



SLM | Media Group

2019

MEDIA KIT

St. Louis Magazine
Design STL
St. Louis Family

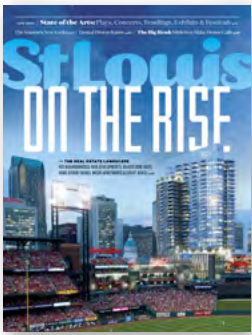
MADE IN ST. LOUIS

BUILD BRAND AWARENESS

SLM MEDIA GROUP | 2019 MEDIA KIT

SLM | Media Group

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

SLM MEDIA GROUP | 2019 MEDIA KIT

PRINT AUDIENCE



51%
Female



49%
Male



AGES 35-64

\$231,663

Average household income

76%

College graduates

62%

Keep the magazine for
one month or longer

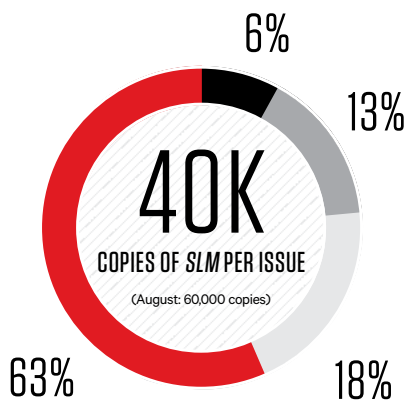
81%

Spend at least 15 minutes
with each issue

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

—GFK MRS

DISTRIBUTION



FAMILY AND DESIGN STL:
35,000 copies per issue

SUBSCRIPTIONS: 25,000+ copies

HOTEL ROOMS: 3,900+ copies

NEWSSTANDS: 8,300+ copies

OTHER METHODS: 5,200+ copies
*Complimentary mailings: 2,300+
Waiting rooms: 2,200+
Select events: 700+*

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%**

ENGAGE POTENTIAL LEADS

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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 NEWLETTER COMPONENTS AS WELL AS CUSTOM GRAPHICS.



	GENERATE LEADS	DRIVE TRAFFIC	BUILD EMAIL DATABASE	INCREASE FOLLOWING	COLLECT DATA
SWEEPSTAKES					
PHOTO CONTEST					
QUIZ					
BALLOT					
BRACKET					

HOW PROMOTIONS DELIVER

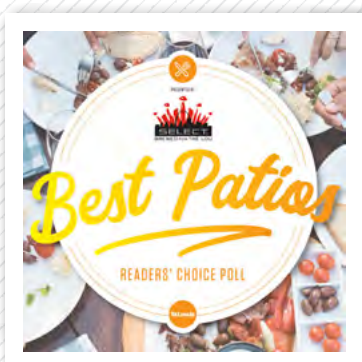
GENERATE LEADS

DRIVE TRAFFIC

BUILD EMAIL DATABASE

INCREASE FOLLOWING

COLLECT DATA



"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

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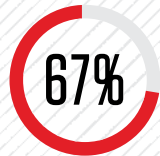
DIGITAL DEMOGRAPHICS



64%
Female



36%
Male



AGES 25-54



\$75,000+
Combined Annual HHI

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.



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

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

INSTAGRAM GIVEAWAYS | SPONSORED EVENT PROMOTIONS | BANNER ADS

SOURCE: GOOGLE ANALYTICS, 08/01/17-8/01/18; ONLINE READERSHIP SURVEY, 2016. E-NEWSLETTER RATES ARE SEPTEMBER 2018 AVERAGES. SOCIAL MEDIA FIGURES ACCURATE AS OF SEPTEMBER 2018.

CONNECT WITH CUSTOMERS

SLM MEDIA GROUP | 2019 MEDIA KIT

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.



A-LIST

JULY | ATTENDANCE: 1,200+

A celebration of the area's best in food, nightlife, shopping, culture, and more.



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.



BEST DOCTORS RECEPTION

AUGUST | ATTENDANCE: 600+

An invitation-only event that gathers many of St. Louis' top physicians and medical professionals.



EXCELLENCE IN NURSING AWARDS

APRIL | ATTENDANCE: 500+

An awards reception honoring outstanding nurses throughout the region, chosen by a prestigious selection committee.



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.



BE WELL STL BOOT CAMP

SUMMER | ATTENDANCE: 400+

A fitness boot camp and wellness expo that promotes healthy living.



