



LOCAL FLAIR[®]

POCONO MOUNTAINS

LOCAL FLAIR

MEDIA KIT 2010

The mission of *Local Flair Magazine* is to celebrate excellence in community businesses, services and efforts by appealing to the tastes, sensibilities and curiosities of not only our readers, but our advertisers as well. Through careful selection of materials, content and design, each issue of *Local Flair Magazine* strives to maintain the highest quality publication as possible.

Ali Schrott
publisher

Local Flair is a full-color, bi-monthly publication that celebrates the art of living in northeast Pennsylvania and beyond. With a focus on local art, fashion, food and natural living we capture the spirit of the area and share it with both our residents and visitors.

As *Local Flair* has grown, so has our audience and their desire to learn about and support local businesses. *Local Flair Magazine* is an established resource that our audience relies on for the most trusted of services.

We believe that everyone deserves great design, a philosophy which defines a refreshing and innovative take on the area in each issue. Homeowners and guests will feel inspired by the continuous conversation element *Local Flair* offers and feel connected to the breathtaking photography every page holds.

Circulation & Distribution

Did you know?

According to *Business Week*, women make 80% of all consumer and household decisions. Because *Local Flair Magazine's* audience is predominantly women, we have designed our publication to enhance their active, modern lifestyle. We receive a lot of feedback from our readers and have been told that *Local Flair* has become the go-to guide for living in Northeast Pennsylvania. *Local Flair* customers appreciate quality and personalized services and they trust our magazine for the important introduction to great businesses in the area that can match or exceed their expectations. Our readers look forward to the community driven perspective and creative spirit that has been consistent throughout every issue of *Local Flair*.

Distribution

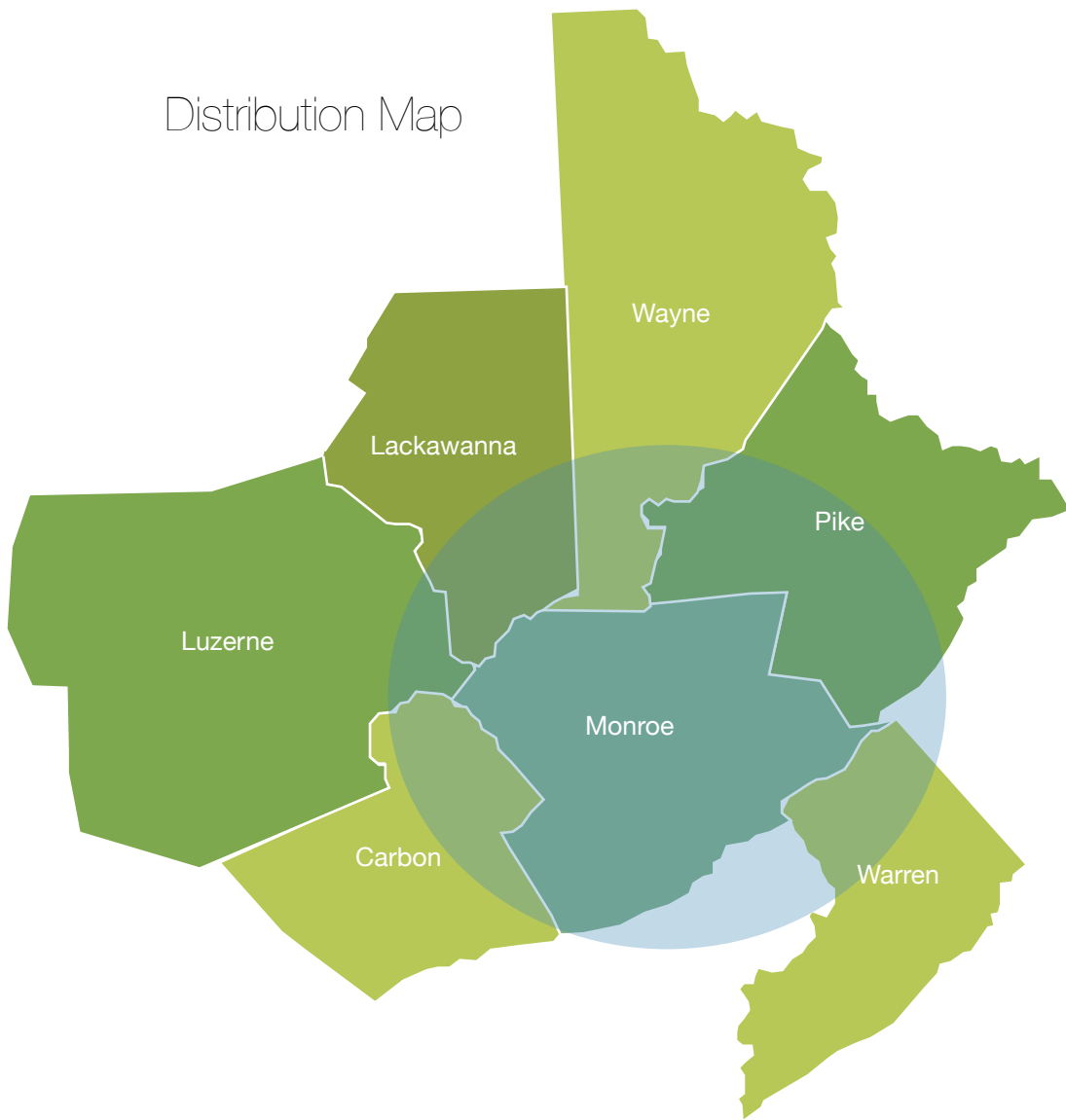
- * *Local Flair* is distributed to over 350 prominent and distinguished businesses and points of interest.
- * *Local Flair* is available to visitors and travelers at major resorts, bed and breakfasts, and inns through concierge, lobby and in room distribution.
- * *Local Flair* publishes an average of 15,000 magazines every issue and reaches over an estimated 40,000 readers.

