

LOCAL *flair*<sup>\*</sup>®

2017 Media Kit

## MISSION

The mission of Local Flair Magazine is to celebrate excellence in the community in 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.

## ABOUT

**Local Flair is the story of our community.**

It highlights the movers and the shakers, the artists and the makers.

It's a taste of the food, the culture, the service and the unique places.  
It's a peek in to the shops and an introduction to all the friendly local faces.

Local Flair is the finger on the pulse of the new and exciting, the giving, the growing and the traditions worth knowing.

Join the tapestry of our community, let us share your story in 2017.

Local Flair is distributed to over 350 prominent and distinguished businesses and points of interest.

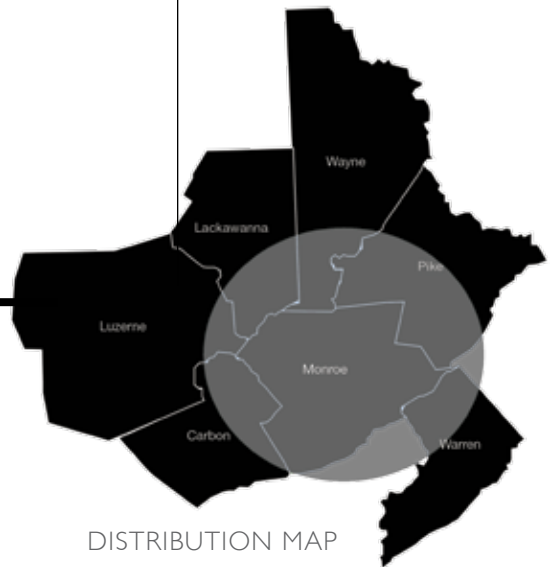
Local Flair is available to visitors and travelers at major resorts, bed and breakfasts, and inns through concierge, lobby and in room distribution.

Local Flair publishes an average of 15,000 magazines every issue and reaches over an estimated 30,000 readers.

## DISTRIBUTION

Local Flair Magazine's diverse audience includes both locals and visitors to the region. 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 is the go-to guide for living and playing 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 MAP

## CONTACT US

Ali Schratt, Publisher  
Phone (570) 424-9600  
publisher@localflair.com  
www.flairmag.com

## WE'RE MORE THAN JUST PRINT

Local Flair advertisers invest in more than just a print ad. Our bi-monthly, full-color magazine is just the beginning. Our advertisers are the first to be included in "GO!" event listings, "Flair Finds," "The Weekly Buzz," and magazine editorial. Local Flair's 25 Days of Local Giveaways is an annual promotion that readers and advertisers alike anticipate for weeks. 2014 brought in record Facebook interactions and drove new customers in to our loyal advertisers.

## WE'RE SOCIAL!

As our social media audience grows, your investment in Local Flair advertising does, too. Our team blogs, Facebook tags, Instagram tags, and Tweets about our advertisers first! Building on ten years of experience, growth, and local expertise, let the Local Flair team help your business gain exposure in multiple platforms.

## THE PERKS

- 2 months of exposure to our readers
- Professional design and beautiful photography
- Complimentary copies of Local Flair delivered to your establishment
- Web advertisement (with 6 issue contract)
- Business directory listing per issue
- Special event promotion via Facebook
- Social media promotions via Local Flair's Facebook, Instagram and Twitter

## TESTIMONIALS

*"I want to thank you for Local Flair.* As an advertiser in your magazine, I appreciate the quality of the publication, the distribution locations and the wonderful customers that come to the shop telling me they saw my ad in Local Flair. As a destination spot, I rely on advertising to draw customers to our 'off the beaten path' location and Local Flair does just that. Keep up the great work!"  
-Kathy Rector (The BriarPatch at Thornhurst Nurseries)

*"Beautiful setting, very friendly, helpful staff. Yummy food. Fireplace makes the dining room very cozy. Thanks Local Flair Magazine for choosing me to win the gift card! We will be back!"*  
-Kathy Nazzaro

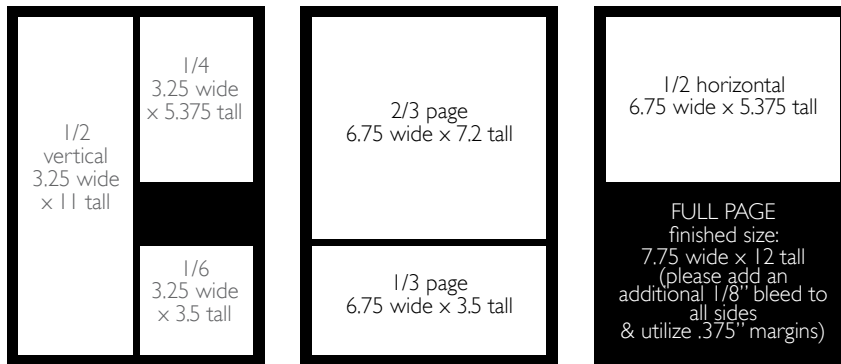
*Thank you for a very beautiful publication.* While traveling south to enjoy a much-needed rest and re-charge we found our way through the Poconos from Prince Edward County. We are equally blessed with beauty, nature and wonderful artists. I found the depth of advertising in Local Flair truly stunning - 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

