

# 2008 RATES



The Iowa City area, like the rest of the nation, is affected by a large baby boomer population that is transitioning into maturity, bringing with it distinct lifestyle characteristics, wants and needs. Boomers are aging. They are affluent. They are educated. They are active, and want to make the most of their free time. They are highly interested in their health, and prolonging the aging process. They want information specific to this time of their life, and want to know about others who are like them.

**9,000 copies printed**  
**7,800 delivered to Johnson County boomers**  
**March, May, July & November**  
 Remainder distributed free through business partners



Family Time targets young families and parents, specifically women ages 25 to 40, with local stories and information on topics that affect them and their children. About 29,000 households (55 percent) in Johnson County have children at home and most often, moms in these households make the buying decisions. Family Time is filled with local information of interest and useful to today's busy families.

**7,000 copies printed**  
**5,900 delivered to Johnson County families**  
**April, June, August & October**  
 Remainder distributed free through business partners



Room magazine takes readers inside some of the most beautiful, fascinating and unique homes in the Iowa City/Coralville area. Filled with outstanding photography from these homes, room will show you what you might never see or imagine from the outside. Room also will tell you about decorating trends, and which local businesses can make them happen in your own home. Whether decorating, remodeling, renovating or landscaping is your thing, room will bring it all to your doorstep.

**10,000 copies printed**  
**8,700 delivered to Johnson County homes**  
**valued at \$200,000 and up**  
**March, May, August & November**  
 Remainder distributed free through business partners



Senior Living includes articles and information about and of interest to active seniors in Johnson County. Each issue covers a variety of topics, such as health and aging, finances, and stories about local seniors, their interests, hobbies and lifestyles. Local experts also offer opinions on a variety of topics.

**7,000 copies printed**  
**6,200 delivered to Johnson County seniors**  
**April, July, September & December**  
 Remainder distributed free through business partners

## Multiple Buy Pricing - per issue

	1 to 3x	4 to 7x	8 to 11x	12x or more
Full Page	\$1,220	\$976	\$854	\$732
2/3 Page	\$880	\$704	\$616	\$528
1/2 Page	\$720	\$576	\$504	\$432
1/3 Page	\$696	\$557	\$487	\$418
1/4 Page	\$650	\$520	\$455	\$390
1/6 Page	\$510	\$408	\$357	\$306

## Multiple Buy Premium Position Rates - per issue

Center Spread	\$2,928	\$2,342	\$2,050	\$1,757
Inside Front Cover	\$1,530	\$1,224	\$1,071	\$918
Inside Back Cover	\$1,430	\$1,144	\$1,001	\$858
Back Cover Full Page	\$1,530	\$1,224	\$1,071	\$918
Page 3	\$1,530	\$1,224	\$1,071	\$918
Page 5	\$1,464	\$1,171	\$1,025	\$878
Page 7	\$1,464	\$1,171	\$1,025	\$878
Page 9	\$1,464	\$1,171	\$1,025	\$878
1/2 Page Story Spots	\$864	\$691	\$605	\$518
Table of Contents (page 4)	\$696	\$557	\$487	\$418
Extended Contents (page 6)	\$626	\$501	\$438	\$376

We reserve the right to change pricing based on paper cost increases.

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A \$300 fee will be assessed for early termination of contract.



For more information, please contact your sales representative today.

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