early June]	05.18.2012	06.01.2012
1012 [Mid June]	06.01.2012	06.15.2012
1013 [Late June]	06.15.2012	06.29.2012
1014 [Early Jul.]	06.29.2012	07.13.2012
1015 [Late Jul.]	07.13.2012	07.27.2012
1016 [Early Aug.]	07.27.2012	08.10.2012
1017 [Late Aug.]	08.10.2012	08.24.2012
1018 [Early Sept.]	08.24.2012	09.07.2012
1019 [Late Sept.]	09.07.2012	09.21.2012
1020 [Early Oct.]	09.21.2012	10.05.2012
1021 [Late Oct.]	10.05.2012	10.19.2012
1022 [Early Nov.]	10.19.2012	11.02.2012
1023 [Mid Nov.]	11.02.2012	11.16.2012
1024 [Late Nov.]	11.16.2012	11.28.2012
1025 [Early Dec.]	11.28.2012	12.07.2012
1026 [Late Dec.]	12.07.2012	12.21.2012

2006 New & Emerging Small Business of the Year by the Savannah Small Business Chamber.

2005 Gold MarCom Creative Award winner for our Late September 2005 issue.

2005 Gold MarCom Creative Award winner for our Mid. September 2005 issue.

THE RESPONSE

“Since I began advertising with The Skinnie my ads have gotten so much attention, I cannot begin to tell you. I give them a picture and they turn it into an amazing ad that is so good that even the Savannah Morning News style section that I advertise in is also wanting to use the same ad because it is so catchy and cute!

“I have been advertising with The Skinnie Magazine for two years now and also advertise with Savannah Magazine and Savannah Morning News as well and if I had to make a choice as to where to put my money as far as these three are concerned there is no doubt it would be with The Skinnie Magazine. My customers read The Skinnie and many new people that move into the area read it as well. It’s a very upscale magazine, and very focused on the happenings and locals here in Savannah. It’s really funny because I notice my customers will say to me, “Hey I didn’t see your ad in The Skinnie.” and I just kinda laugh to myself, and respond back with, “Well it wouldn’t be so special now if you saw my ads in there every time now would it?” And it’s always the same thing that they will say, “But they are so cute and colorful, it makes my day.” Now how awesome is that for a customer to tell you that?

“No matter how well your business does, advertising is a must. You can never stop as far as I’m concerned. Every ad is a fresh ad, a new beginning to someone’s day. Retail is all about fresh and alive, and that’s why my store is as successful as it is because it’s out there in such magazines as The Skinnie. Thanks to everyone there at The Skinnie for making Sun-Kissed a special part of their advertising.”

-BECCA MELTON
Owner of Sun-Kissed, a Lilly Pulitzer Signature Store

“When I agreed to be one of the first advertisers in The Skinnie, I admit I was a bit skeptical about this “new publication!” However, as a repeat advertiser from Day 1, I have never regretted that decision. I couldn't be happier with the relationship and the results we have seen!”

-GWEN G. DEWALT, CTC
President of Four Seasons Travel, A Virtuoso Agency

“The Skinnie has provided a terrific venue for Comfort Keepers to expose residents of The Landings to the services we offer. Our goal in offering non-medical, in-home care is to provide the very best service experience possible; in stark contrast to a world where customer service is often neglected or non-existent. The quality of The Skinnie matches very nicely with the level of quality we represent with Comfort Keepers. Clients often tell us that they saw our advertisement in The Skinnie.”

-GREG STINSON
Owner of Comfort Keepers

CLASSIFIEDS DEAL

RATES

\$20 per issue

6 issues for \$100
(\$20 savings)

13 issues (1/2 year) for \$200
(\$60 savings)

26 issues (full year) for \$375
(\$145 savings)

WHO WE ARE...

The Skinnie is a high-quality, full-color, full-size magazine that publishes every two weeks (26 issues each year) and has a two-week shelf life. We have produced more than 85 issues to date. We distribute the magazine to an enthusiastic audience that includes every household in the 31411 zip code (Skidaway Island - The Landings, Modena Island, South Harbor and the other unincorporated properties on the island). Additionally, we serve subscribers all over Chatham County and in approximately 15 states. Our reach far exceeds any other print media outlet that targets our attractive demographic.

Our readers have embraced our editorial style, which is dedicated to quality, thoughtful, unique content. We also feel strongly that our design and look place us in very good stead with regards to other print media in the market.

Classified Advertising Opportunities

In an effort to bring the attractive services and products offered by businesses such as yours to the population of Skidaway Island, we want to expand our classified advertising section. Our existing advertisers have reported great satisfaction with the results they have enjoyed by maintaining a presence in The Skinnie.



Our latest issue is on sale at The Village Station. Or to see past issues of the magazine, stop by our office on the second floor of the SunTrust Building at 4 Skidaway Village Square.