



SOUTHERN  
**SEASONS**

\$5.95

**DIVINE  
DINING**

**SIZZLING  
STYLES**

**HEAVENLY  
HOMES**

**THE  
SOCIAL  
SCENE**

**Luxurious Living**

# *Luxurious living at its best*

STEP INSIDE MAGNIFICENT MANSIONS.

GAZE UPON PRICELESS ANTIQUES.

VENTURE TO EXOTIC VACATION DESTINATIONS.

INDULGE IN DIVINE DINING.

MEET THE MOST FASCINATING FOLKS IN TOWN.

Southern Seasons spotlights the best of the South, from Atlanta's hotspots and Buckhead's chic shops to the sumptuous shores of the Gulf Coast, the heavenly haven of Highlands-Cashiers and the charming cities of Charleston, Savannah and Hilton Head. Proud to present the charity balls and benefits of the season, Southern Seasons also features an extensive calendar of social events and cultural happenings around the Southeast. An Atlanta-based quarterly publication, Southern Seasons promises to dazzle readers spring, summer, fall and winter with its glossy, full-color pages packed with fascinating features on prominent people and places. Southern Seasons unveils its premiere issue in April. Look for the magazine at area newsstands and at fine shops, hotels, resorts and restaurants around the Southeast.

## distribution

Want to reach the most affluent people in the Southeast? Southern Seasons is the only magazine in town that can do it. Thanks to the substantial backing of owner Bob Brown of Red Baron Antiques, the largest antiques dealer in the world, Southern Seasons has unprecedented distribution, including direct mailing to 50,000 of the South's wealthiest residents. No other regional publication can even come close to replicating such an incredible data base. Southern Seasons is distributed at fine shops, hotels, resorts and restaurants in Georgia, Florida, Tennessee, the Carolinas and beyond.

## circulation

Southern Seasons has a print base of 100,000 per issue, with an estimated circulation of over 300,000, plus Internet readership at [www.southernseasons.net](http://www.southernseasons.net). Southern Seasons is pleased to welcome new subscribers and honor all of the subscription commitments of former Season Magazine subscribers. Please call the office for details: 770/650-8303.

## expertise

The people behind Southern Seasons are no strangers to the magazine business. The staff has a combined 60 years of experience in covering Atlanta's social scene, from Buckhead's black-tie bashes to the city's most personable philanthropists. The team is led by Eileen Freeman, Southern Seasons' publisher and editor-in-chief. Eileen's 30-plus years of working in the media have taken her from in front of the camera to behind it, including writing, producing and creating marketing campaigns for the luxury retail industry.

## **SOUTHERN SEASONS MAGAZINE**

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# SOUTHERN SEASONS

M A G A Z I N E

## 2006 Rate Card

*Effective February 2006*

### ADVERTISING RATES

*All rates are net*

COVERS	1X	2X	3X	4X
<b>Cover 2</b> (Inside Front Cover)	\$5800	\$5700	\$5600	\$5400
<b>Cover 3</b> (Inside Back Cover)	5500	5400	5300	5100
<b>Cover 4</b> (Back Cover)	6500	6400	6300	6000
<b>4-COLOR</b>				
Full Page	5200	5000	4800	4400
2/3 Page	3500	3400	3300	3000
1/2 Page	2800	2700	2600	2400
1/3 Page	2000	1900	1800	1600
1/4 Page	1900	1800	1700	1500
1/6 Page	1200	1100	1000	900
<b>BLACK &amp; WHITE</b>				
Full Page	3600	3500	3400	3100
2/3 Page	2800	2700	2600	2500
1/2 Page	2200	2100	2000	1900
1/3 Page	1700	1600	1500	1400
1/4 Page	1500	1300	1200	1100
1/6 Page	800	700	600	500

*Rates effective February 2006 - lock in your rate*

***PAYMENT DUE PRIOR TO PRINTING***

**PREFERRED POSITIONS** are not sold. Publisher will attempt to follow advertiser's position requests.

### ADVERTISING DEADLINES

Southern Seasons Magazine is published quarterly.

