

2009 media kit



REACHING THE MOST AFFLUENT AND INFLUENTIAL
ADULTS IN ST LOUIS FOR MORE THAN 25 YEARS.

ladue news reader *demographics*

Each Friday, more than **150,000** dedicated readers flip through the pages to see their families, friends and acquaintances.

LADUE NEWS will take you directly into the most exclusive homes, condominium developments, businesses and retailers. Surveys show our readers are **educated, high income professionals and philanthropists.** They dine out more, travel more, purchase more, and pamper themselves, their families, their pets and their homes more.

LADUE NEWS is a free weekly publication distributed in the mail, in addition to being available in **more than 500 upscale locations.** LADUE NEWS gives the advertiser a wide range of choices to best spread their message.

HOUSEHOLD NET WORTH

71% Greater than \$1 Million
94% Greater than \$250,000
22% Greater than \$5 Million

SERVICES

85% Use professional financial services annually

81% Use landscape/lawn maintenance services annually
60% Use legal services annually
43% Use design services annually
67% Have already or plan to remodel in the past 12 months
41% Spend more than \$50,000 on remodeling
16% Spend more than \$200,000 on remodeling

HOME VALUE

82% \$500,000+ Home
79% Own Second Home worth \$250,000+

MARITAL/FAMILY STATUS

79% Married
63% Spouse/Partner also reads LADUE NEWS
89% Have children

PROFESSIONS

78% Of surveyed readers are CEOs, owners or business/legal/medical professionals.
56% Of their spouses also are working professionals or business owners.
34% Are community volunteers, retirees, homemakers.

ACTIVITIES

45% Belong to a country club
70% Drive a \$40,000+ automobile
71% Dine out up to 3x weekly
47% Go to health/fitness clubs weekly;
60% Belong to a health club
81% Go to salons/spas at least once per month
88% Shop for clothes/accessories locally 2-3x monthly; 27% shop up to 3x per week
73% Spend at least \$5,000 on travel annually

CULTURE & CHARITY

60% Contribute more than \$5,000 annually to charity;
18% Contribute more than \$25,000
54% Attend social/charity events 1-3x monthly
70% Go to theater/concerts/movies monthly

AGE

56% 30-59
38% 45-59
43% Over 60

GENDER

70% Female
30% Male

EDUCATION

85% College degree
49% Post-grad degree

editorial content

We are a free, weekly publication with editorial and advertising content that appeals directly to our **niche affluent market**. Our exclusive coverage includes society, weddings, real estate, home design, dining, entertainment, fashion, beauty, health, philanthropy, business, wealth management, law and travel.

When St. Louisans want to know about the latest trends and most innovative ideas, they turn to *LADUE NEWS*.

We have built a **level of trust** unlike any other local publication during our 27-year history.

Another unique aspect of *LADUE NEWS* is the editorial support we give to area nonprofits by featuring their many initiatives and events. Each week we celebrate and **promote the charities** and volunteers that make our community a wonderful place to live.

bridal



charity & society



dining



real estate



business



fashion



advertisingspecifications

technical requirements

For the best possible end result, please ensure that your ad meets the following technical specifications.

APPLICATIONS (Mac | PC)

QuarkXPress 7 • Provide a copy of fonts

- No truetype fonts
- provide all supporting artwork

Photoshop CS3 or later • EPS, Jpegs and tiffs accepted

- Minimum resolution of 300 dpi
- Fonts must be embedded

Illustrator CS3 or later • Link all artwork

- Flatten all shadows and transparencies
- Fonts must be outlined • Gradients must be CMYK

Acrobat 8 or later • Minimum resolution of 300 dpi

- Flatten all shadows and transparencies
- Fonts must be embedded

NEWSPRINT GRAPHICS

- Color artwork must be CMYK at 300 dpi/150 linescreen
- NO Spotcolor
- Photos: allow for 20% dot gain

(White point no less than 2-3% • Black point no more than 90%)

GLOSSY GRAPHICS

- Color artwork must be CMYK at 300 dpi/150 linescreen

MEDIA

- CD/Zip/Email • Compress files with ZipIt/Stuffit

ETC.

- Submit all ad materials to your account executive
- Editorial-style ads must include "advertisement" in 12 pt type
- Minimum 15% for screened grayscale backgrounds
- Minimum 25% for screened yellow backgrounds
- We cannot guarantee legibility of thin fonts
- 1st Proof: Original copy and content changes
- 2nd Proof: Typographical and grammatical changes only
- A \$50 production fee will be applied for any Photoshop work *LADUE NEWS* does on behalf of the advertiser.