*"Such a wonderful night tonight! I know more than half of our reservations came from the latest issue of Local Flair Magazine! Thank you!"*  
-Carrie Claffey (Manager at Marco Antonio's)

## ARTWORK & SPECS

- Complimentary ad design
- Local Flair will provide 2 proofs per ad design
- All artwork and type should be prepared in CMYK, and high resolution (300+ dpi)
- PDF, TIFF, PSD, INDD (files must be packaged and include all links & fonts)
- PDF fonts must be embedded
- Please send your files to [design@localflair.com](mailto:design@localflair.com)



LOCAL FLAIR IS PROUD TO BE FSC (FOREST STEWARDSHIP COUNCIL) CERTIFIED.  
FOR MORE INFORMATION, VISIT [WWW.FSCUS.ORG](http://WWW.FSCUS.ORG).

## INVEST TODAY & SAVE

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.*

## EDITORIAL SCHEDULE ●

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.

	<p><b>FEBRUARY/MARCH</b> <i>Deadline January 15th</i></p> <p><b>THEME</b> Follow Your Heart</p> <p><b>FLAIR FINDS</b> Beautiful Bling</p> <p><b>EDITORIAL FEATURES</b> Wedding</p> <p><b>PHOTO FEATURES</b> Venues, Details, Moments / #LoveThePoconos</p>	<p><b>APRIL/MAY</b> <i>Deadline March 17th</i></p> <p>Health &amp; Wellness</p> <p>Healthy Living</p> <p>Women in Balance</p> <p>Wellness Service Guide / Healthy Bites / #LoveThePoconos</p>	<p><b>JUNE/JULY</b> <i>Deadline May 6th</i></p> <p>Get Outside</p> <p>Cool Gear</p> <p>Outdoor Pocono Adventures</p> <p>Best Hikes, Bikes &amp; Trails / #LoveThePoconos</p>
	<p><b>AUGUST/SEPTEMBER</b> <i>Deadline July 8th</i></p> <p><b>THEME</b> Flair Foodie</p> <p><b>FLAIR FINDS</b> Market Finds</p> <p><b>EDITORIAL FEATURES</b> Back to School</p> <p><b>PHOTO FEATURES</b> The Local Dish / Outdoor Escapes / #LoveThePoconos</p>	<p><b>OCTOBER/NOVEMBER</b> <i>Deadline September 9th</i></p> <p>Home is Where the Art Is</p> <p>Home Decor</p> <p>Home &amp; Garden / Faces of The Poconos</p> <p>Our Favorite Local &amp; Regional Art of the Year / #LoveThePoconos</p>	<p><b>DECEMBER/JANUARY</b> <i>Deadline October 28th</i></p> <p>Holiday</p> <p>Flair Favorite Gift Picks</p> <p>Faces of Flair</p> <p>Holiday Gift Guide</p>

## PACKAGES BY PRICE



**RETAIL RATE**  
**\$2,490.00**  
*\$2,490.00*

**SAVINGS**  
**15% = \$373.50**  
*10% = \$249.00*

**ANNUAL COST**  
**\$2,116.50**  
*\$2,241.00*

**BILLED PER ISSUE**  
*\$373.50*

**RETAIL RATE**  
**\$2,970.00**  
*\$2,970.00*

**SAVINGS**  
**15% = \$445.50**  
*10% = \$297.00*

**ANNUAL COST**  
**\$2,524.50**  
*\$2,673.00*

**BILLED PER ISSUE**  
*\$445.50*

**RETAIL RATE**  
**\$3,750.00**  
*\$3,750.00*

**SAVINGS**  
**15% = \$562.50**  
*10% = \$375.00*

**ANNUAL COST**  
**\$3,187.50**  
*\$3,375.00*

**BILLED PER ISSUE**  
*\$562.50*

### ONE YEAR (6 ISSUE) ADVERTISING CONTRACT

- 6 - 1/6 Page Ads
  - Added Value:
    - ▶ Pictorial Presence in Issue of your choice per year
    - ▶ Editorial Feature in 1 Issue per year
    - ▶ Custom Ad Design and Alteration throughout the Year
    - ▶ Guide Listing on [www.localflair.com](http://www.localflair.com)
    - ▶ 1 Deal on "Local Deals" Coupon Page
    - ▶ 1 Spot on on the GO! page of events- 1 issue per year (Page 8)
    - ▶ 1 Social Media Posts per Issue (6 Total)
    - ▶ 1 Promo in Weekly Newsletter per Issue (6 Total)
- Single Issue & 3 Issue packages are also available. Phone 570.872.4839 for details and pricing.**

