



# Martha's Vineyard Magazine

and

Martha's Vineyard Magazine

# Home & Garden

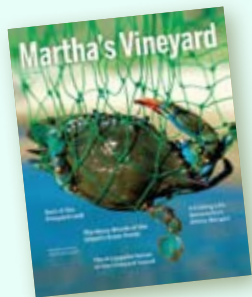
*Welcome to Martha's Vineyard Magazine – the Island's premier lifestyle magazine since 1985.*

Martha's Vineyard Magazine and Martha's Vineyard Home & Garden introduces readers with aspects of the Island that might otherwise go undiscovered or unconsidered – from sea and waterfront to wilderness and farmland, from home and garden to studio and gallery, from the past we've lived to the future we're facing – in stories written with clarity, insight and humor – and with spectacular photography and paintings created by pre-eminent Island artists.

Martha's Vineyard Magazine and Martha's Vineyard Home & Garden illustrate in word and image why the Vineyard is different from anywhere else in the world, and deliver an affluent, well educated audience to our contributing advertisers.

## 2011 Media Information

# Martha's Vineyard Magazine



For over twenty-two years, Martha's Vineyard Magazine has been the pre-eminent lifestyle magazine of the Island of Martha's Vineyard. It is a general interest magazine and covers all topics related to the Island and its people, both past and present, from all angles.

The magazine is published five times a year: May/June, July, August, September/October and Not Summer (November through April).

Martha's Vineyard Magazine

## Home & Garden



Martha's Vineyard Home & Garden highlights interesting and unusual aspects of home, garden, and food specific to living on the Island of Martha's Vineyard. It features stories on Islanders at home and the designers, architects, builders and landscapers who made their houses into homes.

The magazine is published twice annually: Spring/Summer and Fall/Winter.

### Demographics

Our readers are affluent, well educated and influential homeowners who have an interest in the Island, either because it is their main residence, because they have a vacation home here, or because they vacation here regularly. Readers who do not live here year round are generally from the Northeastern Seaboard (Maine to New Jersey). They have their copies mailed to them, pick them up while on-Island, or buy them at Barnes & Noble in their hometown.

### Distribution.

- Via paid subscriptions
- Sold on-Island via newsstands, bookstores and supermarkets and off-Island at Barnes & Noble bookstores throughout the Northeastern Seaboard.
- Complimentary copies are provided in Island hotel rooms and resorts, vacation rental property and real estate packages.
- Our website, [www.mvmagazine.com](http://www.mvmagazine.com), is one of the top Vineyard destination websites among the network of our five websites. With a traffic count of over 3 million visitors annually, the sites ranks among the most popular sites on or about the Island of Martha's Vineyard.

### Ad Materials Deadlines

Finished materials provided by the advertisers or their agencies must be received by the materials deadline. Any finished ads provided by advertisers or their representatives which contain improperly submitted materials requiring further production work by us or our designer will incur further charges at the current rates.

Materials for ads to be designed by Martha's Vineyard Magazine or our representative designers are due one week before materials deadline. Martha's Vineyard Magazine is not liable for errors in design or type when ad materials are received after this date. Any last moment changes after final proof will be charged to the advertiser.

Acceptance and approval of final proofs of ads by advertisers or their agencies will constitute indemnification of publisher against any claims resulting from errors or omission in the copy. Martha's Vineyard Magazine is not liable for any errors in submitted finished materials.

### Production Charges

Our design department is available to assist with ad design at the following rates:

- Layout and Production Charge (minimum 1/2 hour) .....\$60/hr
- Black and White Scan.....\$25
- Color Scan .....\$45
- Digital Color Proof .....\$25
- Ad Pickup with Line Change ....\$30

### Page Placement Fees

- 15% Premium for guaranteed page placement (i.e. opposite TOC, page one, etc.)
- 10% Premium for guaranteed position placement (i.e. right hand page).
- General positioning is at the discretion of the publisher.

