

# CHEROKEE LIFE

Media Guide • 2008



Celebrating the  
Way Cherokee County  
Lives, Works and Plays

# CHEROKEE LIFE

Published by the Cherokee Tribune

## Features:

**Cherokee Life** magazine showcases the finest in Cherokee living. From our rich traditions and colorful past to fine dining and upscale entertainment to, most importantly, the people who make Cherokee home. Our goal is to capture the best in Cherokee life and style. We bring you the best in Cherokee with award-winning photography and writing, engaging design, vibrant graphics and premier printing quality. **Cherokee Life** magazine combines the high-end quality of upscale publications, with an emphasis toward the local reader. Our writers produce exciting, interesting articles that provide a great environment to showcase local advertising.

- High-quality glossy magazine format
- Process color on every page
- Six publications per year
- Advertising prices include process color
- Advertisements are sold in a variety of sizes
- High editorial standards and award winning photography
- Content reflects the best of Cherokee County
- Major editorial departments:
  - Fine Food and Dining
  - Fashion and Style
  - Places of Interest
  - Calendars and Events
  - Home and Garden
  - Health and Fitness
  - Home Improvement

## Benefits:

### • Consumers Respond to Magazine Advertising

Our magazine has a strong readership with a circulation of 22,500 homes and growing! Our distribution is a cut-above most other publications because it is distributed to the most desirable demographics in suburban Atlanta - Cherokee Tribune paid home delivery subscribers, the county's most affluent communities and hand-picked high traffic sites.

### • Enhances Your Business' Image

Most magazine ads serve to build an image by creating awareness of your product or brand through high-quality visual effects, prominent ad placement, striking color and exciting layout. Advertising in **Cherokee Life** magazine enables you to take advantage of national level advertising tools on the local level. When readers see your brand in this magazine, they will be more likely to purchase from you!

### • Long Shelf-life

How many times do you dig for an old magazine to get a recipe, check a stat or re-read a good article? If you're like most residents, the answer is more than once. The long life of a magazine only serves to enhance your advertising interest. Many readers keep old issues of magazines and continue to refer to them. This only serves to extend and enhance your advertising potential in a market and add to your value by stretching your ad dollars.

### • Targeted to Appeal to a Wide Range of Cherokee County Residents

Most businesses want to target as many consumers as possible with the most buying power. **Cherokee Life** magazine content matches our audience with anchored features within their interest. With a wide range of sub-features that appeal to specific demographics and lifestyles, advertisers can hone in on the targets that fit the interests of their current and potential consumers.

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## Six Issues Per Year

To reserve your space in any of our upcoming issues,  
please call 770.479.1441 or your advertising representative today!

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## Magazine Overview

Every issue of **Cherokee Life** will reflect and capture the vibrant and exciting stories that make up Cherokee County. From standard features, such as dining and fitness, to in-depth profiles on Cherokee County's movers and shakers, to features on tailgating traditions, golfing in Cherokee and more, each issue is dedicated to showcasing the unique and engaging that is **Cherokee Life**.

Our editorial team is dedicated to excellence. Each issue will feature articles, photography and design from an award-winning and experienced editorial team.

## Audience and Distribution

**Cherokee Life** magazine has a distinct audience within our market. Total distribution in Cherokee County is 22,500 and growing! Our distribution is unique in that it is distributed to the most desirable demographics in suburban Atlanta - Cherokee Tribune paid home delivery subscribers, the county's most affluent communities and hand-picked high traffic sites.



## Advertising Rates (per edition cost) (Effective through December 2008)

(All Positions Full Color)

|           | 1x   | 3x   | 6x   |
|-----------|------|------|------|
| Full Page | 1900 | 1800 | 1700 |
| 2/3 Page  | 1400 | 1300 | 1200 |
| 1/2 Page  | 1200 | 1100 | 1000 |
| 1/3 Page  | 1000 | 900  | 800  |
| 1/4 Page  | 800  | 700  | 600  |
| 1/6 Page  | 700  | 600  | 500  |

Premium Positions

|                    | 1x   | 3x   | 6x   |
|--------------------|------|------|------|
| Outside Back Cover | 2500 | 2400 | 2300 |
| Inside Front Cover | 2300 | 2200 | 2100 |
| Inside Back Cover  | 2100 | 2000 | 1900 |
| Centerfold         | 4600 | 4500 | 4400 |
| Page 3             | 2100 | 2000 | 1900 |
| Page 5             | 1900 | 1800 | 1700 |
| Page 7             | 1900 | 1800 | 1700 |

All open rates are fully commissionable (15%) to recognized agencies provided full agency services are performed and payment terms are met. Full agency services include:

1. submission of camera ready work
2. submission of written insertion order
3. guaranteed payment by the 15th of the following month
4. signed advertising agency recognition agreement

## Mechanical Requirements

### Media Requirements:

We accept the following types of media that are compatible with the PC platform: CDs, Emails, and FTP uploads.

