





### **INTRODUCING** ...

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Serving University Circle and Cleveland's East Side Communities



live well is a publication focused on just that, living well. And we believe the root to living well is a happy and healthy lifestyle: two things that don't happen solely inside a doctor's office or on a treadmill at the gym. It happens on your drive to work, during a quick trip to the grocery store or on a play date with your kids. It's more than eating right and exercising — living well is about being active in your community and embracing a sustainable lifestyle.

While you will still find great stories and exciting profiles and pictures of people living and working on the East Side of town, you will also find tips on living a healthy and sustainable lifestyle.

This new wide-format, four-color magazine will be distributed at partner locations and to all the subscribers of *Cleveland Magazine* in University Circle and East Side communities with a total circulation of 13,804!







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We know a busy lifestyle and a healthy lifestyle don't always go hand in hand. At *live well* magazine, we understand the need for balance and so we are dedicated to showing you practical ways to incorporate healthier options into your hectic lifestyle.

And that's why our goal is simple: We want to help you live a healthy, longer, more enriched life — easily. No frills. No need to run a triathlon or keep your family on a rigid diet. After all, what is the point of living well if you aren't having any fun? That's why we cover the lighter side of life with fashion and beauty trends and advice on a variety of other topics that make us feel better about ourselves and enhance our daily lives. And if you're looking for a change of pace, our community date book includes fun events happening in your neighborhood to enjoy with family and friends.

With our new editorial environment, advertisers have an even more targeted opportunity to reach the best reader.

### live well will focus on:

- Community events and philanthropy
- Health care
- Beauty
- Nutrition
- Fitness
- Green living
- Learning



## live well





### Circulation and Distribution

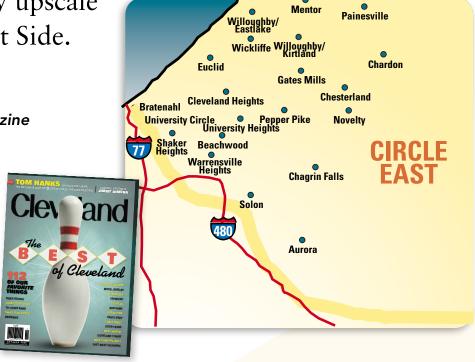
There is only *one* publication that reaches this many upscale consumers on the East Side.

Circulation: 13,500 per edition

Subscribers of Cleveland Magazine

- \$125,000 average family income
- 58% female
- 88% college graduates

Also available at local health centers and partners



### Winter 2010

Ad Close: November 6, 2009

Materials Due: November 13, 2009

**Delivery Date:** January 2010

### *Spring* 2010

Ad Close: February 5, 2010

Materials Due: February 12, 2010

Delivery Date: April 2010

### Summer 2010

Ad Close: May 7, 2010

Materials Due: May 14, 2010

Delivery Date: July 2010

### Fall 2010

**Ad Close:** July 9, 2010

Materials Due: July 16, 2010

Delivery Date: September 2010



## lcircle east 11Ve well







### **Advertising Rates and Specs**

		FULL PAGE	1/2 PAGE	1/4 PAGE	COVER 2	COVER 3	COVER 4
One Zone							
Multi Zone Rate Card	1x	\$2,295	\$1,265	\$795	\$2,695	\$2,495	\$3,095
	2x	1,900	1,050	695	2,235	2,070	2,570
	4x	1,800	995	595	2,100	1,945	2,415
	Two Zones						
	1x	3,475	1,920	1,195	4,045	3,645	4,330
	2x	2,850	1,575	1,045	3,355	3,025	3,595
	4x	2,700	1,495	900	3,155	2,845	3,380
	Three Zones (2011)						
	1x	4,175	2,300	1,430	4,850	4,330	5,570
	2x	3,420	1,890	1,250	4,025	3,595	4,625
	4x	3,240	1,790	1,080	3,785	3,375	4,345

All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suit for libel, violation of right of privacy, plagiarism and copyright infringement.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement.

- a) Short Rates: An advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.
- b) Special Positions: Subject to availability, add 10% of existing rates.
- c) Nonpayment: In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severely liable for such monies due and payable to the publisher.

# Full Page 1/2 V 1/2 V 1/2 H 1/4 Sq 1/4 Sq

### **Dimensions**

 Standard Ad Sizes
 Width x Depth

 Full Page
 8" x 10"

 1/2H (horizontal)
 8" x 4 7/8"

 1/2V (vertical)
 4" x 10"

 1/4Sq (square)
 3 7/8" x 4 7/8

### Bleed Specifications

### Full Page

Trim Size 9" x 10 7/8" Plate Size\* 9 1/4" x 111/8

- Westign Bay Village Pay Village Bay Village Pay Village Bay Village Pay Villag
- 1. PDF documents are preferred. Files should be 350 dpi. Files should be Press Optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. Great Lakes Publishing will be relieved of all responsibility for any form of compensation if a client-supplied contract proof is not provided before press-time.
- Ad Proofs: Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client, or their
- agency to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.
- 3. Specifications: All images are to be CMYK tiff or eps files and must be high resolution (350 dpi minimum). Include PostScript Type 1 format. Also include a color or b/w laser proof, as the client assumes responsibility if no proof is provided. If fonts are not provided, Great Lakes Publishing reserves the right to substitute the closest font available. Information on how to produce a press quality

PDF file is available at www.glpublishing.com.

- Ad Templates: All ad dimensions listed above are available at www.glpublishing.com in a PDF for you to download and then import into your layout program.
- Accepted Media: Files may be submitted on CD-ROM or sent to our FTP site, visit www.glpublishing.com for step-by-step instructions. We cannot receive ad materials through e-mail.
- Film: Great Lakes Publishing is Computer to Plate and cannot accept film.



<sup>\*</sup> Includes 1/8" bleed on all sides. Keep all live matter 1/4" from the trim.