

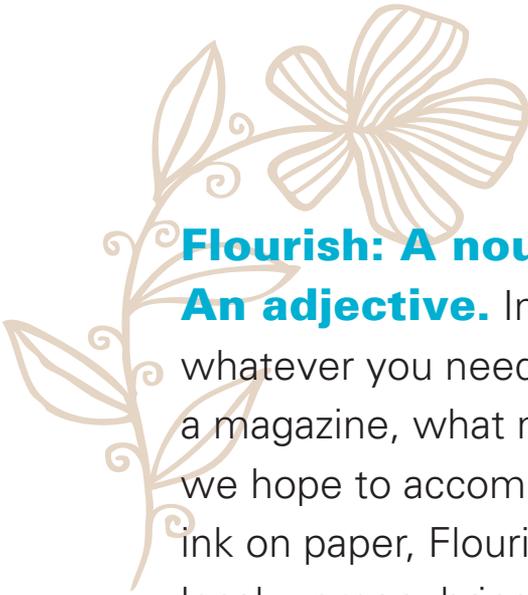


flourish

MAGAZINE

- BUSINESS
- FINANCE
- HEALTH
- STYLE
- FASHION
- DINING
- FAMILY

{ 2012 MEDIA KIT }



Flourish: A noun. A verb.

An adjective. In short, whatever you need it to be. As a magazine, what more could we hope to accomplish? Beyond ink on paper, Flourish is a link to local women, bringing together the best in ideas, inspiration and information to our reader's lives.

We're writing for women with style, with a cause, with a business, with a family. Women who are bright enough and strong enough to recognize their own power in shaping the world around them. We'll help them

flourish
MAGAZINE 

overview

- ❖ Full color glossy magazine
- ❖ Publishes in August, November, February and May
- ❖ Flourish magazine is delivered via direct mail to women homeowners, ages 29 to 55, with a total household income of \$40,000+ living within 20 miles of Cape Girardeau.



in each ISSUE

- business/finance
- home
- health
- style/fashion
- dining
- family
- parenting

distribution

- ❖ Printed copies: **3000**
- ❖ Direct mail copies: **6200**
- ❖ Rack distribution copies: **1300**

Flourish magazine is available in racks at the following locations:

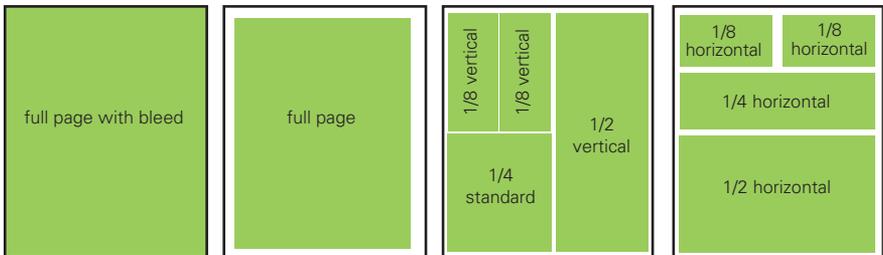
- ❖ Southeast Missouri Hospital
- ❖ Healthpoint Fitness
- ❖ Saint Francis Medical Center
- ❖ Fitness Plus
- ❖ Cape Girardeau Regional Airport
- ❖ Convention & Visitors Bureau
- ❖ Jackson Chamber of Commerce
- ❖ Cape Girardeau Area Chamber of Commerce
- ❖ Osage Centre
- ❖ Advertisers and other retail locations



RATES AND DIMENSIONS

	WIDTH	HEIGHT	COST*
Center spread	16.5"	10"	\$2695
Full page premium positions			
Back cover	* full page bleed only		\$1495
Inside front cover, Inside back cover and page 3	* full page only		\$1395
Full page (inside positions)	* full page only		\$1295
Full page with bleed	8.625"	11.125"	\$1295
Full page without bleed	7.5"	10"	
1/2 page vertical	3.625"	10"	\$695
1/2 page horizontal	7.5"	4.875"	
1/4 page horizontal	7.5"	2.3"	\$395
1/4 page vertical	1.8125"	10"	
1/4 page standard	3.625"	4.875"	
1/8 page vertical	3.625"	2.3"	\$225
1/8 page horizontal	1.8125"	4.875"	

SPECS



PUBLICATION DATES & DEADLINES

	FEBRUARY	MAY	AUGUST	NOVEMBER
Ad deadline	12/21/11	4/2/12	7/3/12	9/28/12
Publication date	2/1/12	5/1/12	8/1/12	11/1/12

85%

of all consumer purchases are made by women including everything from autos to healthcare.

Source: Midshare/Ogilvy & Mather



thrive. prosper. shine...Flourish

MONTHLY E-ZINE

seMissourian.com

Change your email preferences | Unsubscribe

May 2011 | Volume 1, Issue 11

flourish

e-MAGAZINE

in this issue...



