

nFOCUS

ON THE LOUISVILLE SOCIAL SCENE

MEDIA INFORMATION



Image is Everything!

BRANDING YOUR BUSINESS IS AFFORDABLE WITH NFOCUS

nFOCUS Magazine... at a glance

TASTEMAKERS VOLUNTEER ACTIVIST INTELLECTUALS FOODIES ART COLLECTORS

Who is nFOCUS ?

- Nfocus is Louisville's Premiere Society magazine that covers the most important charitable events and galas and certain culture important to its readers including wine, travel, fashion, and the arts.
- Nfocus was created by Nashville society insiders 16 years ago and has remained the insider voice and has exclusive access to Nashville's more prominent masters and mavens and happenings.
- Nfocus is the best advertising vehicle to reach a certain discerning clientele and sphere of influence.

What is nFOCUS ?

- Nfocus distributes 12,000-15,000 publications free to the public in choice restaurants, salons and spas, high-end boutiques and grocers.
- Nfocus is distributed by charitable private foundations and non-profit member lists.
- Nfocus is distributed monthly.

Who reads nFOCUS ?

- Nfocus reaches 80,000 readers (Per Media Audit Jan/Feb 2009)
- While Louisville Nfocus is new to this market, our sister publication in Nashville boast the following readership:
 - Average HHI of \$202,000
 - Almost 30% of the Nfocus readers HHI is greater than \$300,000 yearly.
 - 74% female readership.
 - Majority of readers are between the ages of 30-64.
 - 86% have at least 1 college degree.
 - 40% have more than 1 college degree.
 - 95% donate to non profits.
 - 91% consider themselves arts patrons.

We expect Nfocus Louisville to have similar readership.



WINE ENTHUSIASTS FASHIONISTAS MUSIC LOVERS MOVERS AND SHAKERS

To learn more about *Nfocus*, our special guides or events created by *Nfocus* allowing for sponsorship opportunities, please call Cal Purvis at 502-895-9770 or your *Nfocus* account executive.



color rates

Rate Base: 15,000

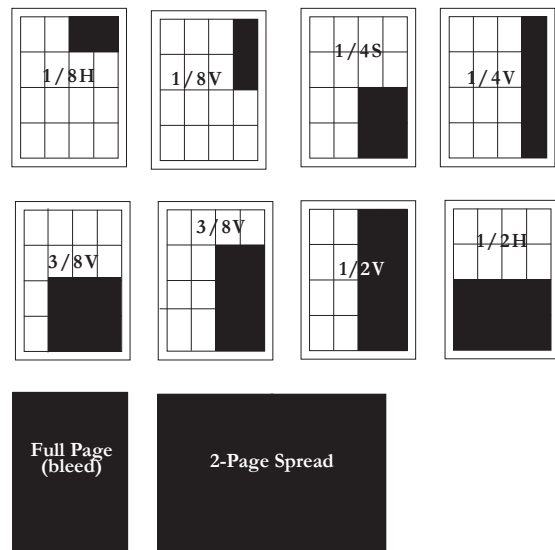
Ad Size	Open Rate	4X	8X	12X
Full Page	\$1,800	\$1,600	\$1,500	\$1,400
1/2 Page (Horiz./Vert.)	\$1,300	\$1,100	\$1,000	\$900
3/8 Page (Horiz./Vert.)	\$900	\$800	\$750	\$700
1/4 (Horiz./Vert.)	\$750	\$675	\$600	\$500
1/8 Page (Horiz./Vert.)	\$500	\$450	\$420	\$400

Premium Positions				
Inside Cover		\$2,500	\$2,200	\$2,000
Back Cover		\$3,500	\$3,200	\$3,000

ad specifications

Ad Size	Width	Height
1/8 Page (H)	4.1875	2.9375
1/8 Page (V)	1.9688	6.125
1/4 (S)	4.1875	6.125
1/4 Page (V)	1.9688	12.5
3/8 Page (H)	6.4063	6.125
3/8 Page (V)	4.1875	9.3125
1/2 Page (H)	8.625	6.125
1/2 Page (V)	4.1875	12.5
Full Page* (Bleed)	10.5	14.375
2-Page Spread (Bleed)	20.625	14.375

Publication trim size is 10.125" x 14"
 2-Page spread trim size is 20.25" x 14"



*Live matter should be kept .25" from trim.

ad specifications

placement

Every attempt is made to optimize ad positioning by nature of content. Requests for position may be made, but are never guaranteed nor will adjustments be granted if position requests are not fulfilled. Guaranteed placement is available with an additional charge of 15%.

design services

Nfocus provides typesetting, design and professional layout assistance as part of our services. After completing an initial proof we will provide two rounds of changes at no charge. Further changes will require a \$50 per hour design fee (1 hour minimum).

submission requirements

FORMAT: Adobe InDesign (CS3 or earlier) or PDF

FONTS: PostScript only

IMAGES: TIFF or EPS (300 dpi/CMYK)

LIVE AREA (when applicable): 1/4" from any trim

BLEED (when applicable): 1/8" on all sides

COLOR: Please make sure that advertisements are built using CMYK (not RGB or PANTONE) colors.

IMAGES: Please make sure that any images used in your layout are CMYK and at least 300dpi (or vector graphic in the case of illustrations and logos).

BLEED, TRIM, and LIVE AREA: When applicable, create a bleed of 1/8 inch per trim edge and do not place any type or critical images within a 1/4 inch of any trim edge.

PRODUCTION CHARGES: Production work undertaken by the Publisher to enable an advertisement to meet requirements and specifications will be billed at the Publisher's discretion.

contact

For questions regarding the submission of ad materials, please contact Cal Purvis 502-895-9770 or email at design@nfocus.com.

submissions

Email materials to: design@nfocus.com.



issue planner

Issue	Ad Deadline: Space Reserved by 3 PM	Camera Ready Ad Deadline	Distribution	Editorial Feature
February 2011	Fri Jan 14	Fri Jan 21 3 pm	Wed Feb 2	Financial Issue Men's Business Fashion
March 2011	Fri Feb 11	Fri Feb 18 3 pm	Wed Mar 2	Animals/Pets Focus on Animal Charities
April 2011	Fri Mar 11	Fri Mar 18 3 pm	Wed Mar 30	Model Behavior Derby Fashion Preview
May 2011	Fri Apr 8	Fri Apr 15 3 pm	Wed Apr 27	Derby Coverage Equestrian Issue
June 2011	Fri May 6	Fri May 13 3 pm	Wed May 25	Homes of Distinction Outdoor Issue
July 2011	Fri Jun 10	Fri Jun 17 3 pm	Wed Jun 29	Travel Issue
August 2011	Fri July 8	Fri July 15 3 pm	Wed July 27	Food & Leisure Local Food
September 2011	Fri Aug 12	Fri Aug 19 3 pm	Wed Aug 31	Education Issue
October 2011	Fri Sept 9	Mon Sept 16 3 pm	Wed Sept 28	Health Care
November 2011	Fri Oct 7	Mon Oct 14 3 pm	Wed Oct 26	Arts Issue St. James Arts Festival
December 2011	Fri Nov 4	Mon Nov 11 3 pm	Wed Nov 30	New Faces of Philanthropy