What a joy to read it several times from cover to cover. It is done in the best possible taste and hopefully everyone will pick up a copy and be proud of such a wonderful publication in our area.

You make us proud!!

**—Russ and Mary Walters,
Canadensis, PA**

Distribution Map



Editorial Schedule

Features

- LF Letter
- LF Go
- LF Give
- LF Wellness
- LF Craft
- LF Artist
- LF Style
- LF Pair
- LF Living
- LF Roots
- LF Explore
- LF People
- special feature editorials

*Since I am in the 'business' so to speak, the print quality, ads and **the paper quality just blew me away...thanks for bringing such a classy publication to our area. Congratulations on a job well done.***

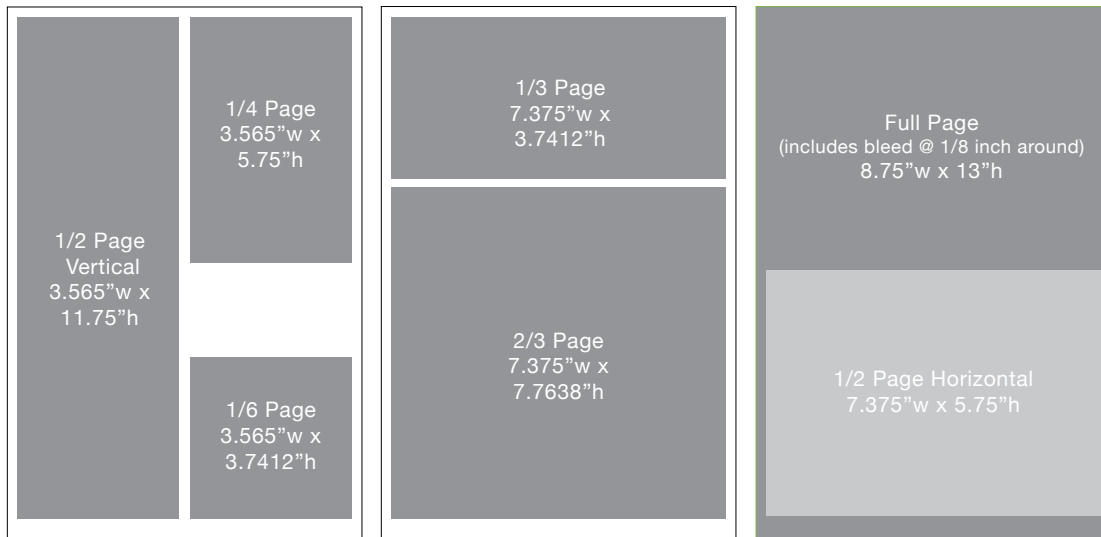
—Susan Engle

Editorial calendar

Local Flair hopes that this publication schedule aids your decision making. With each issue you have the opportunity to focus your advertising dollars and energy. While each issue will remain true to the mission and spirit of *Local Flair*, it will be unique to the extent that the aforementioned themes will be celebrated throughout that specific issue. Again, *Local Flair* hopes this enables you to plan and maximize your efforts.