Meet AMY MCDONALD
The director of the Cape Girardeau Public School Foundation has found her job a perfect fit.



SUMMER READS FOR KIDS
25 books to keep your children reading throughout summer vacation

Each month a supplemental online e-zine is sent to over 750 subscribers. Digital advertising opportunities are available on the e-zine.

**Ad size: rectangle
(300x250 px)**

Cost: \$50/month

For more information contact your advertising representative or cellis@semissourian.com

**SWITCH AND SAVE
WITH AMERICAN FAMILY**



LAUREL ADKISSON, AGENT

CAN SAVE YOU UP TO 28%

[CLICK HERE](#)

American Family Mutual Insurance Company and its subsidiaries.
American Family Insurance Company
Home Office - Madison, WI 53702
608.276.6282 - 2/10

AMERICAN FAMILY
INSURANCE
amfam.com

WE **NEED** TO BE LIKED!
seriously.



NEXT MONTH IN

flourish
e-MAGAZINE



Meet Eva Clubbs and Mason Ahlvin, two of Southeast Missouri's cutest kids.



An interview with Paula Myers about being a go-getter and loving every minute of it.



Picking a pet: Factors to consider when choosing one for your family.

Plus...Meet Flourish magazine's Best of Nursing 2011 finalists.

GOT A STORY IDEA? E-MAIL IT TO
CELLIS@SEMISSOURIAN.COM



SPECIAL PROMOTION SECTION

things we **L♥VE**

{FOR MOM}



There is no better way to explore your new taste than by becoming a member of our **wine club**. Each month you will receive two bottles of high quality wine. You can customize your membership by choosing two white wines, two red wines, or one of each.

Available at Prime Wine:
1610 N. Kingshighway Suite 105,
Cape Girardeau, 334-8466.
www.primewine.com



Treat Mom to a Massage!
Reward your Mom with a gift certificate for a relaxing massage at one of our spas. Choose from the following: **HeadSpa** in Cape Girardeau, 334-8466 or **HeadSpa** in Jackson, 334-8466.



Downtown Historic Home & Garden Tour
May 20, Noon to 4 p.m.
Spent the Saturday before Mother's Day touring beautiful homes in downtown Cape Girardeau? Tickets are \$15 in advance and \$20 the day of the tour. Advance tickets can be purchased at Old Town Cape, Anne Lantz's Antiques and Spanish Street Mercantile. A bonus tour of a two homes listed with event sponsor, Peppy Executive, will also be available! For more information visit www.downtowncape.org/events or call 334-8466.



Send Mom Flowers anytime or anywhere! The new floralapp is like a flower shop in your pocket! Download the app. Instructions to download app. Go to your App Store button on your phone. Search the following: floralapp. Search the following: floralapp. Click on the App Store button. Add to your cart and purchase a box of flowers and then take it home for \$19.99 and free press center.

Kemp Floral, 826 William St., Cape Girardeau, MO, 334-3029.



Mytic Tea created the My-tea, a new tea industry in the 90's and is still the best loved and most trusted in the industry today! Ladies, Summer Tea has TWO Mytic boxes to give you both. Available at **Endless Summer Tea, 1429 North Kingshighway Street, Cape Girardeau, 335-1995.**

PMS - "Pour me s'more"
Add some pizzaz to your beverage with our convenient products. Available at **Tony's Entertainment, 1229 Old Orchard Rd., Jackson, MO, 343-9579.**



Reprinted tape measure items in the great gift. Available at **Annie Laurie's Antiques, www.annieslauries.net, 335-1991.**



56% of readers took action on magazine ads or had a more favorable opinion of the advertiser because of magazine advertising

Source: *Magazine Publishers of America Comprehensive Guide & Handbook 2009/2010*

digital art specs

Page bleeds

1/8 inch on all sides. Ads submitted without sufficient bleed area will be reduced to fit live area size.

Live/safe area

A full page bleed ad has a live measuring area measuring 7.75 x 10.125. Please do not place logos, legal disclaimers or other critical information outside of this area.

Camera ready ads

- ❖ Preferred format for camera-ready art is 300 dpi with embedded fonts.
- ❖ "Camera-ready" is press ready with no

adjustments or alternations necessary. Flourish magazine is not responsible for any error in content.

- ❖ All color, including photos, must be process separation (4-color) CMYK. All black text must be 1 color (K) only.

Disclaimer/policies

- ❖ Flourish magazine reserves the right to place a border on any ad smaller than a full page. No floating ads smaller than a full page.
- ❖ We cannot guarantee legibility of reverse type below 6 points.



flourish

MAGAZINE

For more information
Southeast Missourian
301 Broadway
Cape Girardeau, MO 63701
573-335-6611 or 800-879-1210