### ONE YEAR (6 ISSUE) ADVERTISING CONTRACT

- 6 - 1/4 Page Ads
  - Added Value:
    - ▶ Pictorial Presence in Two Issues of your choice per year
    - ▶ Editorial Feature in 1 Issue per year
    - ▶ Custom Ad Design and Alteration throughout the Year
    - ▶ Guide Listing on [www.localflair.com](http://www.localflair.com)
    - ▶ 1 Deal on "Local Deals" Coupon Page
    - ▶ 1 spot on on the GO! page of events- 1 issue per year (Page 8)
    - ▶ 1 Social Media Post per Month (12 Total)
    - ▶ 1 Promo in Weekly Newsletter per Month (12 Total)
- Single Issue & 3 Issue packages are also available. Phone 570.872.4839 for details and pricing.**

### ONE YEAR (6 ISSUE) ADVERTISING CONTRACT

- 6 - 1/3 Page Ads
  - Added Value:
    - ▶ Pictorial Presence in Two Issues of your choice per year
    - ▶ Editorial Feature in 1 Issues per year
    - ▶ Custom Ad Design and Alteration throughout the Year Guide
    - ▶ Listing on [www.localflair.com](http://www.localflair.com)
    - ▶ 1 Deal on "Local Deals" Coupon Page
    - ▶ Display Ad on [www.localflair.com](http://www.localflair.com)
    - ▶ 1 spot on on the GO! page of events- 2 Issues per year (Page 8)
    - ▶ 2 Social Media Post per Month (24 Total)
    - ▶ 1 Promo in Weekly Newsletter per Month (12 Total)
- Single Issue & 3 Issue packages are also available. Phone 570.872.4839 for details and pricing.**

## PACKAGES BY PRICE



### RETAIL RATE

**\$4,650.00**

\$4,650.00

### SAVINGS

**15% = \$697.50**

10% = \$465.00

### ANNUAL COST

**\$3,952.50**

\$4,185.00

### BILLED PER ISSUE

\$697.50

### RETAIL RATE

**\$7,770.00**

\$7,770.00

### SAVINGS

**15% = \$1,165.50**

10% = \$777.00

### ANNUAL COST

**\$6,604.75**

\$6,993.00

### BILLED PER ISSUE

\$1,165.50

## ONE YEAR (6 ISSUE) ADVERTISING CONTRACT

- 6 - 1/2 Page Ads
  - Added Value:
    - ▶ Pictorial Presence in Two Issues of your choice per year
    - ▶ Editorial Feature in 2 Issues per year
    - ▶ Custom Ad Design and Alteration throughout the Year
    - ▶ Guide Listing on [www.localflair.com](http://www.localflair.com)
    - ▶ 1 Deal on "Local Deals" Coupon Page
    - ▶ Display Ad on [www.localflair.com](http://www.localflair.com)
    - ▶ 1 spot on on the GO! page of events- 3 Issues per year (Page 8)
    - ▶ 3 Social Media Post per Month (36 Total)
    - ▶ 2 Promos in Weekly Newsletter per Month (24 Total)
- Single Issue & 3 Issue packages are also available. Phone 570.872.4839 for details and pricing.**

## ONE YEAR (6 ISSUE) ADVERTISING CONTRACT

- 6 - Full Page Ads
  - Added Value:
    - ▶ Pictorial Presence in Three Issues of your choice per year
    - ▶ Editorial Feature in 2 Issues per year OR
    - ▶ Column in Every Issue (Our team will help with writing & editing)
    - ▶ Custom Ad Design and Alteration throughout the Year
    - ▶ Guide Listing on [www.localflair.com](http://www.localflair.com)
    - ▶ 1 Deal on "Local Deals" Coupon Page
    - ▶ Banner Ad on [www.localflair.com](http://www.localflair.com)
    - ▶ 6 Blog Posts per Year
    - ▶ 1 spot on on the GO! page of events- 3 Issues per year (Page 8)
    - ▶ 3 Social Media Posts per Month (36 Total)
    - ▶ 2 Promos in Weekly Newsletter per Month (24 Total)
- Single Issue & 3 Issue packages are also available. Phone 570.872.4839 for details and pricing.**

*Please phone Ali @ 570.872.4839 or email [publisher@localflair.com](mailto:publisher@localflair.com) for pricing of covers and special placement.*

## 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.

Be sure to inquire about our special business specific opportunities.

LOCAL *flair*<sup>\*</sup>®

**FOR RATES OR MORE INFORMATION**

**CONTACT ALI SCHRATT**

**570.424.9600 or 570.872.4839**

**PUBLISHER@LOCALFLAIR.COM**