### Frequency Discount Rates

Frequency discount rates cover both Martha's Vineyard Magazine and Martha's Vineyard Home & Garden over two years.

### Payment Terms

All rates are net rates and for computer ready ads. New advertisers may be required to pre-pay their first insertion. Bills are sent on publication date and are payable net 30 days. A 1.5% monthly interest amount will be charged on any unpaid balance over 30 days.

### Cancellations

Advertisers who do not complete a committed frequency schedule will be subject to a rate adjustment based upon number of actual insertions. Advertisers who cancel after the Space Reservation Deadline will be charged 100% of the price of their ad. Any ads not received in time for press will be charged in full – where possible the most recently run ad will be used in its place. The publisher reserves the right to reject or cancel any advertising which in the publisher's opinion does not conform to the standards of the publication.

# MARTHA'S VINEYARD MAGAZINE - MV HOME & GARDEN

**2011 ADVERTISING RATES** - All rates are for full color ads.

## GENERAL DISPLAY AD DIMENSIONS



Full page  
7.75"w x 9.625"h  
Full page bleed  
9"w x 11.125"h  
Full page trim  
8.75"w x 10.875"h



Two-thirds vertical  
5.1"w x 9.625"h



Half page vertical  
5.1"w x 7.15"h



Half page horizontal  
7.75"w x 4.69"h



One-third square  
5.1"w x 4.69"h



One-third vertical  
2.43"w x 9.625"h



One-sixth horizontal  
5.1"w x 2.225"h

One-sixth vertical  
2.43"w x 4.69"h

## GENERAL DISPLAY RATES

Ad Sizes	1X	Frequency Rate Discount Schedule for up to 2 years				
		2X	3-4X	5-6X	7-10X	11-14X
Full Page	2,745	2,635	2,550	2,450	2,370	2,265
2/3 Page	2,205	2,130	2,050	1,960	1,895	1,820
1/2 Page	1,750	1,680	1,625	1,565	1,495	1,440
1/3 Page	1,430	1,385	1,340	1,285	1,235	1,190
1/6 Page	810	785	755	735	705	675
Back Cover	3,775	3,680	3,550	3,410	3,280	3,150
Inside Covers	3,355	3,230	3,120	2,995	2,880	2,780

## DEADLINES

Issue	Publication Date	Space Reservation	Ad Materials Due
<b>MARTHA'S VINEYARD MAGAZINE</b>			
May/June	May 1	March 21	March 28
July *	July 1	May 16	May 23
August *	August 1	June 20	June 27
Sept/October	September 1	August 1	August 8
Not Summer (Nov to April)	November 10	October 10	October 17
<b>MARTHA'S VINEYARD HOME &amp; GARDEN</b>			
Spring/Summer (March to Sept)	March 25	February 14	February 21
Fall/Winter (Oct to Feb)	October 10	August 29	September 5

\* July and August issues include the *BEST OF THE VINEYARD* 2010 winners.

## CONTACT INFORMATION

### MARTHA'S VINEYARD MAGAZINE

34 South Summer Street, Edgartown, MA 02539  
 PO Box 66, Edgartown, MA 02539  
 Telephone: 508.627.4311 x 108 • Toll Free: 877-850-0409  
 Facsimile: 508.627.7444  
 E-mail: [louise@mvmagazine.com](mailto:louise@mvmagazine.com)  
[www.mvmagazine.com](http://www.mvmagazine.com)

# AD MATERIAL SUBMISSION REQUIREMENTS

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## General Guidelines

All advertising materials should be shipped securely and identified as to issue(s) of insertion, advertiser and agency and special instructions, if any. If supplying digital files electronically, please identify advertiser and issue(s) of insertion.

## Electronic File Submission

All files should be e-mailed to:  
**khuff@mvmagazine.com, or**  
**lloyd@mvmagazine.com**

Please include all files, fonts and a pdf proof file.

