

SWLA HOMEGROWN

YOUR GUIDE TO BUSINESSES IN OUR AREA

A stand-alone magazine filled with a comprehensive, in-depth look at locally owned businesses.

AD RATES All rates are gross.

Issue Sponsor Includes logo on front cover, full-page ad on back cover and a minimum of (2) 1/4 page ads	\$5000
Full Page Cover (on inside covers)	\$1200
Full Page	\$875
Half Page	\$600
Quarter Page	\$400

Available on stands.



Publication Date	July 19
Ad Placement & Editorial Deadline	July 7
Camera Ready Deadline	July 12

THRIVE SPECIAL INSERTS

All inserts are approximately 8 - 24 pages and fit perfectly within the regular Thrive issue. These pull-out guides are favorites among Thrive readers, with all relevant information at their fingertips. Be sure you're included!

INSERT AD RATES All rates are gross.

Sponsorship Includes logo on cover & all content pages, full page ad	\$3000
Back cover	\$ 1250
Inside front & back cover	\$ 1000
Full page	\$ 875
1/2 page (v or h)	\$ 550
1/4 page (b, v, or h)	\$ 375

INSERT SCHEDULES

Publication Date	Ad Placement & Editorial Deadline	Camera Ready Deadline
May - Summer Guide		
May 2	Apr 12	Apr 17
October - Rouge et Blanc		
Oct 4	Sept 13	Sept 15

Publication Date	Ad Placement & Editorial Deadline	Camera Ready Deadline
2017 Calendar		
Jan 3	Dec 9	Dec 14

Please contact us for calendar ad and sponsorship pricing.

Covers and full page Trim size: 8.25" x 10.875" Please add 1/4" bleed around the trim size. Final size with bleed, 8.75" x 11.375". Keep live copy within 1/4" from trim size.	1/2 vertical 3.675" x 10.225"	1/4 v 2.35" x 10.225"
1/4 block 3.675" x 5"	1/2 horizontal 7.6" x 5"	1/4 horizontal 7.6" x 2.35"

We accept credit cards.

836 University Drive, Lake Charles
337.310.2099
thrivemag.com

Send all ads to
ads@thrivemag.com
Send all editorial
information to
edit@thrivemag.com

2017 MEDIA KIT **Thrive** MAGAZINE FOR BETTER LIVING

Home & Family

Money & Career

Places & Faces

Mind & Body

Style & Beauty

Wining & Dining



Winner of 50 Louisiana Press Association awards, including:
General Excellence • Cover Design • Ad Design • Layout • Feature Articles

2017 EDITORIAL GUIDE

January

Cover Story: How to be Happy and Healthy in 2017

- Take the Tedium out of your Tax Return
- The Importance of Blood Donation
- Fun Fitness Trends Worth Trying

February

Cover Story: Partners in Love and Life - Couples in Business

- SWLA Restaurant Guide - Special Section
- Dental Health Month
- SWLA Mardi Gras

March

Cover Story: Economic Update

- Real Estate Guide
- Local Election Preview
- National Nutrition Month

Lake Charles 150th Anniversary Stand Alone Issue

April

Cover Story: 13 Thriving 30-Somethings

- Unleash Your Inner Artist in SWLA
- Stress Reduction Tips
- Do You Need a Financial Guru?

May

Cover Story: Cool Careers

- Women's Wellness
 - Get Your Outdoor Game On
 - Outdoor Cooking Guide
- #### Summer Guide Insert

June

Cover Story: Future Technology in Today's World

- Men's Health Guide
- Hurricane Preparedness
- Tips for Summer Travel

July

Cover Story: Bayou Rhythms - Celebrating Louisiana Music

- Laying Down the Law
- Back to the Books - Back to School Guide
- Financial Tips for Couples

2017 Homegrown Stand Alone Issue

August

Cover Story: Oh, Baby!

