

VIE®

MAGAZINE



MISSION

Vie is a French word meaning “life” or “way of living.” *VIE* magazine sets itself apart as a high-gloss publication that focuses on human-interest stories with heart and soul. The award-winning magazine includes national stories on fashion, culture, travel, and more and has a distribution of 35,000 copies monthly. The magazine is distributed throughout Northwest Florida and sold on newsstands in the following airports: John F. Kennedy International (New York), Boston Logan International, O’Hare International and Midway International (Chicago), Philadelphia International, Baltimore–Washington International, Houston Hobby, Memphis International, Nashville International, Orlando International, and Hartsfield–Jackson Atlanta International. *VIE* is also sold in Publix, Walmart, Barnes & Noble, and Books-A-Million, as well as newsstands in New York City near Penn Station, to name a few. From Seattle to NYC with a concentration in the Northeast, *VIE* is known for its unique editorial approach—a broad spectrum of deep content with rich photography.

STORIES WITH HEART AND SOUL.



EDITORIAL DEPARTMENTS

Au revoir!
THE LAST WORD

La maison
HOME, GARDEN, & DÉCOR

Bon appétit
SIP & SAVOR

La scene
SOCIAL CALENDAR

C'est la vie
A CURATED COLLECTION

La monde
CULTURE & PHILANTHROPY

La vitalité
HEALTH & INSPIRATION

Sartorial
FASHION

L'amour
LOVE IS IN THE AIR

Satire
COLUMNS & OPINIONS

La beauté
MAKEUP, HAIR, BODY, & SKIN CARE

Visual Perspectives
PHOTOGRAPHY & ART

La conversation
FEEDBACK FROM OUR READERS

Voyager
TRAVEL



VIE AUDIENCE



VIE magazine boasts a smart, successful readership that stretches from New York to Los Angeles. VIE readers have refined tastes and are socially connected and tech-savvy. Educated professionals, they have established their careers, raised their children, and now possess the free time and income to pursue travel, home improvements, decorating projects, and leisure activities. They are not do-it-yourselfers—they prefer hiring contractors and maintenance services. They love to shop in person, online, and by phone from high-end boutiques, specialty shops, and catalogs.

READER PROFILE

68%

Lives in the South Central or Southeast U.S.

70%

College-educated

65%

Employed full-time

66%

Has an annual income of more than \$75,000

58%

Married

65%

Does not have children living in the home

68%

Owns one or more homes

75%

Keeps print magazines for several months or longer before discarding

50%

Owns an iPad

63%

Subscribes to multiple print magazines

*2013 VIE Magazine Reader Survey



VIE BRAND ALLIANCE

Quickly gain attention for your brand by aligning with *VIE* magazine to share your message, core values, corporate culture, vision, and mission. This is in a new hybrid of marketing — Brand Alliance Marketing. The objective of this unique platform is to generate awareness and increase your visibility through added value of our numerous marketing outlets; essentially causing the need for only one media buy.

By uniting with *VIE*, we can create communications and promotional activities, as well as a valuable advertising package that merges our publishing and marketing services. Each Brand Alliance is fully customizable to fit your needs. *VIE*'s expert staff will work with you to create a perfect marketing package for your message to reach your target audience as effectively as possible.

VIE Brand Alliance rates are priced custom to each client's package.

Call or email a Brand Ambassador to request a proposal.

BRAND AMBASSADORS

MARY JANE KIRBY

MaryJane@VIEmagazine.com

mobile: (850) 830-6446

LISA MARIE BURWELL

Lisa@VIEmagazine.com

office: (850) 231-3087

mobile: (850) 687-5393



DISTRIBUTION

FREQUENCY

10 Issues Annually

CIRCULATION

35,000 Copies per Issue (350,000 Annually)

DISTRIBUTION LOCATIONS

- Select bookstores, newsstands, and supermarkets, including 218 Publix stores
- Select Walmart store locations
- 650 Barnes & Noble Bookstore locations
- 11 airport locations: John F. Kennedy International (New York), Boston Logan International, O'Hare International and Midway International (Chicago), Philadelphia International, Baltimore–Washington International, Houston Hobby, Memphis International, Nashville International, Orlando International, and Hartsfield–Jackson Atlanta International
- Direct-mail
- Fulfillment houses
- Regional Tourist Development Council locations
- Regional Chamber of Commerce locations
- In-store: Advertisers
- In-store: Regional locations
- 72 libraries in the COLA 2 COLA® coverage area

Distribution locations subject to change without notice.



