

# *style.*

*so much more than a magazine!*



MEDIA KIT 2022



# what is *Style*?

Lake & Sumter Style is a popular, locally-owned, award-winning lifestyle publication trusted and loved by its readers for over 16 years. *Style* magazine stately features the voice of Lake and Sumter county's people, places and events capturing the charm and personality of all ages and backgrounds. Hearing local residents speak on shared and individual experiences keeps each issue unique, while additional online content keeps our readers engaged all month long. Connecting our community through intriguing stories and confident quotes paired with outstanding and captivating photography keeps our readers always coming back seeking for more.

"Invigorating, uplifting, informative" are words that have been said to describe *Style*, along with comments "Style is what I eagerly anticipate reading and seeing each month." Don't take our word for it, here are comments about *Style* from people in the community:

*"It's everyone's go-to publication for what is going on in Lake County."*

—LENA WILLIAMS

*"Because Lake and Sumter County is one of the fastest-growing areas in Florida, it is great to have a publication like Lake & Sumter Style that plugs new residents into the community—the content is interesting, the photography is beautiful. The magazine is a wonderful representation of everything that is great in Lake County."*

— ANTHONY SABATINI

*"I applaud their consistent efforts to raise awareness about the topics, organizations, events and community leaders that make up the fiber of Lake and Sumter counties."*

—JOE ZILER

*"Each month, I enjoy picking up a copy and reading all about the people and great things happening in Lake and Sumter counties. We have so much to be proud of."*

— ROSANNE BRANDEBURG



**style.**

MEDIA KIT 2022 | [lakeandsumterstyle.com](http://lakeandsumterstyle.com)



what is **style?**



Our philosophy is and always been “Everywhere the reader is.”

Style magazine is offered monthly in print, through a digital flipbook edition, and on the go with our Style magazine app, available on all Apple and Android devices.

Look for *Lake & Sumter Style* in area restaurants, retail shops, in medical waiting rooms and beauty salons, or on Facebook, Instagram, and Twitter, on living room coffee tables, and in the daily conversations of people throughout Lake and Sumter counties.

Style magazine is the publication you want to be seen in, heard about and read over and over again!

***Kendra Akers***

PUBLISHER



**style.**

MEDIA KIT 2022 | [lakeandsumterstyle.com](http://lakeandsumterstyle.com)



*Style* is distinctive, sophisticated, and reflects the extraordinary personality of this place we call home. We proudly introduce readers to trusted content and information that makes our area a desirable place to live with an impressive quality of life. Every month, learn about amazing people in all of Lake and Sumter counties and The Villages, who are making a difference in their work or special causes of devotion. We further delight you in showcasing our local artists, musicians, crafters, and outstanding students. And if you are looking for that unique or tasty dining experience, we can whet any appetite right off the page with elegance and moxie.

*Style* also highlights the latest local trends, new medical advances, and where to go for entertainment and special events. We share the fun outdoor activities that are enjoyed on our beautiful lakes and the area's many golf courses, along with all the great places to dine for an amazing array of foods and drinks.

We listen to our readers by sharing their favorites, too, everything from their top picks of people, places, and events in our annual "Best of the Best" survey, to striving to raise awareness of local issues and plights that should be addressed, such as human trafficking and homelessness. We are devoted to making sure people know the available resources, organizations, and people who provide help to those in need.

Merriam-Webster defines "style" as "a distinctive manner," and "the state of being popular," and we at *Style* magazine take pride in exemplifying our name with passion and panache.