## Macintosh Format

Martha's Vineyard Magazine is produced using Adobe InDesign for Mac. All ads supplied in other programs will be converted to InDesign for production of print-quality pdfs. Other programs accepted:

- Adobe Photoshop (saved as EPS or TIFF file)
- Adobe Illustrator (type converted to paths and saved as EPS)
- QuarkXpress (save in Quark 4 for conversion to InDesign).

PDF proofs will be e-mailed to advertisers if e-mail address is supplied.

## Fonts

Please include screen and printer fonts on your disk. Martha's Vineyard Magazine will substitute Macintosh fonts for PC fonts in some cases. Open type fonts are acceptable, since they work on both Macs and PCs. Wherever possible, convert type to outlines.

## Colors

**All color appearing in your ad must be built as process (CMYK) color.** Spot color ads, or two and three color ads should use process color. If process colors are not used, we will convert to process and the conversion may not be exact. Please use a PMS system to choose your colors. Please do not rely on your monitor to provide an accurate representation of the color you select.

## Scans

- Black and white artwork or photographs should be scanned at 300 dpi in grayscale at 100% of final print size.
- 4-color: Scan should be saved and used as CMYK, not RGB. Hi-resolution 4-color images imported directly into the document are preferred. In the event that you are only able to supply linked "position only" scan, there will be an additional charge to scan your image and place it in your layout. Please be sure to supply the original artwork or photo if we are to make the scan.
- Optimum resolution is 300 dpi at 100% of final print size. Do not enlarge 300 dpi images more than 105%.

## Disks

Supplied disks should be accompanied by a laser proof printed at 100% and must include all related screen and printer fonts, documents and encapsulated files. Disks should only include advertisement related materials. Advertiser should be sure they have a duplicate copy of all electronic materials.

## PDF

PDF files are preferable. If using Adobe InDesign, Martha's Vineyard Magazine PDF export settings for ads are available. Please contact Louise Lloyd or Karen Huff for settings.

## Compatible Media

- CD Rom
- Zip disk

## Miscellaneous

- If at all possible, do not use compression software on your files.
- Do not submit color files for b&w ads
- Use a disinfectant software before sending your disk.
- If we encounter a minor problem with your ad, we will attempt to fix it and let you know what the problem was. If we cannot fix it, we will ask you to correct the problem and submit a revised file.

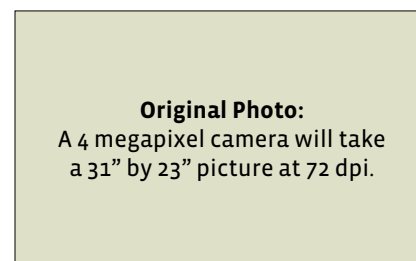
## The most common problems are:

- Images not converted to CMYK, or spot colors used in borders, logos, etc.
- Images that are too low-resolution.
- Incorrect ad sizes.
- Missing fonts.
- Text outside safety area.
- Embedded color profiles that are LAB color.

## Digital Cameras

Today's digital cameras range from 2.0 to 5.0 pixels. Cameras all take pictures at 72 dpi (dots per inch). **Print images need to be 300 dpi.** In order to achieve this higher resolution (dots are closer together than in the original), the image size is changed from large to small.

So if your original looks like this:



**Converted Photo:**  
After conversion, the same photo will measure 7.5" by 5.6" at 300 dpi.

## What to Supply on Disk

In order to ensure that your files are correctly output, the following should be included:

- The ad file
- Screen and printer fonts used in the ad (postscript only). Please note: the fonts must be included even if the ad is saved in EPS format. Please check for any EPS files embedded within the ad (logos, etc.) which may use the fonts and include them as well.
- All artwork used in the ad
- Laser printout at 100%
- A printout of the disk's contents is helpful.

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## Contacts:

**Advertising Sales:** LOUISE LLOYD • (508) 627.4311, ext 108 • lloyd@mvmagazine.com

**Ad Art Department:** MORGAN LUCERO • morgan@mvmagazine.com