BEST DRESSED

NOVEMBER | ATTENDANCE: 250+

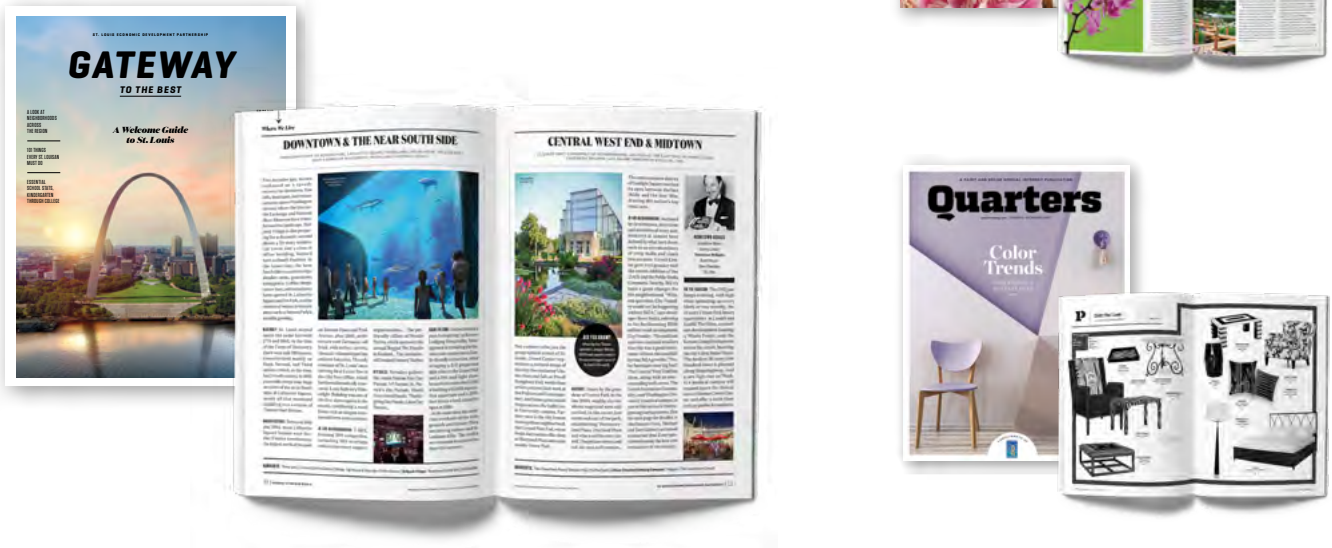
A lively and elegant fashion-forward event that celebrates those named to the Best Dressed list in the November/December issue of *Design STL*.

TELL YOUR STORY

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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

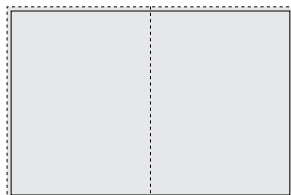
KATHRYN JAMBORETZ, VICE PRESIDENT OF MARKETING & COMMUNICATIONS

PRODUCTION TIMELINE		StLouis MAGAZINE	SPECIAL AD SECTION	designSTL	StLouis family
JANUARY	SPACE DEADLINE: 11/9/18 CAMERA READY: 11/21/18 ON NEWSSTANDS: 1/1/19	Secret St. Louis Philanthropy Unveiled	Wedding Profiles Cosmetic Procedure Profiles	Designers at Home	
				AD SECTION: Residential Pros to Know	
FEBRUARY	SPACE DEADLINE: 12/14/18 CAMERA READY: 12/21/18 ON NEWSSTANDS: 1/29/19	Best Dishes Pet Guide Legal Guide	Lawyer Q&As Camp Guide Restaurant Guide STL Experts		
MARCH	SPACE DEADLINE: 1/11 CAMERA READY: 1/18 ON NEWSSTANDS: 2/29	Education Guide Spring/Summer Arts	School Profiles Spring Travel Summer Camps	Architect & Designer Awards	
APRIL	SPACE DEADLINE: 2/8 CAMERA READY: 2/15 ON NEWSSTANDS: 3/26	Neighborhoods Top Dentists	Dentist Profiles Shop STL		Summer Fun Wellness Tips
					AD SECTION: Family Health, School Profiles, Camp Guide
MAY	SPACE DEADLINE: 3/15 CAMERA READY: 3/22 ON NEWSSTANDS: 4/30	Best Pizza Excellence in Nursing Awards	Summer in the City Mother's Day Gift Guide	Outdoor Living	
JUNE	SPACE DEADLINE: 4/12 CAMERA READY: 4/19 ON NEWSSTANDS: 5/28	Summer Fun Guide Be Well	Faces of St. Louis Summer Travel		
JULY	SPACE DEADLINE: 5/10 CAMERA READY: 5/17 ON NEWSSTANDS: 6/25	A-List Women in Business	A-List Winners Women Who Move the City	Kitchens & Baths	
				AD SECTION: Residential Pros to Know	
AUGUST	SPACE DEADLINE: 6/14 CAMERA READY: 6/21 ON NEWSSTANDS: 7/30	Best Doctors Street Food	Doctor Profiles		
SEPTEMBER	SPACE DEADLINE: 7/12 CAMERA READY: 7/19 ON NEWSSTANDS: 8/30	Day Trips Fall Arts Guide Private School Handbook	School Profiles STL Experts Senior Living Shop STL Fall Travel	Most Beautiful Homes	
OCTOBER	SPACE DEADLINE: 8/9 CAMERA READY: 8/16 ON NEWSSTANDS: 10/1	Best New Restaurants Women's Health Guide	School Open Houses Restaurant Guide Women's Health		
NOVEMBER	SPACE DEADLINE: 9/13 CAMERA READY: 9/20 ON NEWSSTANDS: 10/29	Hometown Stories Best Lawyers	Legal Profiles Holiday Gift Guide Cancer Care Profiles	Maker Awards The Global Home Best Dressed List	Best of Family Awards Holiday Guide
				AD SECTION: Buyer's Guide	AD SECTION: Family Health, School Profiles, Camp Guide
DECEMBER	SPACE DEADLINE: 10/11 CAMERA READY: 10/18 ON NEWSSTANDS: 11/26	Best Brunch Senior Care Dining Guide	Look Book Philanthropy STL Experts Winter Travel		

