BUILD BRAND AWARENESS

Locally owned and operated, SLM Media Group has been around for more than 50 years. We’ve earned a reputation for editorial excellence, even as we expanded across multiple platforms. Now, through our suite of print and digital products and events, we engage with readers online, at home, on the go, and in person. We connect St. Louisans with each other and with the places where they play, work, and live.

**ST. LOUIS MAGAZINE**

The award-winning monthly publication offers in-depth profiles, informed commentary, and discerning guides. SLM has received more than 50 honors from CRMA, the Great Plains Journalism Awards, and the Missouri Association of Publications.

**DESIGN STL**

Published bi-monthly, Design STL is St. Louis’ local source for design, style, architecture, outdoor living, and entertaining. Each issue of Design STL contains a curated collection of local personalities, places, and ideas, all of which inspire homeowners to enhance their lifestyles and living spaces.

**ST. LOUIS FAMILY**

Each issue is packed with solutions, tips, and events for parents and kids across the St. Louis region. The bi-annual publication highlights fun activities, educational opportunities, sports and summer camps, health care resources, retail, and more.

**SPECIAL PRINTING OPTIONS**

Want to stand out? Showcase your message in a variety of ways, including bellybands, French door covers, gatefolds, tip-ins, and polybag inserts.

“After advertising in a recent edition, I had several customers actually bring a copy of the magazine into my store to point out the items they were looking for.”

**IMAGINATION TOYS**

POLLY LETT, OWNER
GRAB READERS’ ATTENTION

PRINT AUDIENCE

51% Female
49% Male
73% AGES 35–64
62% Keep the magazine for one month or longer
81% Spend at least 15 minutes with each issue

$231,663 Average household income
76% College graduates

90% OF U.S. ADULTS HAVE READ MAGAZINES IN THE PAST SIX MONTHS—THE HIGHEST OF ALL TIME.
—GFK MRS

CONSUMER HABITS

IN THE NEXT YEAR, READERS PLAN TO BUY:
- Children’s Apparel 35%
- Financial Planning Services 39%
- Health Club/Exercise Classes 56%
- Home Furnishings 66%
- Home Improvements 45%
- Medical/Physician Services 68%
- Men’s Apparel 64%
- Tax Adviser Services 50%
- Vacation & Travel 68%
- Women’s Apparel 79%

IN THE PAST YEAR, READERS HAVE:
- Been influenced by SLM regarding dining decisions 79%
- Attended a food/drink event 71%
- Dined out 1-3 times per week 58%
- Visited a theater 63%
- Attended a live music event 63%
- Visited an art museum 51%
- Attended a charity event 53%

DIGITAL PROMOTIONS

SWEEPSTAKES / PHOTO CONTESTS / QUIZZES / BALLOTS

Online engagement campaigns are an incredibly effective way to connect with potential leads. They can provide valuable consumer insights, opt-in emails, and measurable results. Our team can create a tailored campaign to meet your organization’s needs.

EACH ENGAGEMENT CAMPAIGN INCLUDES A ROBUST PROMOTION PACKAGE, INCLUDING SOCIAL MEDIA AND NEWSLETTER COMPONENTS AS WELL AS CUSTOM GRAPHICS.

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“St. Louis Magazine has really helped our brands connect to consumers directly and support our overall brand initiatives. The Best Patios Poll was a perfect way for Bud Select to engage with consumers, build campaign awareness, and tie back to retail accounts. I look forward to our partnership with SLM next year!”

