



We are pleased to announce we are in our second year of publishing *I Am East St. Louis, The Magazine!* The magazine is available to the general public locally and by subscription through our website, [www.iamestl.com](http://www.iamestl.com). An electronic version is also available on the website.

The magazine is a FREE community publication committed to accentuating only the positive aspects of East St. Louis, Illinois. With impressive visual appeal, engaging editorial content, and outstanding original photography, we have positioned *I Am East St. Louis, The Magazine* as one of St. Louis Metropolitan Area's leading community publications. The positive impact *I Am East St. Louis, The Magazine* will have on the city has already aroused a high level of enthusiasm!

If you are interested in ensuring we are able to continue our mission to improve the brand and image of East St. Louis, you may donate to or advertise in *I Am East St. Louis, The Magazine*.

Donations may be provided by:

- Contributing to our online fundraising campaign at [www.gofundme.com/IAmESTLMag](http://www.gofundme.com/IAmESTLMag),
- mailing a check/money order to our publishing company at: LOCHA, LLC, I Am Magazines, 1805 North 25<sup>th</sup> Street, East St. Louis, IL 62204,
- sending funds via PayPal to [info@iamestl.com](mailto:info@iamestl.com), or
- by calling 618-219-6482 for credit card donations.

Advertise in *I Am East St. Louis, The Magazine* by forwarding a completed advertising agreement to:

- [info@iamestl.com](mailto:info@iamestl.com),
- LOCHA, LLC, I Am Magazines, 1805 North 25<sup>th</sup> Street, East St. Louis, IL 62204, or
- fax number 619-646-9517.

According to The Association of Magazine Media, here is what you get with magazine advertising:

- Magazine media continues to be the most trusted, inspiring and influential media.
- Print magazine advertising inspires action (action includes: recommend, purchase, visit product website).
- Advertising in magazine media increases sales.
- Brands that advertise in print magazines achieve higher brand favorability, purchase intent, and ad awareness.

In addition, your advertising reach goes far beyond print. Our interactive website offers readers additional content and a full download of each publication, free of charge. Each issue averages over 1,100 online views.

Donating and/or advertising (1) demonstrates your support in our effort to highlight accomplishments of our residents (including students), leaders, businesses, community partners, and "champions" in every career field; and (2) establishes you as a key partner helping to improve East St. Louis' image and promote economic growth and development.

Also enclosed are our media kit (includes regular advertising rates, tech specs for ad insertion submission, and other details about the magazine), my bio, and our advertising agreement. Please contact me at 618-219-6482 or [publisher@iamestl.com](mailto:publisher@iamestl.com) with questions or to arrange a meeting to further discuss.

Sincerely,

*Charmaine Savage*  
Founder/Editor-in-Chief