

ONLINE MEDIA



Rates

STLMAG.COM offers online advertisers visibility and flexibility. Within 48 hours, advertisers' online ads can be live and generating buzz! What's more, STLMAG.COM's advertising rates allow the advertiser to choose the impression package that best fits the advertiser's needs and budget.

PRINT CAMPAIGN	ONLINE RATE
0-3x print advertising campaign	\$15 cpm/mo run of site
4-5x print advertising campaign	\$12 cpm/mo run of site
6x or more print advertising campaign	\$9 cpm/mo run of site

Online rates needed.
 Rich media ads/special placement requests incur a 20% premium charge.
 Ads can be served via third-party server.

REQUESTED POSITIONS

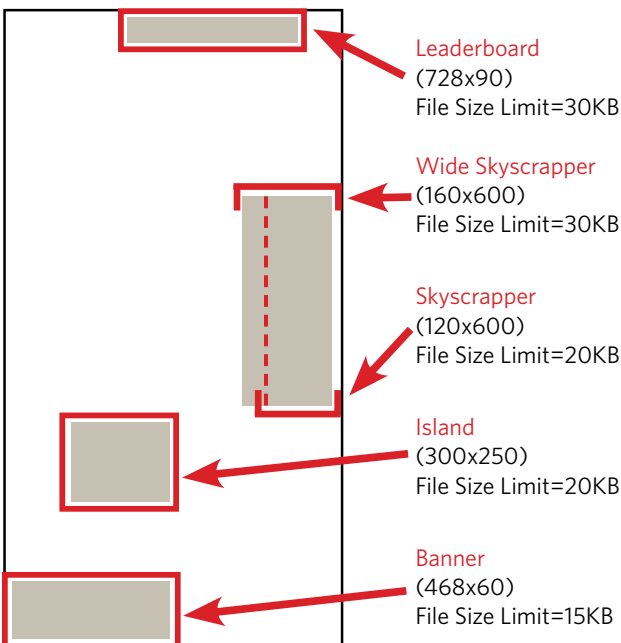
Sponsored pages (includes company logo).

PREMIUM POSITIONING

Price quoted by sales representative.

IMPRESSIONS	DISPLAY ADS INCLUDED
50,000 + Impressions	Leaderboard Wide Skyscraper Ad In-Page Island Unit Skyscraper Ad Banner Ad
40,000 Impressions	Leaderboard Wide Skyscraper Ad Skyscraper Ad Banner Ad
25,000 Impressions	Leaderboard Wide Skyscraper Ad Banner Ad
10,000 Impressions	Skyscraper Ad Banner Ad

Specs



FLASH ADS			
AD UNIT	DIMENSIONS	FILE SIZE GIF BACKUP	FILE SIZE FLASH LIMIT
LEADERBOARD	728x90	30KB Max	30KB Max
WIDE SKYSCRAPER	300x250	20KB Max	30KB Max
IN-PAGE ISLAND UNIT	160x600	30KB Max	30KB Max
SKYSCRAPER	120x600	20KB Max	30KB Max
BANNER AD	468x60	15KB Max	35KB Max

FILE FORMAT

Macromedia Flash 6 Compatible SWF file

ANIMATION

15 seconds maximum

FRAME RATE

Maximum 18 frames per second or lower, ideally 12 fps.

BACKUP GIF

A backup Gif must be provided for non-flash users. This Gif should follow the file size outlined above.

stlouis
MAGAZINE



STLMAG.COM ➔ MEDIA KIT 2009

ONLINE MEDIA



THIS MONTH'S ISSUE

In-depth and insightful features by some of the city's most talented writers. St. Louis Magazine's editorial mix merges solid reporting with spirited writing to create an informative, lively and unique reading experience.



CULTURE

Extraordinary museum shows, outstanding live theater, and hot music happenings. And that's only the tip of the iceberg. We cater to culture vultures—let them find out you here.



FOOD

St. Louis is defined in part by its many cuisines. Whether it's the comfort food, carry-out or five-star cuisine you crave, our well-seasoned food writers tell readers where to find it—and what they might want to order.



GLITTERATI

One of stlmag.com's most frequently clicked-on section. Visitors survey the scene with party pix from the season's hottest charitable gatherings, fine art openings and society fetes. Find familiar faces and those new to St. Louis' social whirl. (And, of course, what they were wearing.)



STYLE

Whether your look is jeans and a T-shirt, haute couture, or a bespoke suit, our in-the-know fashion editors can help readers refine it. "Things We Love," a highly viewed monthly feature, illustrates the very latest in everything fashionable and tells readers where to buy it.



SPECIAL EVENTS

St. Louis Magazine party hosts more than a dozen Signature Events each year—Fever spring and fall fashion shows, July's A-List Party, the Mix Singles bash are just a few of the hottest tickets in town. Secondary sponsorship is a unique way to put your establishment's name in lights.



AT HOME

St. Louis Magazine's sister publication is the city's best shelter title. From chic urban dwellings to breathtaking estates outside city limits and everywhere in between, AT HOME is the tour guide to St. Louis' coolest homes—and an unparalleled resource for home furnishings and services.



GATEWAY GUIDE

The city's top businesses and service providers are represented here, along with topical articles, reviews and events. Another great place to make your business known.



SLM LISTS

Comprehensive, detailed listings of the best restaurants, neighborhoods, doctors, lawyers and the most well-attired St. Louisans. July's A-List spotlights the most exciting people, places and things on St. Louis' radar.



THE SCOOP

Each week, The Scoop reaches more than 12,000 e-mail subscribers—at their request—who want the 411 on upcoming events, exhibitions and the finest in fine dining, to name a few. This is a spot well worth reserving.



STLMAG.COM gives visitors reasons to visit the sight often, which is why our active and engaged readership continues to grow every day. A survey conducted by Godengo, our online partner, reveals the following information about visitors to STLMAG.COM:

- 72% of STLMAG.COM's visitors are between 25 and 54 years old.
- 25% report having an annual household income of \$100,000+.
- 62% of STLMAG.COM's visitors are women.
- 38.4% are college graduates and 31% hold postgraduate degrees.
- 44% of visitors to STLMAG.COM describe themselves as holding professional/management positions.
- Typically, 25% of visitors will spend between 11 and 20 minutes on STLMAG.COM each time they visit.
- 85.71% of visitors have purchased a product online and 48% report they are very likely to buy items online in the next six months.
- 61% of STLMAG.COM's visitors own their own home.
- 47% are married and 50% have children.

The targeted, defined audience that engages with STLMAG.COM is the audience that can - and will - do business with online advertisers!