ANHEUSER-BUSCH INBEV
JACKIE HILLHOUSE, LOCAL CONNECTIONS MANAGER
TAP INTO OUR DIGITAL AUDIENCE

DIGITAL DEMOGRAPHICS

64% Female  
36% Male  

67% AGES 25–54  
65% $75,000+  

600,000+ Average monthly pageviews  
2:34 Average time spent on a page

NEWSLETTERS

WEEKENDER: A GUIDE TO MAKING THE MOST OF EVERY WEEKEND  
14,257 DELIVERED | 25% AVG. OPEN RATE

THE SCOOP: THE CITY’S TOP EVENTS, DEALS, AND CONTESTS  
10,853 DELIVERED | 25% AVG. OPEN RATE

ON THE BURNER: DINING NEWS, REVIEWS, AND ADVICE  
9,812 DELIVERED | 29% AVG. OPEN RATE

DESIGN+: INTERIOR DESIGN, REAL ESTATE, AND MORE  
7,353 DELIVERED | 27% AVG. OPEN RATE

INSIDE LOOK: A MONTHLY SNEAK PEEK AT THE LATEST ISSUE  
6,950 SUBSCRIBERS | 30% AVG. OPEN RATE

PARTNER CONTENT

Sometimes, the best way to influence a customer’s perception of your brand is through storytelling. Partner content does just that: It positions your organization within a narrative that is written to capture readers’ interests. Incorporating your brand as a key resource for information can help spark the interest of potential consumers.

ASK YOUR ACCOUNT EXECUTIVE FOR MORE DETAILS ABOUT THESE DIGITAL OFFERINGS:

INSTAGRAM GIVEAWAYS | SPONSORED EVENT PROMOTIONS | BANNER ADS

FACEBOOK FOLLOWING
@stlmag | Page Likes: 62,600  
@designstl | Page Likes: 1,900

TWITTER FOLLOWING
@stlmag | Followers: 90,900  
@stlmag_dining | Followers: 6,800  
@stlmag_arts | Followers: 4,000

INSTAGRAM FOLLOWING
@stlouismag | Followers: 25,400  
@designstl | Followers: 2,400  
@stlouismag_events | Followers: 1,000

SIGNATURE EVENTS BRING READERS’ FAVORITE FEATURES TO LIFE.

Working with the region’s top venues and services, we create memorable events year-round. Connect directly with guests through targeted sponsorships and booths. Or create your own custom event. Just ask. Our special events department can help plan the perfect occasion.

**UNVEILED: THE BRIDAL EVENT**
**JANUARY | ATTENDANCE: 500+**
A boutique bridal event featuring a collection of the city’s finest wedding vendors.

**ARCHITECT & DESIGNER AWARDS**
**FEBRUARY | ATTENDANCE: 350+**
An awards reception recognizing the superior work of local architects and designers, selected by a panel of nationally prominent professionals.

**EXCELLENCE IN NURSING AWARDS**
**APRIL | ATTENDANCE: 500+**
An awards reception honoring outstanding nurses throughout the region, chosen by a prestigious selection committee.

**BE WELL STL BOOT CAMP**
**SUMMER | ATTENDANCE: 400+**
A fitness boot camp and wellness expo that promotes healthy living.

**A-LIST**
**JULY | ATTENDANCE: 1,200+**
A celebration of the area’s best in food, nightlife, shopping, culture, and more.

**BEST DOCTORS RECEPTION**
**AUGUST | ATTENDANCE: 600+**
An invitation-only event that gathers many of St. Louis’ top physicians and medical professionals.

**PUMPKIN WARS: CHEFS VS. SURGEONS**
**OCTOBER | ATTENDANCE: 200+**
A family-friendly festival where surgeons and chefs go head-to-head to carve the most creative pumpkin.

**BEST DRESSED**
**NOVEMBER | ATTENDANCE: 250+**
A lively and elegant fashion-forward event that celebrates those named to the Best Dressed list in the November/December issue of *Design STL*. 
TELL YOUR STORY

SLM PARTNER STUDIO

The SLM Partner Studio offers extensive industry knowledge and experience that you can leverage to customize your own print piece. Our full-service capabilities are perfect for any size project, from single-page flyers to hardcover books.

“Our work with SLM Partner Studio has been one of our most successful marketing efforts to date. We knew our local high-growth companies needed help recruiting top talent to St. Louis, and that is when the custom group stepped in to create Gateway to the Best. The editors were able to develop a beautiful magazine filled with the best of the best in St. Louis, which so vividly conveyed what makes our region great. Not a week goes by when I don’t have a company requesting multiple boxes of Gateway to the Best to support their talent recruitment efforts.”