AUDITED READERS

# 210,000<sup>+</sup>

## 63.2%

**COLLEGE-EDUCATED**

21.7% COLLEGE DEGREE  
12.8% ADVANCED DEGREE

## 58%

**WOMEN**

42% MEN

## 37.7%

**AGES 45-54**

22% 25-44  
27% 55-64  
13.3% OTHER

## 33.6%

**INCOME 75-149K**

29% 50-64K  
19.1% <50K  
18.3% >150K



**style**

MEDIA KIT 2022 | [lakeandsummerstyle.com](http://lakeandsummerstyle.com)





## Lake & Sumter

Ad sizes	12x*	6x*	3x*
Spread	\$2,550	\$2,750	\$2,950
Full page	1,750	1,950	2,150
Half page	1,150	1,350	1,550
Quarter page	850	1,050	1,250
Dining	450	650	850

Ads run in both Lake & Sumter + Village Edition  
\*Rates based upon consecutive frequency

Premium positioning	
Inside front cover	\$2,150
Inside facing front cover	2,150
Inside back cover	2,150
Inside facing back cover	2,150
Back cover	2,750

12x commitment required

Advertorials	
8 page gatefold (w/1k overruns, Lake & Sumter only)	\$10,950
4 page	5,250
3 page	4,250
2 page	3,250

Specialty	
Split cover	\$8,950

## Village Edition

Premium positioning	
Inside front cover	\$2,150
Inside facing front cover	2,150
Inside back cover	2,150
Inside facing back cover	2,150
Back cover	2,750

Ads run in Village Edition only

Specialty	
Cover w/8-page gatefold (w/1k overruns, L&S + Village Edition)	\$15,950
Cover w/8-page gatefold (w/1k overruns, Village Edition only)	12,950