ADVERTISING QUESTIONS

Please call 314/863-3737 or log onto laduenews.com.

deadlines

NEWSPRINT

Space Reservations due two weeks prior to publication date.

Artwork/copy due two weeks prior to publication date.

GLOSSY

Space Reservations due three weeks prior to publication date.

Artwork due three weeks prior to publication date.

policies

CANCELLATIONS & SHORT RATES

No Run of Paper (ROP) ad cancellations will be accepted less than 14 days prior to publication date • Advertisers will be responsible for space cost if they fail to submit copy, or *LADUE NEWS* will run last available artwork • Advertisers who fail to complete a frequency contract are obligated to pay the open rate.

COVER CANCELLATIONS

Must be made 12 months prior to publication date • Advertisers will be responsible for front, centerspread and special section cover cost if they fail to fulfill contract.

SIGNED AD APPROVAL

All ads, both advertiser-supplied and those produced by *LADUE NEWS*, must have signed approval prior to release for publication. • If advertiser is unavailable to sign proof, ad will run 'as is' at advertiser's expense.

PROBLEM RESOLUTION

Complaints must be submitted in writing to your account executive within 15 days of publication. *LADUE NEWS* will attempt to alert advertisers of potential reproduction problems but will not be responsible for improperly prepared art. Substitution of suitable artwork will incur a charge. *LADUE NEWS* will not offer reimbursement for advertiser-related errors.

PHOTOGRAPHY

Photography is included in the cost of ads only when specified. Additional photography services are available for \$75/hr.

AD/PHOTO COPY REQUESTS

Ads created by *LADUE NEWS* are the property of *LADUE NEWS* • Advertisers can purchase their ads for \$75/ad • Ad/advertorial photography is available for purchase for \$50/photo.

ad dimensions

FULL PG	10.5" X 13.125"	2/5 V	4.125 X 13.125	3/20 H	6.25 X 3.125	STACKED AD SIZES	
3/5 V	6.25 X 13.125	3/10 V	4.125 X 9.75	1/10 V	2 X 6.5	AVAILABLE ONLY WHEN SPECIFIED	
1/2 V	6.25 X 9.75	3/10 SQ	6.25 X 6.5	1/10 SQ	4.125 X 3.125	1/4 H	10.5" X 2.75"
1/2 H	10.5 X 6.5	1/5 V	4.125 X 6.5	1/10 V	2 X 6.5	1/4 SQ.	5.125 X 5.875
						1/9	3.125 X 3.75
						1/6 V	3.375 X 5.85



laduenews.com

LIVING | SOCIETY | DIVERSIONS | FIND IT NOW | REAL ESTATE

Laduenews.com is featured as a homepage link on STLToday.com,
the #1 web site in st. louis!

Content grows and changes every day –
keeps our audience coming back for more!

find the popular In columns, including: Ladue Lips, restaurant
and movie reviews, and wedding and engagement announcements.

also find additional features like: a searchable index of all online content by name,
keyword or date, great contests and readers' polls, etc., party pics sorted by date and event (available for purchase),
and classified and display ads searchable by category and issue date.

five major channels

lead visitors through the site.

LIVING

A complete resource on how to live a life of luxury.

SOCIETY

Exclusive party coverage, a rundown of local prep sports,
LN Datebook, weddings & engagements and more!

DIVERSIONS

Theater, restaurant and movie reviews are
just the beginning.

FIND IT NOW

A searchable database of great-looking
LN display ads blended with our classified ads.

REAL ESTATE

The latest in local hot properties.

advertising specs

Minimum 12-week commitment.
Special introductory rates for a limited time only!

FILE FORMAT: Jpeg, RGB, 72 dpi

FILE SIZE: 225kb maximum

SPACE RESERVATION & ARTWORK DUE:

Two weeks prior to ad appearing online

AD APPROVAL DUE:

