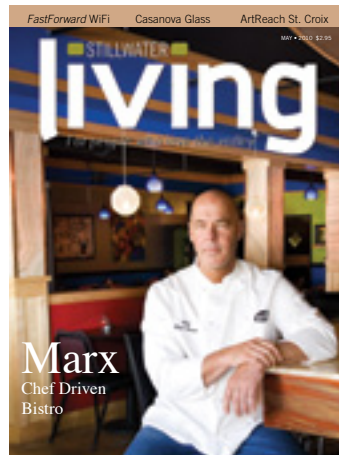


STILLWATER **living**

For people who love the valley





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READERSHIP

25,000 of the valley's most affluent residents receive Stillwater Living each issue. Over time they have developed an intimate relationship with Stillwater Living, spending hours each month pouring over the lush pages. Nothing compares with the brilliant local 4-color photographs and smart editorial. No other publication of this caliber is delivered every month to your neighbors throughout the St. Croix Valley, about the St. Croix Valley.

Area information...

- Explosive growth in new residents over the last decade. A 45% increase with no sign of slow down.
- Median age 35 years old.
- Owner occupied household 87%.
- Married-Couple household 74%.
- Above average per capita income.

Active consumers...

- 68% exercise regularly.
- 75% eat out more than 4 times per week.
- 3 of 4 readers have, or plan to remodel, or redecorate their home.
- 4 of 5 readers buy or lease a new vehicle every 2-4 years.



The St. Croix valley is a world unto itself: breathtaking natural beauty, thriving arts and cultural scene, strong local economy and family-friendly community, all combining to make Stillwater a special place that "People Who Love the Valley" choose to call home.

Stillwater Living aims to capture and celebrate this landscape and lifestyle. The magazine explores the cultural offerings, homes, outdoors, cuisine, personalities, attractions, and style of the valley with a fresh, informed voice, from a curatorial point of view, with brilliant scenic visuals.

Stillwater is known for its inviting historic downtown business district and its well-deserved spot on the National Registry of Historic Places. Each year fewer valley residents trace their roots to the booming logging industry that defined the area hundreds of years ago. Stillwater today is a thriving community with a growing abundance of new upscale town homes and condominiums filling up with today's newcomer eager to take their place at the table of one of America's greatest small cities.

Stillwater Living does more than simply reflect Stillwater's identity. This unique magazine provides an arena for high-quality photography and writing in and about the Stillwater experience. The magazine will contribute to the local arts and cultural scene, provide family-friendly articles and information, showcase many of the area's distinctive historic and newer homes and create an atmosphere for gathering in and around the valley.

Stillwater Living is distributed to the valley residents from Marine to Afton, Downtown Stillwater to Grant and points in between. Living near the St. Croix provides a unique quality of life, *Stillwater Living* celebrates that lifestyle with each monthly issue- we welcome you aboard.



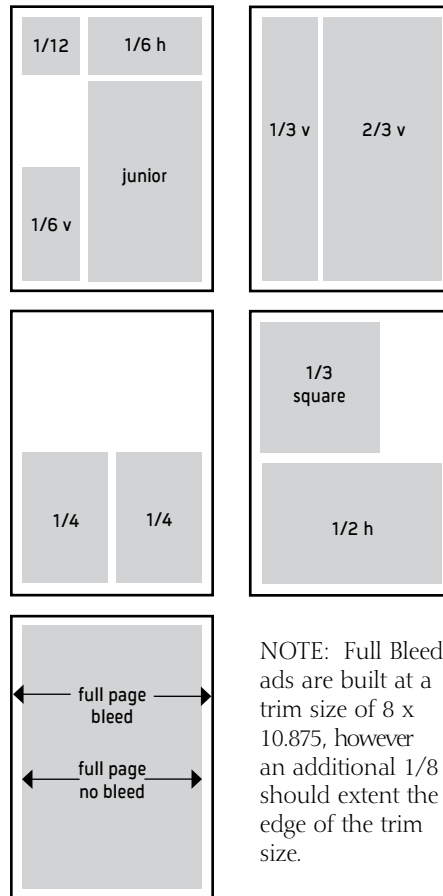
ADVERTISING RATES

full page	\$1,595
2/3 page	\$1,355
junior	\$1,080
1/2	\$1,080
1/3	\$780
1/4	\$595
1/6	\$395
1/12	\$265
cover 4	\$2,000
cover 2	\$1,795
page 1	\$1,795
cover 3	\$1,795

per insertion rates
display advertising only

ACCEPTING ALL
MAJOR
CREDIT CARDS

AD SIZES



- Does Stillwater Living Work?
- POWERFUL MARKETING TOOL
 - HASSLE-FREE RELATIONSHIP
 - CONSISTENT RESULTS



AD SPECS

High Resolution PDF is the best. All photos must have image resolution of 300 dpi with CMYK color. No RGB PMS or spot colors of any kind. If you can't, or don't want to, create a PDF the following options can also work. InDesign, Photoshop or Illustrator files accepted with all art and fonts included.

Email your ads or ad materials to:
ads@stillwaterliving.net

Ad sizes:

Full Page with Bleed: 8" x 10.875" trim size (note: bleed should extend 1/8" all the way around ad making total dimension 8.25 x 11.125")

Full Page no Bleed: 7 x 10

2/3 page Vertical: 4.625 x 10

Junior page: 4.625 x 7.25

1/2 page horizontal: 7 x 4.875

1/3 page vertical: 2.25 x 10

1/3 page square: 4.625 x 4.875

1/4 page: 3.375 x 4.875

1/6 page vertical: 2.25 x 4.875

1/6 page horizontal: 4.625 x 2.3125

1/12 page: 2.25 x 2.5

STILLWATER LIVING ADVERTISING DEADLINES

2011 Schedule

ISSUE	SPACE	MATERIALS
Sept/Oct	8/5/11	8/12/11
Nov/December	10/7/11	10/14/11

2012 Schedule

ISSUE	SPACE	MATERIALS
Jan/Feb	12/2/11	12/9/11
March/April	2/3/12	2/10/12
May/June	4/6/12	4/13/12
July/Aug	6/8/12	6/15/12
Sept/Oct	8/3/12	8/10/12
Nov/Dec	10/5/12	10/12/12




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