## Website

Digital ad	
Tile (500 x 500)	\$450

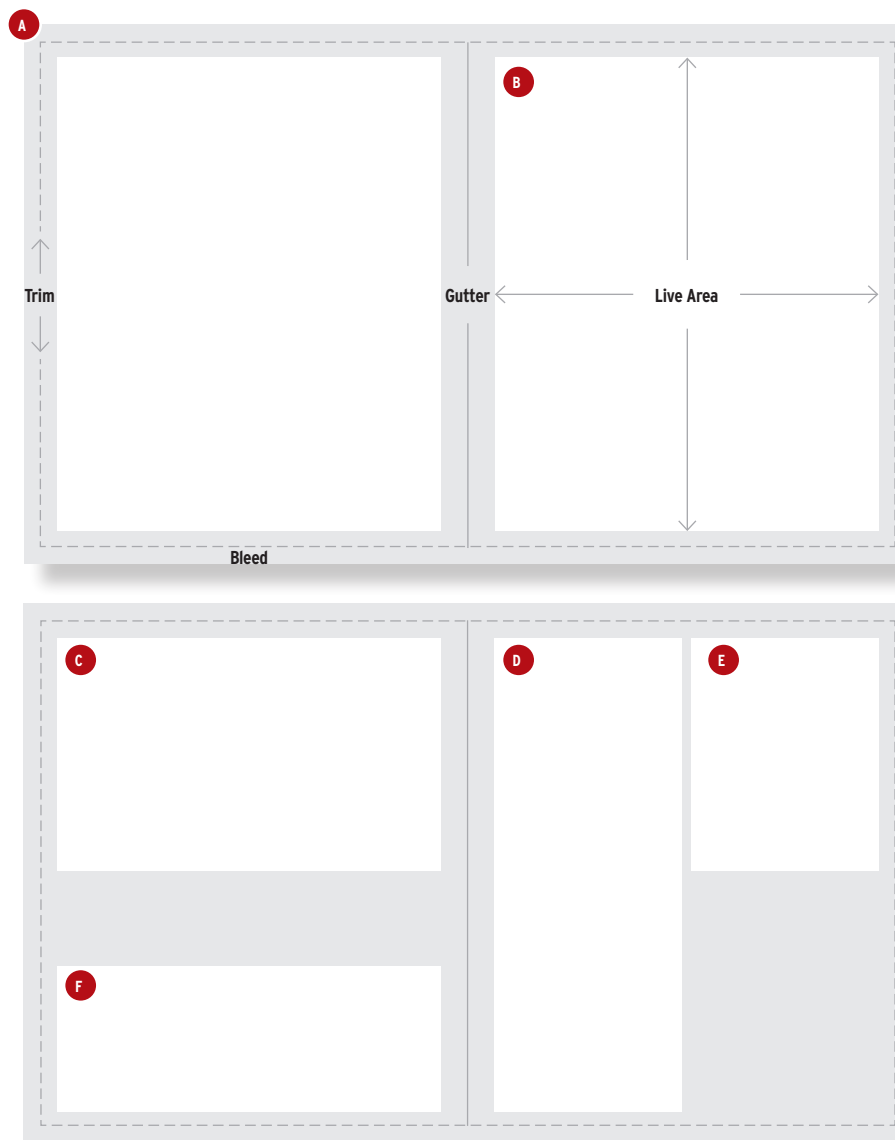
2 page advertorial w/ cover



Cover w/ 8-page gatefold



<i>Ad sizes</i>	<i>W" x H"</i>
<b>A</b> Spread (+ .125" bleed)	17 x 11.125
Spread (trim)	16.75 x 10.875
<b>B</b> Full page (+ .125" bleed)	8.625 x 11.125
Full page (trim)	8.375 x 10.875
<b>C</b> Half page horizontal	7.01 x 4.625
<b>D</b> Half page vertical	3.405 x 9.56
<b>E</b> Quarter page	3.405 x 4.625
<b>F</b> Dining guide	Designed by <i>Style</i>



## FILE SPECIFICATIONS

- Collected InDesign files: Creative Suite CC or lower; include all fonts (both printer and screen) and all linked files
- Adobe Illustrator or Photoshop files: all type should be converted to paths/ outlines
- PDF files: must be high-res PDF/X-1a:2003 compliant, all colors must be CMYK, all type must be converted to outlines (we reserve the right to rasterize PDFs as TIFFs)
- All submitted images must be 300dpi or higher (TIFFs preferred, JPGs accepted)
- We do not accept QuarkXpress or Microsoft Word, PowerPoint or Publisher files
- Files may be submitted via email (no larger than 8MB), via transfer services such as wetransfer.com, or on CD/DVD
- All text, logos and other pertinent information must be at least .5" from the trim and gutter

## DEADLINES

- Please submit files to your account representative no later than 45 days prior to publication. All camera-ready ads must be in no later than the 5th of the month prior to publication.

# **print** EDITORIAL CALENDAR

<p><b>1</b></p> <h2>January</h2> <p>EDITORIAL: <b>40 Under 40</b></p> <p>ADVERTISING: <b>Health Pros</b></p> <p>DEADLINE: <b>11.25.2022</b></p>	<p><b>2</b></p> <h2>February</h2> <p>EDITORIAL: <b>Multi-Million-Dollar Producers</b> Top Realtors</p> <p>ADVERTISING: <b>Realtor Profiles</b></p> <p>DEADLINE: <b>12.20.2022</b></p>	<p><b>3</b></p> <h2>March</h2> <p>EDITORIAL: <b>Home Issue</b> Parade of Homes</p> <p>ADVERTISING: <b>Ask the Home Expert</b></p> <p>DEADLINE: <b>1.25.2022</b></p>	<p><b>4</b></p> <h2>April</h2> <p>EDITORIAL: <b>Local Legends</b> People and Places</p> <p>ADVERTISING: <b>Ask the Health Expert</b></p> <p>DEADLINE: <b>2.25.2022</b></p>	<p><b>5</b></p> <h2>May</h2> <p>EDITORIAL: <b>Women's Issue</b> Woman of the Year + Highlight of the area's female leaders</p> <p>ADVERTISING: <b>Business Women of Style</b></p> <p>DEADLINE: <b>3.25.2022</b></p>	<p><b>6</b></p> <h2>June</h2> <p>EDITORIAL: <b>Men's Issue</b> Man of the Year</p> <p>ADVERTISING: <b>Business Men of Style</b></p> <p>DEADLINE: <b>4.25.2022</b></p>
<p><b>7</b></p> <h2>July</h2> <p>EDITORIAL: <b>The Lakes Issue</b> Activities, Nature, Status of the Lakes. Special Species</p> <p>ADVERTISING: <b>Hot Deals – 50% Off</b></p> <p>DEADLINE: <b>5.25.2022</b></p>	<p><b>8</b></p> <h2>August</h2> <p>EDITORIAL: <b>Best of the Best</b></p> <p>ADVERTISING: <b>Hot Deals – 50% Off</b></p> <p>DEADLINE: <b>6.25.2022</b></p>	<p><b>9</b></p> <h2>September</h2> <p>EDITORIAL: <b>Health &amp; Wellness</b></p> <p>ADVERTISING: <b>Ask the Healthcare Expert</b></p> <p>DEADLINE: <b>7.25.2022</b></p>	<p><b>10</b></p> <h2>October</h2> <p>EDITORIAL: <b>The Dark Side of Lake</b> An investigative look at issues surrounding our communities</p> <p>ADVERTISING: <b>Welcome Back</b></p> <p>DEADLINE: <b>8.25.2022</b></p>	<p><b>11</b></p> <h2>November</h2> <p>EDITORIAL: <b>The Extraordinary Issue</b> Highlight of extraordinary people, places and events</p> <p>ADVERTISING: <b>Ask The Expert</b></p> <p>DEADLINE: <b>9.25.2022</b></p>	<p><b>12</b></p> <h2>December</h2> <p>EDITORIAL: <b>Most Influential People in Lake and Sumter</b></p> <p>ADVERTISING: <b>Gift Guide</b></p> <p>DEADLINE: <b>10.25.2022</b></p>