ST. LOUIS REGIONAL PARTNERSHIP

KATHRYN JAMBORETZ, VICE PRESIDENT OF MARKETING & COMMUNICATIONS
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<th>MONTH</th>
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**PRINT**

- **SPREAD**
  - **TRIM:** 16.5" x 10.875"
  - **BLEED:** 16.75" x 11.125"

- **FULL-PAGE**
  - **TRIM:** 8.25" x 10.875"
  - **BLEED:** 8.5" x 11.125"

- **2/3 VERTICAL**
  - **TRIM:** 4.6" x 9.4"

- **1/2 VERTICAL**
  - **TRIM:** 3.4" x 9.4"

- **1/6 VERTICAL**
  - **TRIM:** 2.2" x 4.6"

- **1/2 HORIZONTAL**
  - **TRIM:** 7" x 4.6"

- **1/3 VERTICAL**
  - **TRIM:** 2.2" x 9.4"

- **1/3 SQUARE**
  - **TRIM:** 4.6" x 4.6"

**DIGITAL**

**STLMAG.COM**

- **LEADERBOARD** 970 x 90
- **LEADERBOARD (MOBILE ONLY)** 970 x 250
- **LARGE BANNER** 300 x 600
- **SMALL RECTANGLE** 300 x 250

**NEWSLETTERS**

**BANNER ADS**

- **LEADERBOARD** 468 x 85
- **SQUARE BANNER** 600 x 600
- **MIDDLE BANNER** 468 x 85

**INTEGRATED CONTENT**

- **SPONSORED CONTENT** (excluding The Scoop)
  - **COPY:** 30–40 words
  - **PHOTO:** 600 x 331
- **THIS WEEK’S HIGHLIGHT** (The Scoop only)
  - **COPY:** 45–60 words
  - **PHOTO:** 600 x 331
- **FEATURED EVENT** (The Scoop only)
  - **COPY:** 30–40 words
  - **PHOTO:** 600 x 600

**DEDICATED E-BLAST**

**SCOOP EXCLUSIVE** 570 x 700

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**PRODUCTION GUIDELINES**

**WHERE TO SEND FILES:** ftp.stlfiles.com

- **USER ID:** stladvertising
- **PASSWORD:** stlmag.1

If you have a file that is too large to email, then please use the website above. You can send files up to 100 MB at a time. This service is free. Files smaller than 4 MB can be emailed.

**MARGINS & LIVE AREA**

Allow ¼-inch margins between the live area and trim of full-page and spread ads. Please don’t put critical information outside the live area. For spread ads, allow ½ inch on each side of the gutter for binding. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

**FILE FORMATS**

Acceptable formats are TIF, EPS, or PDF. When sending a PDF, please make sure any color bars or crop, bleed, or registration marks or color bars are not within the live or bleed area of the ad. Preferred format for camera-ready is PDF, 300 dpi, with embedded fonts.

**IMAGES**

All images should be high-resolution (300 dpi) and included with all design documents. We cannot accept web images that have been manipulated to a higher resolution.

**COLOR**

All color, including photos, must be process separation (4-color) CMYK. We don’t accept RGB.

**FONTS**

All fonts must be included with InDesign or Illustrator files. Include both screen and printer fonts. We can’t guarantee legibility of reverse type that is smaller than 6 points.

**PROOFS**

Color accuracy can’t be guaranteed unless an industry-standard proof is submitted.

**PRINTING PROCESS**

Web heatset

**BINDING METHOD**

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**NEWSLETTER RATES**

- **LEADERBOARD BANNER** $400
- **SQUARE BANNER** $400
- **MIDDLE BANNER** $250
- **DEDICATED E-BLAST RATES**
- **SCOOP EXCLUSIVE** $1,300
- **INTEGRATED CONTENT RATES**
- **SPONSORED CONTENT** $500
- **THIS WEEK’S HIGHLIGHT** $750
- **FEATURED EVENT** $550

*The Scoop Only | All rates are priced per post

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**BACK COVER:** Earned frequency plus 25%

**INSIDE COVERS:** Earned frequency plus 20%

**PREMIUM PLACEMENT:** Additional 10% of earned frequency rate required to guarantee placement

*All rates are net | Based on inventory availability*
MISSION

SLM Media Group knows St. Louis. Through our print and digital products, as well as events and custom publishing, we help connect St. Louisans with everything great the region has to offer. Locally owned and operated, our company’s digital and print platforms highlight the best in dining, culture, home, medicine, fashion, and more. We connect St. Louisans with their city.