

# ST. JOHN

magazine

## Media Kit

2010 Edition



t: (340) 776-6496 . f: (340) 693-8885 . w: [www.malindamediallc.com](http://www.malindamediallc.com)

# ST. JOHN

magazine

## Focus and Content

*St. John Magazine* is devoted to sharing the insights of natives and residents into life on the smallest of the U.S. Virgin Islands through a unique, professional publication designed to be a treasured keepsake.

A world-class vacation destination, St. John continues to be a much sought after second-home location for those who understand the true nature of this unique island will never really change. *St. John Magazine* shares that insight with first-time and repeat visitors — and residents — in a luxurious, full-color, perfect-bound oversized publication printed on glossy, heavy-stock paper.

Produced by MaLinda Media LLC, *St. John Magazine* incorporates the in-depth knowledge of local professional writers and contributors with their unique access to the island's most special homes and gardens, chefs and kitchens, artists and artisans, and local and international celebrities.

*St. John Magazine*, under the direction of publisher MaLinda Nelson, will be a treasured publication retained in homes around the islands and around the world.

## Circulation and Distribution

A paid circulation publication, *St. John Magazine* is available on newsstands throughout the U.S. Virgin Islands in addition to paid mail subscriptions and distribution through bulk sales and complimentary copies provided to resorts and villa management companies on St. John and throughout the USVI.

*St. John Magazine* delivers advertisers a focused market of readers who are interested in destination-specific advertising.

The projected readership for the 2010 edition will be 35,000.

# Ad Dimensions

## actual magazine trim size



9"

11.5"

## Advertising Sizes

	Width	Height	Live Area
Double Page Spread Bleed	18.5	11.75	8.5 x 11" x 2
Full Page Bleed	9.25	11.75	8.5 x 11"
Full Page Non-Bleed	8"	10.5"	
Half Page Non-Bleed	8"	5.125"	
Half Page Non-Bleed	3.875"	10.5"	
1/4 Page Non-Bleed	3.875"	5.125"	

## full page non-bleed ads



8"

10.5"

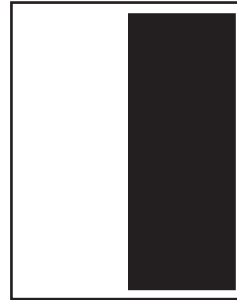
## half page non-bleed ads



8"

5.125"

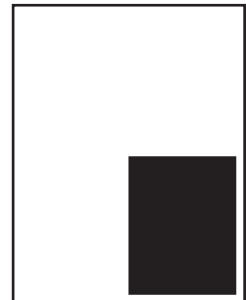
## half page non-bleed ads



3.875"

10.5"

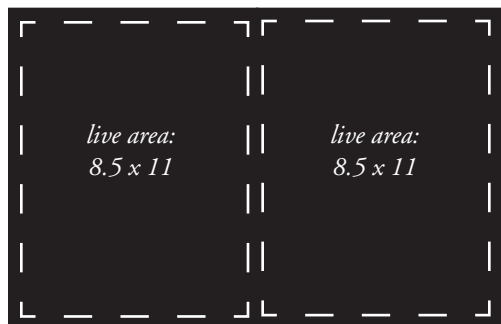
## 1/4 page non-bleed ads



3.875"

5.125"

## double page spread bleed ads



18.5

double page spread should be set up as two full single pages

## full page bleed ads



9.25

## Advertising Rates

*\*\*All ads are 4 color*

	<b>per page per insertion \$</b>	
<b>Inside Front Cover</b>	5,000.00	Not Available
<b>Page 1</b>	5,000.00	Not Available
<b>Pages 2-3</b>	4,000.00	Not Available
<b>Pages 4-5</b>	3,500.00	Not Available
<b>Pages 6-7</b>	3,500.00	Check Availability
<b>Pages 8-9</b>	3,000.00	Check Availability
<b>Inside Back Cover</b>	4,000.00	Not Available
<b>Outside Back Cover</b>	7,000.00	Not Available
<b>Double Page Spread</b>	5,500.00	
<b>Full Page</b>	3,000.00	
<b>Half Page</b>	1,750.00	
<b>Quarter Page</b>	1,000.00	