Southeast: 60%

Southwest: 15%

West: 5%

Midwest: 5%

Mid-Atlantic: 5%

Northeast: 10%

Distribution locations subject to change without notice.



2017
EDITORIAL CALENDAR

JANUARY/FEBRUARY
Health & Beauty

MARCH/APRIL
Culinary & Couture

JUNE
Voyager

JULY
Art & Artists

AUGUST
Adventure

SEPTEMBER
Stories & Storytellers

OCTOBER
Home & Décor

NOVEMBER
Art & Culture

DECEMBER
The Sophisticate

Space Close / Ad Materials Close: One Month before Press Date
Camera-Ready Ads Close: Two Weeks before Press Date

Editorial calendar subject to change without notice.



NATIONAL ADVERTISING RATES

STANDARD	1X	3X	6X	10X
TWO-PAGE SPREAD	\$14,000	\$12,275	\$10,050	\$7,825
FULL-PAGE	\$7,500	\$7,100	\$6,500	\$5,900
1/2-PAGE – H	\$4,500	\$4,100	\$3,500	\$2,900

PREFERRED	1X	3X	6X	10X
BACK COVER	\$16,300	\$15,700	\$15,100	\$14,500
INSIDE BACK COVER	\$9,000	\$8,400	\$7,800	\$7,200
PAGE 2 & 3	\$16,000	\$15,400	\$14,800	\$14,200

Other Guaranteed Positions – Add 20%
Ad Design – \$150 (Includes one proof; after which, \$125/hr. design rate applied.)

PAYMENT OPTIONS

Check, Visa, MasterCard, AmEx and Discover. Net 15 days from billing date. A 1.5% interest charge will be assessed on past-due invoices.

All prices include full color and are based on a per-issue basis. Rates listed above are net rates and do not include agency discounts.

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MARY JANE KIRBY

MaryJane@VIEmagazine.com
mobile: (850) 830-6446

LISA MARIE BURWELL

Lisa@VIEmagazine.com
office: (850) 231-3087
mobile: (850) 687-5393

Advertising rates and dates subject to change without notice.



PRODUCTION SPECIFICATIONS

AD SIZES (WIDTH X HEIGHT)

SIZES	BLEED	TRIM SIZE	LIVE AREA
TWO-PAGE SPREAD	18.25" X 11.0625"	18" X 10.8125"	17" X 9.8125"
FULL-PAGE	9.25" X 11.0625"	9" X 10.8125"	8" X 9.8125"
1/2-PAGE – H	9.25" X 5.5313"	9" X 5.2813"	8" X 4.2813"

* All text and important elements should be kept within a .5 inch "Safe Zone" from the edge of all bleed ads.

AD DELIVERY

Email Instructions:

- Email files to: Artwork@VIEmagazine.com
- Email files must be less than 9Mb.
- For files larger than 9Mb, please use www.WeTransfer.com.

Acceptable File Formats:

- Press-Ready PDF: The PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi and 100% in size.

Ad Specification Checklist:

- Must be at least 300 dpi at 100% in size.
- Must be saved as CMYK process color.
- Spot colors must be converted to CMYK process color.
- Must include high resolution images.
- Must be the correct ad dimensions specified above.

Ad Changes:

- Any intervention requested by advertiser after the ad has been approved may result in additional charges to advertiser.
- All ad designs that require more than three requests for changes may result in additional charges to advertiser.

Mailing Address:

VIE Magazine
114 Logan Lane, Suite 4
Santa Rosa Beach, FL 32459

Production Contact:

Tracey Thomas, Art Director
Tracey@VIEmagazine.com



ONLINE OPPORTUNITIES

VIE now offers a plethora of online advertising opportunities that provide an affordable, efficient, and trackable method for getting your message in front of our audience. The online advertising program available through viemagazine.com has been custom built from the ground up with the advertiser in mind.

- Timely Topics and Content
- Trackable Results
- Targeted Placement

VIEMAGAZINE.COM

Advertising on Viemagazine.com is one of the most affordable places to spend your advertising dollars—starting with low rates and finishing with big discounts for bulk buying.