Issue:	Theme:	Deadline:
February/March	"Follow Your Heart"	December 31
April/May	"Be Well"	February 26
June/July	"Get Outside"	April 30
August/September	"Harvest"	June 30
October/November	"Home Is Where the Art Is"	August 31
December/January	"Holiday"	October 30

Print Ad Sizes & Specs



Design

- \$ * per hour for 1 or 2 issues
- Complimentary design for 1 ad with a 3 to 5 issue contract
- Complimentary design for 2 ads with a 6 issue contract
- *Local Flair* will provide 2 proofs per ad design
- All additional design after second proof will be billed at \$ * per hour

Local Flair reserves the right to edit or reject any advertisement the staff deems inappropriate for the publication.

File Types Accepted:

- Prepare all art and type in CMYK
- High resolution (300 dpi+)
- PDF, TIFF, PSD, INDD (files must be packaged including all links & fonts)
- PDF fonts must be embedded

Please send files to
design@flairmag.com

The layout is appealing, and your ads are cutting edge and so well-designed. Your publication is going in my 'keep' pile for sure, and used as a shopping guide on my next trip to Pennsylvania."

— Jennifer Prince

Flair Share

Advertiser Flair Share offer

The exclusive membership entitles your clients - and our readers' special offers and discounts on services, products, entertainment and dining throughout the Pocono Mountains. As a loyal and valued advertiser of *Local Flair* there are no additional costs for you to take advantage of this service. We do ask that you commit to three months of Flair Share to help us create a following and maintain consistency for the customer. This is a great way to track your advertising efforts and establish new traffic to your business.



Guidelines and Benefits

* Flair Share is not to be used with any other offer.

* *Local Flair* will provide Promotion "tracking" record but it is each businesses responsibility to maintain this record if offer is only good for one time use.

* *Local Flair* will indicate the advertiser's participation on the proper Guide Page. The advertiser may also mention Flair Share in their ad, but we will not print the offer on the ad to maintain our standard. Your offer posted on *Local Flair* Website/Flair Share under your category. You may also choose to have an on-line coupon present on the *Local Flair* Website.

See 'Editorial Scedule' section for deadlines. If the deadline is missed the advertiser will not make the edition of Flair Share in question.

*"Just wanted to say, thank you for your patience in getting us in under the wire. **The ad design work that you offer is amazing- We are so pleased.**"*

—Anthony & Teri Farda
Farda Landscaping

Testimonials

"Thank you for a very beautiful publication. While traveling south to enjoy a much-needed rest and re-charge we found our way through the Poconos from Prince Edward County... we are equally blessed with beauty, nature and wonderful artists.

I found the depth of advertising in Local Flair truly stunning - the textures, the layout, the design and even the silk of the paper touched me. You gave your community your soul in that production ... well done!! Keep up the good work!"

—Kathleen Foster-Morgan

Founder / Clinical Psychotherapist,
The Edith Fox Life & Loss Centre

I came across your magazine while waiting to have my car inspected at the Wayne County Ford Dealership in Honesdale, Pa. I thoroughly enjoyed reading the magazine and am excited to subscribe. I am new to the area and welcome learning about my new surroundings through your magazine.

—Wanda Daley

"In all my travels and life experiences, Local Flair represents hand-crafted sophistication, quality, and professionalism that far exceeds industry / trade standards. The seasonal thematic tone and flow is a delight to view and keeps readers engaged. I imagine that many, like I, keep a copy as a coffee table piece for conversation."

—Dale McFarland,
Great Wolf Lodge

"When I first saw your magazine, it gave me such hope. I think (it) is amazing ... so beautifully put together. All of the graphic design, photos, typography and layout (are) a visual treat. I even love the advertising.

It is really inspiring ... my husband and I moved here after the birth of my first daughter almost 4 years ago. When I first saw your magazine, it gave me such hope, as I really was a little freaked out by the area. I have been able to use your magazine as a resource for new places to go, restaurants, shopping, etc. but also as an inspiration for trying to create the life that I want to live.

