



# Adults 50 & Older:

- control 70% of the disposable income in the U.S.
- will be 45% of the U.S. population by 2015
- can help your business succeed
- read *Prime* Montgomery

## Why Advertise in *Prime*?

- **Trust:** Ads in magazines are viewed as more trustworthy than ads on TV or the Internet
- **Greater Visibility:** Magazine readers are much less likely to use other media or participate in non-media activities while reading a magazine.
- **Efficient Use of Ad \$:** People choose to read *Prime* because it appeals to their demographic; they are predisposed to both the content and the ads, so you don't waste money on bulk mailings or media your customers aren't accessing.
- **Longevity:** *Prime* is kept in the home for more than a month, with ads viewed 2-3 times by each reader.
- **Increase Website Traffic:** Half of all magazine readers go on-line to find out more about the ads they see in a magazine.

## Who Reads *Prime*?

- Approximately 30,000 people read *Prime* each month, based on an average monthly circulation of 7,500 (more than any similar publication in the River Region), including multiple readers in public places such as hospitals, medical offices, libraries, YMCA's, etc.,
- *Prime* is distributed through 275 locations in Montgomery, Prattville, Wetumpka and Millbrook, plus Maxwell and Gunter Air Force Bases. A digital edition is distributed via e-mail.

## *Prime* readers...

- account for 60% of all health care spending
- purchase 74% of all prescription drugs and 51% of all over-the-counter drugs
- purchase 52% of all new cars
- spend more per capita on groceries and over-the-counter products
- account for 89% of all dollars spent on travel
- eat in restaurants an average of 3X/week
- account for 64% of the retail gardening market
- commissioned 27% of the past year's landscaping



# Prime

MONTGOMERY

## Ad Rates. Net per issue. Full color. Effective 10/01/2012

| <u>Placement/Size</u>    | <u>1 month</u> | <u>3 months</u> | <u>6 months</u> | <u>11 months</u> |
|--------------------------|----------------|-----------------|-----------------|------------------|
| Back Cover               | \$1,400        | \$1,340         | \$1,280         | \$1,160          |
| <b>(Sold thru 12/13)</b> |                |                 |                 |                  |
| Inside Front Cover       | \$1,200        | \$1,140         | \$1,080         | \$ 960           |
| <b>(Sold thru 06/13)</b> |                |                 |                 |                  |
| Inside Back Cover        | \$1,100        | \$1,040         | \$ 980          | \$ 860           |
| <b>(Sold thru 07/13)</b> |                |                 |                 |                  |
| Full Page                | \$1,000        | \$ 940          | \$ 880          | \$ 760           |
| Half Page                | \$ 660         | \$ 620          | \$ 580          | \$ 500           |
| Quarter Page             | \$ 350         | \$ 330          | \$ 310          | \$ 280           |
| Eighth Page              | \$ 180         | \$ 170          | \$ 160          | \$ 140           |

## Ad Dimensions

| <u>Ad Size</u>       | <u>Width</u> | <u>Height</u> |
|----------------------|--------------|---------------|
| Full Page: Bleed     | 8 1/2 in.    | 11 in.        |
| Trim                 | 8 3/8 in.    | 10 7/8 in.    |
| Live/Safe Area       | 7 3/8 in.    | 9 7/8 in.     |
| 1/2 Page: Horizontal | 7 3/8 in.    | 4 7/8 in.     |
| Vertical             | 3 3/5 in.    | 9 7/8 in.     |
| 1/4 Page: Horizontal | 4 7/8 in.    | 3 3/5 in.     |
| Vertical             | 3 3/5 in.    | 4 7/8 in.     |
| 1/8 Page: Horizontal | 3 3/5 in.    | 2 3/8 in.     |
| Vertical             | 2 3/8 in.    | 3 3/5 in.     |

Ad material must be submitted digitally; PDF, TIFF or JPEG. InDesign documents are accepted if accompanied by associated support files (graphics, photos, fonts, etc.). Material can be submitted via e-mail (primemontgomery@gmail.com), CD or jump drive. Ad design by The Polizos/Corley Group is done at no charge to the advertiser. Without prior approval, ad use is restricted to Prime magazine and its affiliated media (website, event displays, etc.). Ad contract deadline is the 15th of the month for the following month's issue. Invoices are sent the first of the month in which the ad runs, and are due on receipt. Prime magazine is published by The Polizos/Corley Group, LLC, 7956 Vaughn Rd. #144, Montgomery, AL 36116. (334) 202-0114. EIN 27-1420175