Top Age Demographic:

25–35 year-olds

Visitors Top Interests:

- Arts & Entertainment
- Travel
- Home & Decor
- Celebrity News
- TV & Online Video
- Food

Top 10 States Who Visit:

- Florida
- Texas
- New York
- Louisiana
- Arkansas
- Alabama
- Georgia
- California
- Tennessee
- Illinois

Advertising rates and dates subject to change without notice.



ONLINE OPPORTUNITIES

Banner Advertising

Home Page Rate

\$1,000/month or \$10,000/annually

Standard Rate

\$500/month or \$4,000/annually

Benefits

- Brand Recognition
- Cost-Effectiveness
- Links to Your Website
- Trackable Clicks
- Prominent Locations
- Targeted Audience

Homepage

- **Billboard (970px x 250px)**
Premium leaderboard ad positioned in the center at the bottom (footer) of the homepage and all other website pages.

Blog Page

- **Island (300px x 250px)**
Rotating advertisement on the right-hand side of the page.
- **Tower (300px x 600px)**
Vertical ad positioned on the right-hand side of the page.

Artwork

All artwork is to be exported at 72dpi in .jpeg or .gif format. Email files to Artwork@VIEmagazine.com.

La Muse – VIE Blog

This is our daily, weekly, or monthly musings that are not found in the magazine but are still of interest to us and our audience. La Muse posts are shared on social media and generate great awareness for our clients.

Sponsored Post:

2-3 photos and up to 500 words of copy.

Sponsored Post Pricing:

- **\$400:** Copy and imagery provided by advertiser.
- **\$800:** Copy and imagery provided by VIE.



SOCIAL MEDIA STATS



Facebook

Facebook: [Facebook.com/VIEmagazine](https://www.facebook.com/VIEmagazine)

- 23,000+ likes
- Total possible reach of 7,525,000

Twitter

@VIEmagazine

- 4,000+ followers

Instagram

@VIEmagazine

- 5,700+ followers

Pinterest

[Pinterest.com/viemagazine](https://www.pinterest.com/viemagazine)

- 1,000+ followers

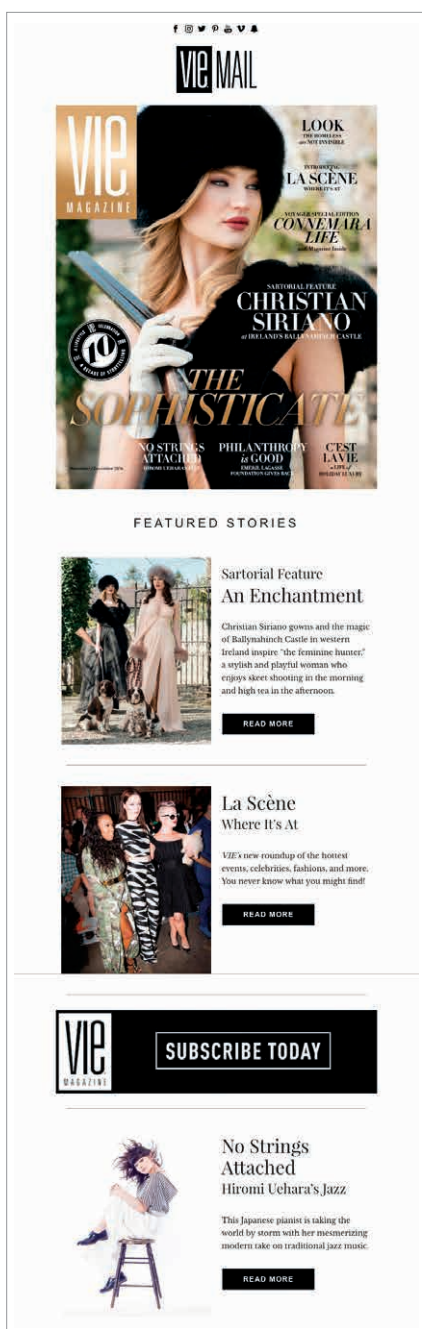


Social Media Advertising Rates

- Facebook Post – \$225/post
- Instagram Post – \$125/post
- Twitter Post – \$75/post
- LinkedIn Post – \$60/post
- Pinterest Post – \$45/post



EMAIL MARKETING



VIE magazine boasts its very own electronic newsletter (eBlast) that is sent out to a substantial list of subscribers with the same interests of our website visitors. VIE's eBlasts are deployed 4 times a month, with 1 sponsored eBlast deployed every 2 months. An eBlast is a highly effective way for advertisers to connect with their audience in a personalized and targeted way.