One week prior to ad appearing online

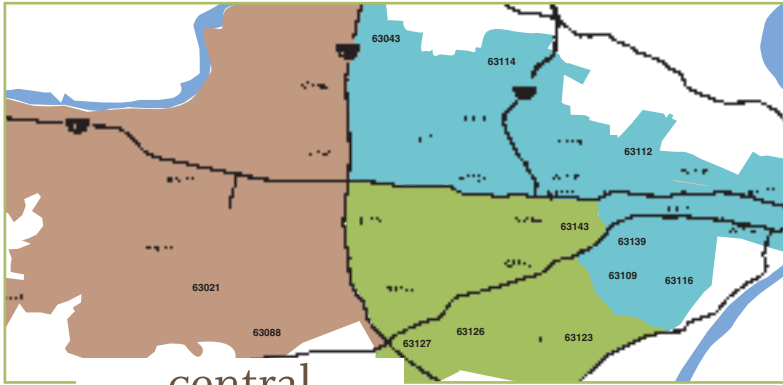
advertising opportunities

BANNER ADS (728 X 90 PIXELS)	PRICE
CHANNEL BANNER Your channel banner sponsorship will appear at the top of every page viewed within the channel. LIVING SOCIETY DIVERSIONS REAL ESTATE FIND IT NOW	\$500/WEEK
BIG ADS (300 X 250 PIXELS)	PRICE
Square ads will appear on multiple pages within topic selected. For example, the parties square ad will appear on each party page viewed, as well as on the list- ing page. PREMIUM BIG ADS CHANNEL PAGES (LIVING SOCIETY DIVERSIONS REAL ESTATE FIND IT NOW) DINING OUT LADUE LIPS PARTIES WHAT DID IT SELL FOR? WEDDINGS & ENGAGEMENTS WELLNESS	\$70/WEEK
SQUARE BIG ADS BEAUTY BOOKS CHARITIES COOKING DESIGN DISTINCTIVE PROPERTIES EDUCATION FASHION LEGAL CORNER LN DATEBOOK MOVIES PREP SPORTS REAL ESTATE FEATURES SPICY BITS TANGENTIAL THINKER THEATER TRAVEL WEALTH WHEELS WHENS	\$50/WEEK



circulation & distribution

We reach the affluent where they live, work and play. *LADUE NEWS* boasts an exclusive mailing list that includes the 20,000 most expensive homes in the metropolitan area, with delivery directly into their mailboxes each week! The paper is also widely available for pickup in St. Louis' central corridor, from the Central West End to Wildwood and points beyond.



central

CLAYTON | LADUE | FRONTENAC | UNIVERSITY CITY | HUNTLEIGH
CREVE COEUR | OLIVETTE | DOWNTOWN | CENTRAL WEST END
ST. LOUIS CITY | THE HILL | WASHINGTON AVENUE

18,825 COPIES DISTRIBUTED WEEKLY
44% MAILED 56% AVAILABLE FOR PICK UP

south central

KIRKWOOD | WEBSTER GROVES | RICHMOND HEIGHTS | TOWN &
COUNTRY (SOUTHEASTERN) | BRENTWOOD | MAPLEWOOD
SUNSET HILLS

10,475 COPIES DISTRIBUTED WEEKLY
42% MAILED 58% AVAILABLE FOR PICK UP

west

CHESTERFIELD | BALLWIN | WILDWOOD | MANCHESTER | GROVER
TOWN & COUNTRY (WESTERN) | CREVE COEUR | O'FALLON
ST. PETERS

15,700 COPIES DISTRIBUTED WEEKLY
48% MAILED 52% AVAILABLE FOR PICK UP

150,000

TOTAL WEEKLY READERSHIP

45,000

TOTAL WEEKLY CIRCULATION

20,000

COPIES MAILED

LADUE NEWS is the only publication mailed specifically to homes valued above \$500,000 in the St. Louis area. Our exclusive mailing list ensures you reach the homes with the highest market value.

25,000

COPIES AVAILABLE FOR PICK UP

600+

TARGETED PICK-UP LOCATIONS,

including the most exclusive high-end businesses in St. Louis.

LADUE NEWS is available at:

- Shopping Centers & Malls
- Private Clubs
- Boutiques
- Salons & Spas
- Restaurants
- Pharmacies
- Retirement Homes
- Coffee Shops
- Book Stores
- Real Estate Offices
- Art Galleries
- Fine Hotels
- Auto Dealerships



500+

Medical & dental office **WAITING ROOMS**
receive copies of LN

40+

GROCERY STORE PICK-UP LOCATIONS,

- Dierbergs Markets
- Schnucks Markets
- Straub's Markets
- Whole Foods

new! now reaching

O'FALLON AND ST. PETERS INCLUDING THE
COMMUNITIES OF WHITMOOR, CAMELOT, AND
WINDCASTLE



leisure. lifestyle. luxury.