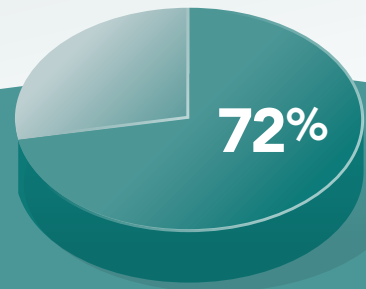


spaces
space coast style & design

An architect designed the Colburn's pool, which uses geometric shapes to mimic the traditional look of the brick home.



THE ALL NEW SPACES EVERY SATURDAY



NOW EVERY WEEK!

Celebrating the casual elegance that defines Space Coast style, Spaces has long been one of our most popular products. Now, anchored in FLORIDA TODAY every Saturday, Spaces becomes an even more powerful vehicle for your marketing message.

Readers will continue to appreciate the fresh, local perspective they demand of Spaces, highlighting the incredible spaces in our market and the people who design and inhabit them. Now, they will welcome the increased frequency with which they can dig into this insightful look at local lifestyles.

Every Saturday, Spaces comes to life inside FLORIDA TODAY, reaching hundreds of thousands of residents throughout the Space Coast and laying the perfect foundation for your ongoing marketing messages.

REACH 334,000

FLORIDA TODAY Communications portfolio of products reach 72% of all adults each week.

FREQUENT READERS

40% of Women, Affluents and Boomers read FLORIDA TODAY at least 3x per week; more than 1 in 4 read us 5-7 times weekly.

\$567 MILLION

Spent by Brevard Co. residents in 2010 on furniture, home furnishings and appliances – all the things that fill our spaces. A 19% increase is expected over the next five years.

**We own the audiences.
We deliver the solutions.**



FLORIDA TODAY
COMMUNICATIONS
A GANNETT COMPANY

321.242.3765 | advertising@floridatoday.com

AUDIENCE MATTERS

BREVARD BOOMERS:

Each week FLORIDA TODAY Communications captures

117,600

local Boomer consumers

Influential Local Consumers

Boomers drive the local market, with a median income 25% higher than the average household

LOCAL WOMEN

Every week

75%

go to FLORIDA TODAY Communications

Purchasing Decision Makers

Women control 80% of the purchasing decisions in the U.S. households

AFFLUENT RESIDENTS

8 in 10

Rely on FLORIDA TODAY Communications each week

Trend Setters. Big Spenders.

Local affluents adopt ideas earlier, spend more money and influence local lifestyles

ENVIRONMENTS FOR BUSINESS SUCCESS

The style and design of Spaces has made it one of our most popular publications. Each week it provides the reads that pull local residents in – insights into design trends and innovations, pointing to the local artisans and residents driving these transformations. We keep the focus on the spaces all around us with snapshots of local works, collections, and peeks into the homes of some of Brevard County's most creative and unique individuals.

Spaces readers are upscale consumers with elegant tastes and high-end purchasing patterns. Bringing more of them into the fold every week – with highly engaging stories, weekly presence and powerful market-wide distribution – creates the perfect environment for your marketing message to flourish and be successful.

RATES AND DATES:

Spaces publishes every Saturday in FLORIDA TODAY Broadsheet section

Ad Deadline: Friday, eight days prior to publication

	OPEN	6X	13X	ADD COLOR
FULL PG (6 col. X 21")	\$3,863	\$3,091	\$2,897	\$756
1/2 PG (3 col. X 21" or 6 col. X 10.5")	\$2,125	\$1,700	\$1,594	\$378
1/4 PG (3 col. X 10.5")	\$1,159	\$927	\$869	\$189
1/8 PG (3 col. X 5.167")	\$638	\$510	\$478	\$96
1/16 PG (3 col. X 2.5")	\$343	\$275	\$258	\$48

Ask your sales specialist about discounts for long-term commitments. Rates reflected above are per insertion.

Frequency contracts must be completed within a 52-week period.

Rates effective 9/15/11 and expire 12/31/11. FLORIDA TODAY (COMPANY) may revise its advertising rate schedules at any time upon 30 days written notice to ADVERTISER, and ADVERTISER may, without penalty, cancel its advertising contract, if applicable, at any time prior to the time the new rates become effective upon prior written notice to the COMPANY. COMPANY Advertising Terms and Policies contained in the COMPANY's current Media Information Book are incorporated herein by reference.