- What's the Buzz on Local Honey?
- Special Section: Football Gold
- Herb Gardening for Dummies

September

Cover Story: Fall Festival Guide

- Fall Style Guide
- Retirement Planning Round-up
- Craft Beer 101

October

Cover Story: Leading Ladies - Women in Business

- Fall Lawn Care
- Halloween Guide

Rouge et Blanc Insert

November

Cover Story: Fun on Four Wheels - Car Buying Guide

- End of the Year Checklist
- Thanksgiving Made Easy
- Feature: Good Samaritans of SWLA

December

Cover Story: Holiday Entertaining Guide

- Cookie Classics
- Follow the Lights to Holiday Cheer

INSIDE EVERY ISSUE

Regular Sections

- Home & Family
- Mind & Body
- Money & Career
- Places & Faces
- Style & Beauty
- Wining & Dining

Regular Features

- First Person
- Business Buzz
- Who's News
- Solutions for Life
- McNeese Corral
- By the Numbers
- Happenings

PUBLICATION SCHEDULES

Publication Date*	Ad Placement & Editorial Deadline	Camera Ready Deadline
Jan 3	Dec 12	Dec 16
Feb 1	Jan 16	Jan 19
Mar 1	Feb 15	Feb 20
April 3	Mar 17	Mar 22
May 2	Apr 17	Apr 20
June 2	May 18	May 23
July 3	June 19	June 22
Aug 7	July 21	July 26
Sept 1	Aug 17	Aug 21
Oct 2	Sept 15	Sept 19
Nov 2	Oct 19	Oct 24
Dec 1	Nov 14	Nov 17

OUR AUDIENCE

- Income: **48%** \$100,000 and above
- **74%** are female
- **90%** have a college degree or higher
- **87%** own their own home
- Age: **26 - 65**
- **90%** say they read Thrive ads for info on local promotions, discounts and coupons

Thrive reaches over 50,000 readers each month!



REGULAR ISSUE SIZES

Covers and full page

Trim size: 9" x 10.875"
Please add 1/4" bleed around the trim size. Final size with bleed, 9.5" x 11.375".
Keep live copy within 1/4" from trim size. Please provide crop marks for all ads with bleeds.

Full page non-bleed

8" x 9.875"

3/4 page

5.25" x 9.875"

1/4 v

2.5" x 9.875"

3/8 block

5.25" x 4.875"

1/2 horizontal

8" x 4.875"

1/4 horizontal

8" x 2.375"

1/4 block

3.875" x 4.875"

1/2 vertical

3.875" x 9.875"

REGULAR ISSUE AD RATES*

All rates are gross.

	12x	9x	6x	3x	Open
Back cover	\$ 1360	1450	1540	1650	1790
Inside front or back cover	\$ 1260	1320	1400	1480	1630
Page 3	\$ 1160	1260	1370	1470	1575
Full page	\$ 1060	1110	1300	1390	1470
3/4 page	\$ 780	850	900	990	1040
1/2 (v or h)	\$ 650	690	750	800	850
3/8 page	\$ 480	570	620	670	750
Table of Contents	\$ 460	490	530	570	630
1/4 block (b) only					
1/4 (b or v)	\$ 360	380	400	430	470

Fixed Position Rate: Add 20% to fixed ad rate

Special Sizes: Double truck - \$1800

Gatefold (includes 4 pages) - \$2400

Late ad charge: Add 20% to fixed ad rate

GRAPHIC GUIDELINES

Preferred format for computer-generated artwork is an Adobe Acrobat pdf file, jpg or tif, flattened and converted to cmyk. Please convert all fonts to outlines or paths.

Artwork can be provided electronically to ads@thriveswla.com. Send editorial information to edit@thriveswla.com.

GET CREATIVE!

The Sticky Note

Need your advertising message to really stick with customers? Sticky Note Ads are the solution! They're uniquely sticky enough to hold for delivery, yet ultra-removable for customers to save and redeem with your business.

\$2400

By the Numbers

Advertorial Sponsorship

Do you want potential customers to get to know your business? Tell them in numbers. This creative advertorial allows you to promote your business by highlighting your interesting statistics on this popular monthly feature.

\$1,500

Web Ads

Square - \$100/month Tower - \$250/month

Place an ad for 12 months and you receive a web ad FREE of charge on our Thrive site, www.thriveswla.com.



Custom Inserted Promo Pieces

If you've more to say than will fit in an ad, one of our custom inserts will give you the space you need.

4x6 card - \$1500 (multiple month insert discount available)

4 pages - \$2,000 (\$75 for each additional 1,000)

8 pages - \$2,500 (\$100 for each additional 1,000)

12 pages - \$3,200 (\$110 for each additional 1,000)

16 pages - \$3,600 (\$130 for each additional 1,000)

