

**I  
Am  
ESTL**  
THE MAGAZINE

2016  
MEDIA KIT  
SERVING THE CITY OF CHAMPIONS

A REAL PLACE WITH REAL PEOPLE



# 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 contemporary legends about East St. Louis; and attract new residents, businesses, investors, and developers to the city.

The magazine celebrates the city's status as the birthplace of brilliant scholars; economic and financial experts; decorated military leaders; award-winning musicians; world-class athletes; gifted artists, authors and poets; entertainment icons; successful entrepreneurs; and amazing public servants who are respected and admired, and have reached the highest levels in their respective fields of work.



## THE MARKET

### Married

49% Married  
20% Divorced/Separated  
21% Single, never married

### 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

### Well-Educated

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

### Financially Stable

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

### Established Decision-Makers

73% Female 27% Male  
62% 40-49 years of age

## THE CALENDAR

### THEME

#### Public Servants

Jan/Feb  
Space Close 11/13/2015

#### Sports

Mar/Apr  
Space Close 1/15/2016

#### Education

May/Jun  
Space Close 3/11/2016

#### Arts & Entertainment

Jul/Aug  
Space Close 5/13/2016

#### Health & Wellness

Sep/Oct  
Space Close 7/15/2016

#### Business & Professionals

Nov/Dec  
Space Close 9/16/2016

### FEATURES

Mayor's Agenda  
National Elected/Appointed Officials

Coaches Roundtable  
Professional Athletes - Plan B

Local Colleges/Universities  
Post Secondary Options

Local Entertainment  
Cultural Artists

Healthcare Options  
Community Gardening

Local Businesses Serving E. St. Louis  
Entrepreneurial Spirit

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

#### You Responded

Reader Responses To Questions

#### My Brother's Keeper

Profiled Community Allies

#### Uplifted

Inspirational/Motivational Content

#### Illinoistown

East St. Louis History

#### Our Students

Students Writing And/Or 'Do'ing Something

#### The District

School District 189

#### Profiled Residents

Ordinary Unsung Citizens

#### Neighborhood Spotlight

Highlight Neighborhood Uniqueness

#### Economic Development

Promoting Standards Of Living And Economic Health



# THE INVESTMENT

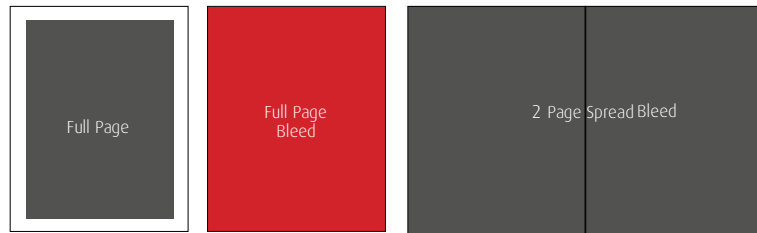
## Ad Description and Pricing

### Premium Placement

	6x	3x	1x
Inside Front/Back Cover Double	2000	2125	2250
Inside Front/Back Cover Single	1250	1375	1500
Back Cover	1500	1625	1750

### Business Select

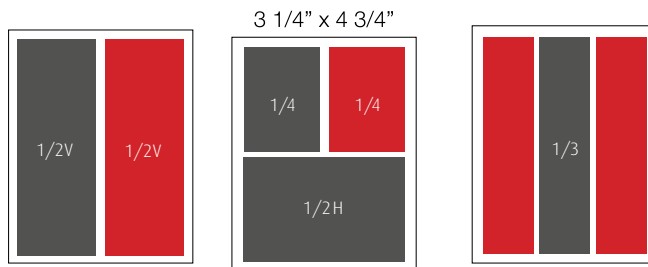
	6x	3x	1x
2 Page Spread	1500	1650	1750
Full Page	800	900	1000
1/2 Page	500	550	600
1/3 Page	350	375	400
1/4 Page	250	275	300



8" x 10 3/4"

8 1/4" x 11"

17 1/4" x 20"



8" x 5 1/4"

5 1/4" x 8"

2 7/8" x 10 3/4"

## Art Submission

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.

Ads can be submitted via e-mail to the following address: [artdept@iamestl.com](mailto:artdept@iamestl.com). Please keep in mind that our e-mail system can only accept files that are less than 10MB.