### Proofs:

All ads must be accompanied by a proof. Color proofs must accompany color ads.

### Acceptable Formats:

- PC Platform
- QuarkXPress (version 4.11 to 6.0)
- Adobe Illustrator (version 9 to 11)
- Adobe Photoshop (version 7.0 to CS2)
- High Resolution Acrobat PDFs (at least 400 dpi)
- All photos and files should be capable of being printed at 133 dpi
- FTP downloads: Call for ftp address and download information

## Advertising Sizes

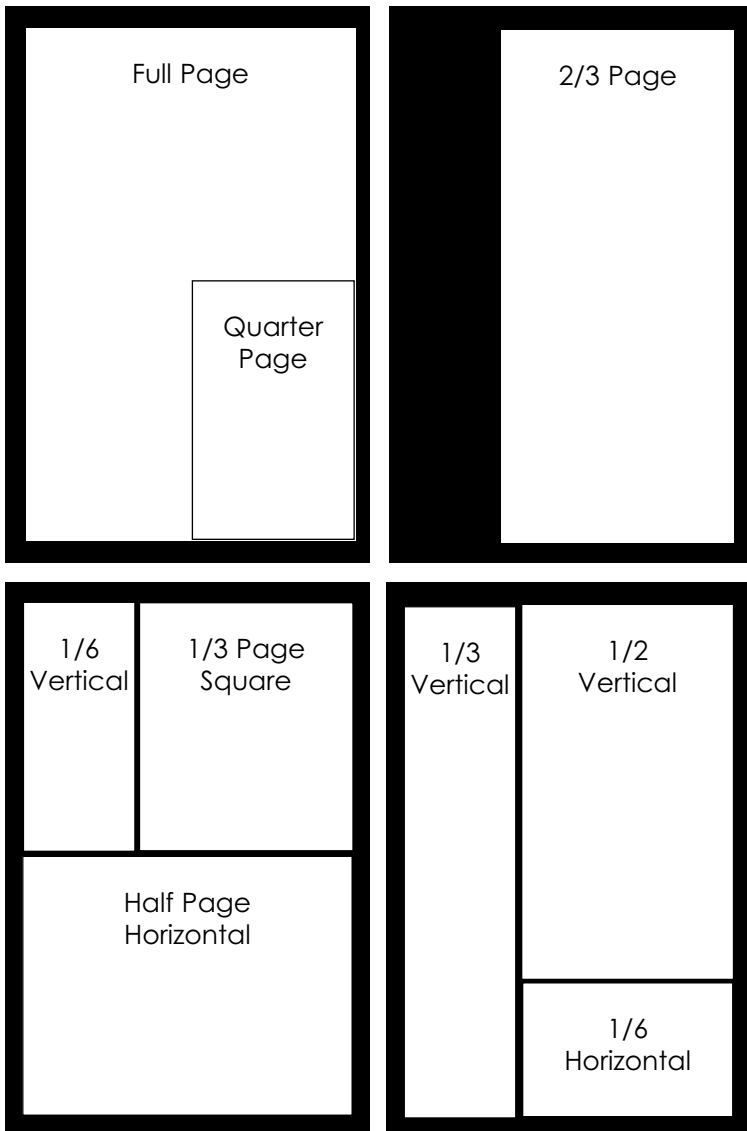
### MAGAZINE SIZE

TRIM SIZE: 8 1/8" x 10 7/8"

Bleed Size: 8 1/4" x 11 1/8"

### Ad Sizes:

|                | <u>Non-Bleed</u>  | <u>Bleed</u>     |
|----------------|-------------------|------------------|
| Full Page      | 7 1/8" x 10"      | 8 1/4" x 11 1/8" |
| 2/3 Page       | 4 11/16" x 9 3/4" |                  |
| 1/2 Horizontal | 7 1/8" x 4 3/4"   |                  |
| 1/2 Vertical   | 4 11/16" x 7 1/4" |                  |
| 1/3 Square     | 4 11/16" x 4 3/4" |                  |
| 1/3 Vertical   | 2 1/4" x 9 3/4"   |                  |
| 1/4 Page       | 3 5/8" x 4 7/8"   |                  |
| 1/6 Vertical   | 2 1/4" x 4 3/4"   |                  |
| 1/6 Horizontal | 4 11/16" x 2 1/4" |                  |



## 2008 Production Schedule

| ISSUE             | PUB DATE          | DEADLINE           |
|-------------------|-------------------|--------------------|
| January/February  | January 6, 2008   | November 26, 2008  |
| March/April       | March 2, 2008     | January 21, 2008   |
| May/June          | May 4, 2008       | March 24, 2008     |
| July/August       | July 13, 2008     | July 2, 2008       |
| September/October | September 7, 2008 | August 4, 2008     |
| November/December | November 2, 2008  | September 22, 2008 |

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### Shipping Instructions

Please send all ad materials to:  
Cherokee Life Magazine  
580 Fairground Street  
Marietta, GA 30060

For questions or information call:  
770.428.9411 ext. 454