

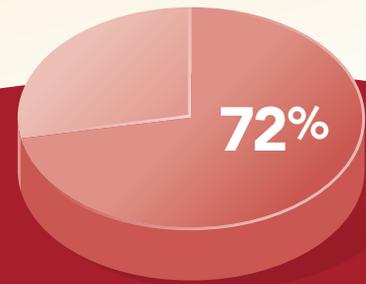
style

STYLE ON THE SPACE COAST

SECTION 8
SUNDAY, MARCH 24, 2013
FLORIDA TODAY
FLORIDATODAY.COM
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INTRODUCING *style* ON THE SPACE COAST EVERY SUNDAY



NEW, EVERY SUNDAY

People want to know the change-makers in their community. Our Sunday Style on the Space Coast section focuses attention on the influential people in Brevard County, captures the passions that motivate them and illuminates the changes they inspire.

New to our Sunday edition, Style on the Space Coast highlights local philanthropists and the causes they champion, giving life to the events and institutions that create a strong community. We like their style, and we like sharing it with the community. Sunday Style on the Space Coast capture the essence of the affluent lifestyle in Brevard and caters to the tastes of the powerful. Readers get lost in fascinating exposés of local events, while delving into the arts, literature, travel and society.

Each Sunday, Style on the Space Coast creates an environment where your company becomes synonymous with local individuals and organizations that move the needle in the Brevard market. Place your business in the inner circles that drive change in our society.

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.

HALF

One Sunday alone reaches half of these most coveted consumers. Half. Every week.

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



FLORIDA TODAY
COMMUNICATIONS
A GANNETT COMPANY

321.242.3765 | advertising@floridatoday.com

AUDIENCE MATTERS

AFFLUENT RESIDENTS

126,000

Local Affluent residents insist on FLORIDA TODAY Communications each week, 86% of this coveted consumer audience

Trend Setters. Big Spenders.

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

BREVARD BOOMERS

FLORIDA TODAY Communications captures

3 in 4

local Boomer consumers each week

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

ENVIRONMENTS FOR BUSINESS SUCCESS

Sunday is the premiere edition of FLORIDA TODAY, commanding the largest and most diverse audience. One Sunday alone reaches half of your most coveted audiences. Half of them. Every week.

Each Sunday, Style on the Space Coast caters to the tastes and lifestyles of our most affluent residents. Style on the Space Coast readers circulate in prosperous and influential circles. They are the early adopters, socially and civically active, and often over-the-top spenders. They are the most coveted consumers in the market.

As Style on the Space Coast shines a light on the individuals, institutions and events making things happen in our community, it brings you the opportunity to intertwine your company name with these influencers and position yourself among those who command attention.

RATES AND DATES:

Style on the Space Coast publishes every Sunday in FLORIDA TODAY Broadsheet section

Ad Deadline: Friday, nine days prior to publication

	OPEN	6X	13X	ADD COLOR
FULL PG (6 col. X 21")	\$7,172	\$5,738	\$5,379	\$756
1/2 PG (3 col. X 21" or 6 col. X 10.5")	\$3,885	\$3,108	\$2,914	\$378
1/4 PG (3 col. X 10.5")	\$2,092	\$1,674	\$1,569	\$189
1/8 PG (3 col. X 5.167")	\$1,138	\$911	\$854	\$96
1/16 PG (3 col. X 2.5")	\$569	\$455	\$427	\$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.