I really want to thank you so much for a wonderful magazine, and the reassurance of knowing that there are lots and lots of people in the Pocono area who share similar interests and passions. Keep up the wonderful work!"

—Erin DeRosa

"We met one of your associates, Meghan, at the Terra Cottage in Lake Harmony the other day and had to congratulate the staff of the magazine as to what an elegant publication it produces. It is the creme de la creme of what a magazine should be.

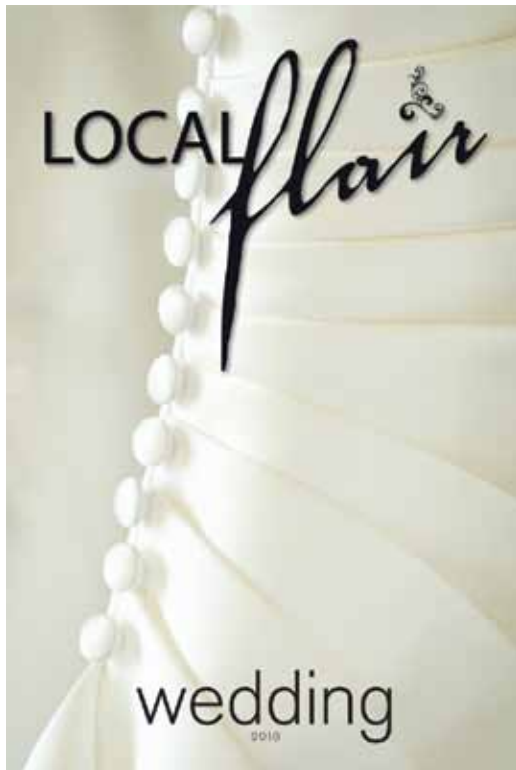
It is always a pleasure to pick up and read a copy. Looking forward to the next issue. Congratulations and keep up the good work."

—Willam Weber

Local Flair Wedding

Planning a wedding can be difficult, especially when you don't have the right resources at your fingertips. In addition to offering the best kept secrets of the area when it comes to life's essentials *and* luxuries, *Local Flair Magazine* now can help every bride-to-be with our annual wedding series. Our mission has always been to celebrate excellence in community businesses, services and efforts by appealing to the tastes, sensibilities and curiosities of our readers and advertisers. Future *Local Flair Wedding* issues have brought plenty of anticipation.

Coming out in Spring, and reaching an audience of an estimated 25,000 readers per issue, *Local Flair Wedding* is looking for a clientele that really offers the most exceptional of wedding-related services. Adhering to our standards of matchless photo quality and ad content, we can assure you that our readers, your ideal customers, will keep this collection as a guide for future planning. If you're interested in being a part of both *Local Flair* and our annual wedding issue, you will receive a 10% discount on your wedding advertising space. Please contact us to ensure a place for your business, because we already feel you have.



Ad sizes

Prime Placement
Full Page
Half Page
Quarter Page

Rates

* Contact our office for rates



Advertising Rates

Invest today and save throughout the year.

Local Flair is committed to the production of a consistently high quality publication. We respect our advertisers and their appreciation for high quality as well. In that recognition, *Local Flair* extends the opportunity to save money by investing in a series of issues.

- Advertise for 3 issues and SAVE 5%
- Advertise for 6 issues and SAVE 10%
- Full payment up front for 3 or 6 issue contract will receive a 15% discount
- 15% discount for non-profit organizations
- Local Flair* pays an agency fee of 15%*

**15% non-profit, full payment and agency discounts not to be combined with other discounts.*

Payment

First payment will be given up front with a credit card. Advertiser will be billed net 15 per issue for the duration of the contract. If the invoice goes beyond net 30 the advertiser's credit card will be automatically billed the amount of the invoice plus a \$25 late fee.

size	per issue 2 months ad space	3 issues (save 5%) 6 months ad space	6 issues (save 10%) 12 months ad space
full page			
2/3 page			
1/2 page			
1/3 page			
1/4 page			
1/6 page			
inside front cover		* Contact our office for rates	
inside back cover			
back cover			
page three			
page four			
page six			
page nine			
two page spread			
guaranteed position			

Be sure to inquire about our special business specific opportunities.

All of our advertisers will receive a complimentary listing in the Local Guide.

Local Flair is proud to be FSC (Forest Stewardship Council) Certified. For more information, visit www.fscus.org.