

ADVERTISE IN / AM EAST ST. LOUIS, THE MAGAZINE!

THE MARKET

Well-Educated

59% have one or more college degrees
20% have graduate degrees

Financially Stable

62% earn over \$50,000
40% earn over \$75,000
25% earn over \$100,000

Married

49% Married
20% Divorced/Separated
21% Single, Never Married

Established Decision-Makers

73% Female 26% Male
62% 40-49 years of age

Invested in their Home

58% Own
42% Rent

Local/Active Consumers

75% shop in Fairview Heights/Belleville/O'Fallon
29% shop in East St. Louis
28% shop in St. Louis City/County

THE INVESTMENT

Premium Placement

	4 Issues	2 Issues	1 Issue
Inside Front/Back Cover Double	2000	2125	2250
Inside Front/Back Cover Single	1250	1375	1500
Back Cover	1500	1625	1750

Business Select

2 Page Spread	1500	1650	1750
Full Page	800	900	1000
1/2 Page	500	550	600
1/3 Page	350	375	400
1/4 Page	250	275	300

THE MISSION

I Am East St. Louis, The Magazine presents a positive media image of East St. Louis and the broad spectrum of East St. Louisans, well-known and unsung, who make us proud to say, "I Am East St. Louis."

The vision of *I Am East St. Louis, The Magazine* is to invoke a sense of pride in current and former residents; change the minds of those who believe negative myths about East St. Louis; and attract new residents, businesses, investors, and developers to the city.

THE CALENDAR

Our Feature stories revolve around the following themes:

Public Servants January-March **Sports** April-June
Space Close 11/6/2017 Space Close 2/5/2018

Arts & Education July-September
Space Close 5/7/2018

Business & Professionals October-December
Space Close 8/6/2018

Public Servants January-March
Space Close 11/5/2018

In addition to our feature stories, *I Am East St. Louis, The Magazine's* regular columns/departments include:

Your Health Matters

Professional Health Advice

Illinoistown

East St. Louis History

East Boogie Groove

Musicians and Performers

Home Sweet Home

Profiled Residents

The Art of Perseverance

Triumph Over Adversity

The Village

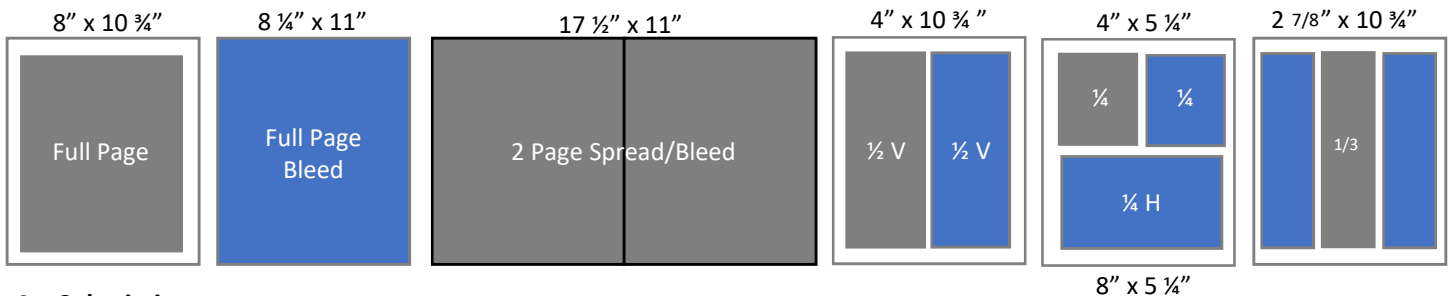
Profiled Community Allies

East St. Louis Ambassadors

Around the Planet Making Us Proud

Profiles

Ordinary Unsung East St. Louisans



Art Submission

Submit ads via email to artdept@iamestl.com.

Preferred format for camera-ready ad submission is a PDF. Files must be CMYK, have a resolution of 300 dpi or higher, and must have all fonts embedded. PDF documents created using the "PDF/X-1a" is strongly recommended. For bleed ads, please do not include any crop marks.

Although we do our best to ensure color accuracy, *I Am East St. Louis, The Magazine* is not responsible for incorrect output of color or the color correcting of ads.