RESERVE YOUR SPACE

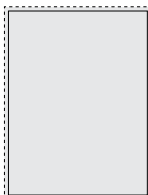
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PRINT



SPREAD

TRIM: 16.5" x 10.875"
BLEED: 16.75" x 11.125"



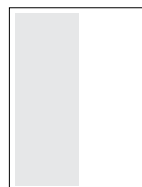
FULL-PAGE

TRIM: 8.25" x 10.875"
BLEED: 8.5" x 11.125"



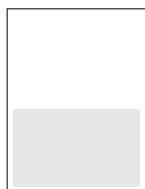
2/3 VERTICAL

4.6" x 9.4"

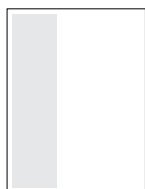


1/2 VERTICAL

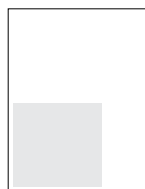
3.4" x 9.4"



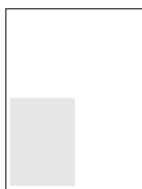
1/2 HORIZONTAL
7" x 4.6"



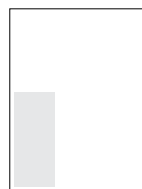
1/3 VERTICAL
2.2" x 9.4"



1/3 SQUARE
4.6" x 4.6"



1/4
3.4" x 4.6"



1/6 VERTICAL
2.2" x 4.6"

DIGITAL

STLMAG.COM

- 1 LEADERBOARD 970 x 90
- 2 LEADERBOARD (MOBILE ONLY) 970 x 250
- 3 LARGE BANNER 300 x 600
- 4 SMALL RECTANGLE 300 x 250

NEWSLETTERS

BANNER ADS

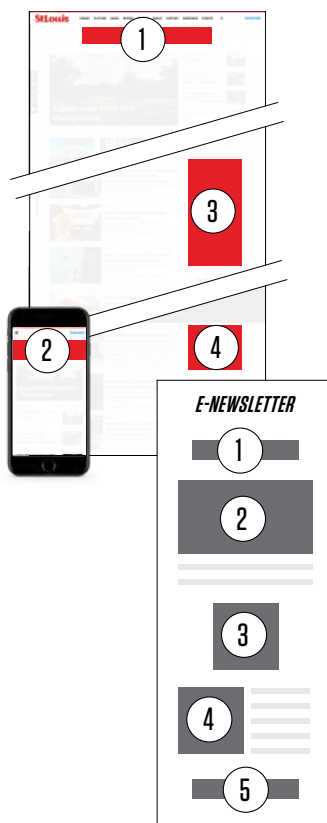
- 1 LEADERBOARD 468 x 85
- 3 SQUARE BANNER 600 x 600
- 5 MIDDLE BANNER 468 x 85

INTEGRATED CONTENT

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

DEDICATED E-BLAST

SCOOP EXCLUSIVE 570 x 700



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

Perfect

<div> <div>St. Louis</div> <div>MAGAZINE</div> </div>				
	12X	6X	3X	OPEN
SPREAD	\$5,650	\$6,500	\$7,300	\$8,100
FULL	\$3,600	\$4,100	\$4,600	\$5,100
2/3 V	\$2,500	\$2,800	\$3,200	\$3,500
1/2 H, V	\$2,100	\$2,400	\$2,700	\$3,000
1/3 H, V	\$1,450	\$1,650	\$1,850	\$2,100
1/4	\$1,100	\$1,350	\$1,400	\$1,550
1/6 V	\$650	\$700	\$800	\$900

<div> <div>design</div> <div>StL</div> </div>				
	6X	3X	OPEN	OPEN
SPREAD	\$3,700	\$4,250	\$5,000	\$8,100
FULL	\$2,400	\$2,700	\$3,250	\$5,100
2/3 V	\$1,750	\$2,100	\$2,450	\$3,500
1/2 H, V	\$1,400	\$1,600	\$1,900	\$3,000
1/3 H, V	\$1,100	\$1,300	\$1,500	\$2,100
1/4	\$750	\$850	\$1,000	\$1,550
1/6 V	\$550	\$650	\$750	\$900

<div> <div>St. Louis</div> <div>family</div> </div>		
	2X	OPEN
SPREAD	\$4,250	\$5,000
FULL	\$2,700	\$3,250
2/3 V	\$2,050	\$2,450
1/2 H, V	\$1,600	\$1,900
1/3 H, V	\$1,300	\$1,500
1/4	\$850	\$1,000
1/6 V	\$650	\$750

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

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*



St. Louis
MAGAZINE

designStL

St. Louis
family

stlmag.com

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.

SLM | Media Group

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