<u>ISSUE</u>	<u>DEADLINE</u>	<u>PUBLISH DATE</u>
Spring	January 15	April 1
Summer	April 15	June 1
Fall	July 15	September 1
Winter	October 15	December 1

### CIRCULATION

100,000 base printed.

**FREQUENCY DISCOUNTS** will be determined by the number of insertions used within a 24-month period. *Unfulfilled contracts or contracts cancelled prior to completion will be short-rated.*

**MULTIPLE PAGE DISCOUNTS** available. Please consult your sales representative or the publisher.

**PRINTING:** Text and covers are web offset.

**BINDING METHOD:** Perfect

**SOUTHERN SEASONS IS A DIRECT-TO-PLATE PUBLICATION.**

**PAGE SIZE:** (trim size) 8.25" x 10.875"

- Keep live matter 1/2" from trim edges, top, bottom and sides
- For full page bleed spread ads
  - Add 1/8" trim top, bottom and sides
  - Keep live matter 1/2" in from trim and gutter edge

### DIGITAL DATA

**DIGITAL PROOFS:** PLEASE SUPPLY HARD COPY PROOFS THAT MATCH DIGITAL AD. Dye sublimation, inkjet and color lasers should conform to SWOP standards. **\*\*If a standard SWOP proof is not received for an ad, the magazine will not be responsible for color matching. Ads that are sent FTP or emailed must be accompanied by a hard copy proof mailed to Southern Seasons.**

**MEDIA:** MAC/PC formatted; zip, CD or DVD.

**MEDIA LABELING REQUIREMENTS:** Phone number, return address (if materials need to be returned), list of contents, advertiser and contact person.

**DATA FORMATS:** Layout application files: Quark 6.5. All other applications, please call for specific technical information.

**DESKTOP ELEMENT FORMATS:** Images/scans: TIFF, EPS, JPEG and PSD. Logos/artwork: TIFF, EPS, JPEG and PSD. Fonts: postscript and opentype.

**DESKTOP INSTRUCTIONS:** Build pages to trim size and extend bleed beyond page edge. Use postscript or opentype fonts and do not apply style attributes to basic fonts. Include all fonts, images/scans, logo/artwork. Do not nest EPS files in other EPS files. Include fonts used in EPS files. Pantone colors should be in CMYK mode. All images/scans must be in CMYK mode and no less than 300 dpi at the size it is going to be used.

### CONTRACT REGULATIONS

All payments for advertising orders are due prior to printing. Publisher may hold advertiser and its agency jointly and severally liable for all advertisement payments due to publisher.

Cancellations will not be accepted after order closing dates and none may be considered executed unless acknowledged by publisher.

Publisher reserves the right to refuse or cancel at any time any advertisement which does not conform to the standards of the publication. All orders are subject to publisher's approval.

While every effort is made to assure that an ad is reproduced perfectly, there is no guarantee that it will match the proof 100%. Printing is not an exact science. Slight color variances and dot gain are a part of the printing process.

### AD DIMENSIONS

Double Truck ( <i>1.25" gutter</i> )	16.5" x 10.875"	1/3 Page (vertical)	2.25" x 9.75"
** Full Page	8.25" x 10.875"	1/4 Page (vertical)	3.5" x 4.75"
2/3 Page (vertical)	4.75" x 9.75"	1/6 Page (vertical)	2.25" x 4.75"
1/2 Page (horizontal)	7.125" x 4.75"	1/6 Page (horizontal)	4.75" x 2.25"
1/2 Page (vertical)	3.5" x 9.75"		
1/2 Page (island)	4.75" x 7.125"		
1/3 Page (square)	4.75" x 4.75"		

**\*\* Please keep live matter at least 1/2" from trim edges, top, bottom and sides. Full page bleeds add 1/8" trim to top, bottom and sides.**