**Special Positioning** (where available): Additional 10%

**Insert Cards:** Specifications and prices on request

**Agency Commission:** 15% to recognized agencies

**Special Discount:** 15% when advertising in both *St. Thomas Magazine* and *St. John Magazine*

## Advertising Material Deadlines

<b>Issue</b>	<b>Space Reservation</b>	<b>Art Submission</b>	<b>Release Date</b>
2010 Edition	June 30, 2009	July 30, 2009	November 2009

**50% Payment Required with Space Reservation  
Balance Due with Artwork Submission**

Address All Advertising Inquiries To:

St. John Magazine  
5000 Estate Enighed PMB 55  
St. John, VI 00830  
Telephone: 340.776.6496  
Email: [advertising@stjohnmagazine.com](mailto:advertising@stjohnmagazine.com)

# Artwork Specifications

**Printing** Web offset

**Binding** Perfect

**Publication Trim Size** 9" x 11.5"

**Line Screen; Density** 175 line; 300% maximum density

**Cover** 100 lb., UV coating

**format requirements** Macintosh formats are required. InDesign CS3, Adobe Photoshop, Adobe Illustrator are preferred. For InDesign users, include "package" and "preflight" report with file. PDF files must be high resolution, including all images within file, all colors must be in CMYK.

**file requirements** All color images must be CMYK and in TIFF or single EPS format. All elements must be placed at 100% on page. No rotating, scaling or manipulation in page layout program. Images should be sized, rotated or mirrored in program they were created in (Photoshop or Illustrator). Any images included must be at a resolution of 300 dpi. All placed images must be linked. White background space should be filled with white. Double page spread files should be set up as two single pages. All ads must be created to exact size specifications in this media kit.

**font requirements** Supply all printer and screen fonts (PostScript) with file, including fonts embedded in EPS files. All Illustrator and Photoshop files must be supplied with fonts as outlines. Black type on white background should be defined as 100% Black – not a combination of CMYK. Do not use TrueType fonts.

**proof requirements** Processed color ads require a Matchprint proof at 100%. B&W ads require laser proof at 100%. Client-supplied Matchprint proof is required to guarantee color. The publisher and printer will not accept responsibility when proofs are not submitted.

**media transfers** We accept CDs and DVDs. Material can be mailed to St. John Magazine.

**electronic transmissions** Files no larger than 10 MB can be e-mailed to advertising@stjohnmagazine.com. Compress files with Stuffit before transmitting. Files larger than 10 MB should be uploaded to our FTP site. E-mail advertising@stjohnmagazine.com for FTP information and password. File name should reflect client name. An insertion order should be faxed to 340-693-8885 with copy of ad. Include time and date in which ad was emailed along with file/client name.

Material should be mailed to St. John Magazine, Attn: MaLinda Nelson, Publisher, 5000 Estate Enighed, PMB 55, St. John, VI 00830.

# Classified Advertising Rates and Sizes

## Vacation Villa Classified Ads (Color Photo with Text)

*St. John Magazine* provides readers with an exclusive Vacation Villa Classified Section. All photos/images must be provided at 100% in CMYK at 300 dpi in TIFF file format along with wordage.

### Color Vacation Villa Listing

	Per insertion \$	Photograph Size	Word Limitations	Total Ad Size
1/3 Page	1,500.00	4.5" w x 3.5" h	130-160 words	7.75 x 3.5"
1/6 Page	850.00	3.75" w x 2.071" h	60-75 words	3.75 x 3.375"

## Business Classified Ads (Display)

Business Classified Listings include a graphic similar to a business card and are priced by the vertical inch. Available in black and white only. Regular Display Ad Specifications apply.

### Black & White Business Listing

	per insertion \$
2.5" wide x 1"	200.00
2.5" x 2"	300.00
2.5" x 3"	400.00
2.5" x 4"	500.00

## Classified Ads (Text)

Regular Classified Ads are a base flat rate of \$100 for 5 lines, additional \$20 for each additional line.

	per insertion \$
5 Lines	150.00
Additional Line	25.00