**style.**

MEDIA KIT 2022 | [lakeandsumterstyle.com](http://lakeandsumterstyle.com)







# *digital*

***websites, social media, & so much more!***

The Internet is entwined with everything we do, and thus your business needs digital marketing to grow and thrive. We offer you a team of experienced professionals dedicated to making everything we do for you a success. After dissecting your business to get down to the core of what makes it tick, we help you develop a plan for creativity that enhances everything you do.

There's no question that digital media advertising plays an important role in your company's marketing strategy because it provides visibility and customer engagement. The team

at *Style* analyze your company's existing digital landscape and then identify new strategies that have proven successful. Then we'll go above and beyond to create the proper messaging, that will engage your target audience.

Simply put, we're able to connect your products and services to thousands of potential clients. With so many people connected to the Internet through their computers or mobile devices, the importance of digital marketing has become crystal-clear.



**website**

Put your message in front of our audience. When digitally advertising with *Style*, you can establish your online presence, make an emotional connection, and get online customers excited about who you are and what you have to offer. Allow your ad to work for you 24 hours a day and gain access to a limitless, ideal audience.

Websites are an effective marketing tool because they represent one of the most cost-effective methods in providing information to your audience. We can enhance your company's presence and authority on the Internet.

Our team combines a potent combination of brand strategy and creative direction to make your website rise above those of your competitors. While we are proud to design the websites for some of the most well-known companies in Lake and Sumter counties, we are equally excited to work with start-up companies and help them build their brand.

The results-driven websites that we produce will reflect your brand and support your business goals. We're known for our quality work and creative ideas, but another aspect that truly sets us apart is customer service. We are committed to serving our customers and the community.

#### AVERAGE TIME SPENT ON SITE

**1:48**

NATIONAL AVERAGE :20-:30

2021

**914,025**

TOTAL VISITS • UNIQUE: **434,293**

2020:

TOTAL

**1,031,454**

UNIQUE

**685,974**

2019:

TOTAL

**474,343**

UNIQUE

**244,356**

**136%**

GROWTH  
IN WEB  
TRAFFIC

2019-2020

#### AGE

**28.97%**  
65+

**23.39%**  
55-64

**17.52%**  
45-54

**13.42%**  
35-44

**12.14%**  
25-34

#### GENDER

**59.97%**  
FEMALE

**40.03%**  
MALE

#### LOCATION

**13.82%**  
ORLANDO

**11.13%**  
THE VILLAGES

**9.01%**  
CLERMONT

**7.82%**  
LEESBURG

**style.**

MEDIA KIT 2022 | [lakeandsumterstyle.com](http://lakeandsumterstyle.com)





website



We stand by our statement that print is alive and well; however, we have always held the philosophy that *Style* magazine would be available everywhere the reader is. Therefore, many years ago, we made the decision to offer downloadable apps for the magazines, and a digital edition that offers special content not found in print editions. *Style* magazine now has a tremendous following allowing readers to obtain their content several days prior to the printed edition hitting the streets.

BY DEVICE

63.82%  
MOBILE

27%  
DESKTOP

9.18%  
TABLET

*DEVOTED MAGAZINE  
READERS ARE MORE ACTIVE  
ON SOCIAL MEDIA THAN THE  
GENERAL POPULATION.*

Source: MRI-Simmons, Doublebase 2019/MPA Factbook 2020

NEWSLETTER

5,797  
SUBSCRIBERS

23.13%  
OPEN RATE

DIGITAL EDITION

15,000  
AVERAGE MONTHLY READERS

7:28  
AVERAGE TIME SPENT  
ON DIGITAL EDITION



style

MEDIA KIT 2022 |

lakeandsummerstyle.com





**2021**  
**1,856,879**  
IMPRESSIONS

**162,345**  
ENGAGEMENTS

**13,506**  
TOTAL SOCIAL AUDIENCE

**4.89%**  
AUDIENCE GROWTH  
**2020-2021**

AUDIENCE AGE

**14%** 65+  
**17%** 55-64  
**22%** 45-54  
**25%** 35-44  
**19%** 25-34

**style.**

MEDIA KIT 2022 |

[lakeandsummerstyle.com](http://lakeandsummerstyle.com)







# STYLE MAGAZINE + YOUR BRAND


Sponsored content is an advertorial form of advertising, published on a digital platform. Sponsored content helps you engage and reach your audience in a non-intrusive manner because it resembles editorial content, that is aimed to educate and not sell.



By partnering with Style on our digital platform, **LakeAndSumterStyle.com**, we can publish your message within our space where your target audience is already visiting and viewing. This can help you by:

 **Raising your brand awareness & credibility**

 **Increased visibility & audience education**

 **Creating valuable web traffic**

## THE NUMBERS

STYLE MAGAZINE WEBSITE:

 **76,000** AVERAGE VISITS A MONTH  
**36,000** AVERAGE UNIQUE MONTHLY VISITS

DEMOGRAPHICS:

**AGE** 65+ ..... **28.97%**  
55-64 ..... **23.39%**  
45-54 ..... **17.52%**  
35-44 ..... **13.42%**  
25-34 ..... **12.14%**

 **59.97%**  
**FEMALE**

 **40.03%**  
**MALE**

**SOCIAL**

**1,856,879** IMPRESSIONS **162,345** ENGAGEMENTS

 **13,506** TOTAL SOCIAL AUDIENCE

## PROS OF SPONSORED CONTENT ON LAKEANDSUMTERSTYLE.COM

- 1 Consumers are more likely to interact with it because this type of advertising does not feel "salesy".
- 2 Sponsored content receives higher engagement rates.
- 3 Sponsored content lends itself to increased relevancy and engagement. Improve your SEO with back links from a proven trusted brand, **LakeandSumterStyle**.
- 4 Consumers trust sponsored content more than traditional ads.
- 5 Over **60%** of consumers said they are more open to digital advertising that focuses on telling a story than only selling a product. Exactly what **sponsored content** is designed to do!

## SPONSORED CONTENT RATES

**\$250**

Provided Content.  
You provide it, we will post it.

**\$600**

Akers written content  
up to 1000 words.  
(Additional word count at .35 a word)

Add social media post **\$250**  
Add photo shoot (Starting a **\$500**)

Style magazine reserves the right to deny content that the publisher does not deem fit for our brand or audience.