Subscribers

6,500+

Advertising Rates

- **Sponsored eBlast – \$2,500**
Let VIE send your announcement, products, and services directly to the inboxes of its 6,500+ subscribers. Includes up to 5 URL links, 4 photos, and 150 words of copy per eBlast.

eBlast Digital Ads

- **\$550/Single or \$850/month**
Advertise in VIE eBlasts with a digital ad in 1 or all 4 email deployments. There is only 1 advertising spot open per eBlast and are reserved on a first come first serve basis.



DIGITAL EDITION ADVERTISING SPECIFICATIONS

OVERVIEW

Tablet devices have revolutionized the way readers interact with publications including books, magazines, and newspapers. The reading experience is enriched with creative layouts designed specifically for the digital medium—photos and videos are incredibly brilliant and crisp. *VIE* is proud to be at the forefront of this technology with the release of our digital edition for the iPad—with Android platforms to be introduced shortly. The tablet platform offers an engaging and unique way for advertisers to connect with our readers.

INTERACTIVE GUIDELINES

The tablet magazine format is exclusively portrait orientation. The reader swipes left-and-right to navigate between articles, then swipes up-and-down to read deeper to explore the words and photos of each story. Ads will be placed between these articles having the option to be either static or interactive. Interactive ads can choose to include one of the following interactive elements:

Standard Ad

- Static press-ready PDF file.

Slide Show

- Can include up to 5 images
- Must be images, not additional ads



Pop Up Overlays

- Up to 3 tappable areas
- Overlays cannot be additional ads

Video and Custom Video

- Runtime no longer than 30 seconds
- 16:9 or 4:3 ratio



DIGITAL EDITION ADVERTISING SPECIFICATIONS

FILE SPECIFICATIONS

Files may be submitted by e-mail, Filesharing, or digital storage format (i.e. disc, flash drive, etc.) and file names should be descriptive. Filesharing instructions will be provided upon request. Static ads may be delivered as a press-ready PDF file. Interactive ads may be delivered as either an Adobe InDesign file or as separate PDFs of the individual elements. Video files must be delivered as .MP4 or .MOV file formats.

AD VALUE

One of the many advantages to advertising in a digital platform is the ability to track results. Using an analytics system built into the magazine's online platform, reports can be available to provide details such as the number of views, audience by regions, and other useful information. The system is also able to work with any analytics currently being used on your website to determine how much traffic came from each specific advertisement—knowing that your advertising dollars are working as effectively as possible.

ADVERTISING RATES

Our rates include all design and other technical coding services related to building the ad. Included in the design process,

advertisers will be granted revisions prior to final approval: one revision for static ads; and two revisions for interactive ads. **All additional revisions will be billed at \$150 per request.**

STANDARD RATES FOR FULL-SCREEN (Introductory rates also shown)

Standard

- \$2,500 (\$1,000)
- w/ Slide Show \$3,000 (\$1,500)
- w/ Pop Up Overlays \$ 3,250 (\$1,750)
- w/ Video* \$3,500 (\$2,000)
- w/ Custom Video \$5,000 (\$3,500)

*Video of maximum 30-second length to be provided by advertiser.

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PUBLISHED BY CORNERSTONE MARKETING AND ADVERTISING, INC. – THE IDEA BOUTIQUE®

From the finest artistically bound books to paperless digital publication and distribution, The Idea Boutique provides comprehensive publishing services to authors and organizations. We deliver a complete publishing experience—from the initial review of your manuscript through to distribution. As the publisher of our own award-winning magazine, *VIE*, we're meticulous in our conception, design, and writing services; these skills are a benefit to our clients' publishing ventures as we have the heart and soul it takes to publish quality manuscripts. With photographers, designers, writers, and editors on staff, we can take your publishing venture from start to finish—all we need is your vision.



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VIEMAGAZINE.COM