318 MEDIA GUIDE
WHO WE ARE...

Peoria Magazines is Greater Peoria’s foremost resource for business, society and the arts. Founded in 1989, the company has served the region for more than 28 years—building community, developing partnerships and educating the public. In print, online, in person, and always above the fold.

WHAT WE DO...

MAGAZINES

- iBi: monthly
- art & society: bimonthly
- Peoria Progress: biannually

NEWSLETTER

- Central Illinois perspective: weekly via email

SPECIAL PROGRAMS & EVENTS

- 40 Leaders Under Forty
- Local Legends
- Women of Influence
- Best of Peoria
- 40 Leaders Alumni Social
- Community Impact

BLOG

Supplemental material, special features and web extras

CONTRACT PUBLISHING

Print publications, custom marketing and other special projects

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SOCIAL MEDIA

@PEORIAMAGAZINES

BUILDING COMMUNITY

DEVELOPING PARTNERSHIPS

EDUCATING THE PUBLIC

CUSTOM PACKAGES

We would be happy to customize a promotional package to meet your specific needs. Call (309) 683-3060 to get started.
WHY MAGAZINES?

No other media tells your story like a magazine.

Magazines are the most trusted of all media. Unlike TV or radio, they are not viewed as an intrusion, and because of their physical makeup, they are not quickly discarded. Magazines offer a strong reinforcement of your company’s promotional campaign, tying it into a larger brand personality. According to Nielsen, magazines show the highest return on advertising spend—the ultimate performance indicator.

**MAGAZINE MEDIA IS:**

**GROWING.** The total audience for both print and digital editions grew by 2.5% in 2016.

**TRUSTED & INFLUENTIAL.** Research continues to show that magazines are the most trusted, inspiring and influential of all media. 64% of readers are inspired to take action after seeing a magazine ad.

**ABSORBING.**
- Print readers spend 51.7 minutes with each issue.
- Digital edition readers spend 49.2 minutes with each issue.

**MAGAZINE READERS ARE:**

**DIVERSE.** Americans of all ages read magazines. Magazines are more balanced across generations than other media.

**AFFLUENT.** Magazines rank first among all media in reaching affluent, influential consumers.

**INFLUENTIAL.** Magazine readers are word-of-mouth leaders, passing along their opinions and experiences in multiple product categories.

Why advertise with PEORIA MAGAZINES?

- Local publications mean local readers—your target market.
- 20 print issues per year allow ample advertising space and convenient timing.
- More than 95 percent of our readers are college-educated professionals, and more than half are business owners or decision makers in their organizations—an ideal demographic for prospective clients.

Source: MPA – The Association of Magazine Media, Magazine Media Factbook 2017/18

LAST MODIFIED: 08/2017
iBi has been the go-to resource for Greater Peoria’s business community since 1989. Each issue is mailed to approximately 10,000 business professionals, with a qualified readership of more than 48,000 readers each month.

Published the first week of each month. Minimum 96 gloss pages, web offset, perfect bound. Ads due on 10th of the month prior to publication (e.g. January 10th for February issue).

AD RATES

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See page 7 for ad sizes and placement information. All rates are net rates and subject to change, except for current contracts.

COMMERCIAL REAL ESTATE

iBi offers classified listings for commercial real estate (4 lines @$50; $20 each extra line). Realtors with 12-month advertising contracts receive free classified listings (full page, 10 listings; 1/2 page, 6 listings).

SPECIAL ISSUES

iBi recognizes the issues that stand front and center to our clients, readers and fellow residents of Greater Peoria. Special sections align with iBi focus topics, providing opportunities to target your advertising to particular months.

2018 SPECIAL SECTIONS

July: Local Legends
Showcasing community leaders who have made a lifetime of impact.

May: Community Impact Guide
A guide to nonprofits making a difference in the region.

November: 40 Leaders Under Forty
Highlighting the leaders of tomorrow in Greater Peoria.

December: Women of Influence
Highlighting the region’s influential women who create local change.

2018 Editorial FOCUS

JANUARY: Entrepreneurship
FEBRUARY: Healthcare
MARCH: Transportation
APRIL: Agriculture
MAY: Nonprofits
JUNE: Workplace
JULY: Local Legends
AUGUST: Education
SEPTEMBER: History
OCTOBER: Small Business
NOVEMBER: Leadership
DECEMBER: Women of Influence
art & society showcases Greater Peoria’s arts, culture and social events in a beautiful, elegant format, focusing on the people who make it happen. With 6,000 copies distributed every other month, qualified readership is more than 20,000 readers per issue.

Published the last week of every other month (e.g. last week of February for March/April issue).

Minimum 48 gloss pages, sheet-fed, saddle-stitched.

Ads due on 25th of the month, two months prior to publication (e.g. January 25th for March/April issue).

AD RATES

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<td>$320</td>
<td>$360</td>
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</table>

See page 7 for ad sizes and placement information. All rates are net rates and subject to change, except for current contracts.

SOCIAL SCENES
Showcase your event in art & society!

PHOTO GUIDELINES:
- All photos should be emailed to info@peoriamagazines.com or provided on CD.
- Photos should be high-resolution, 300+ dpi, CMYK, and with permission of the photographer.
- No more than 12 photos should be submitted for one event—final selections will be at our discretion.
- We are looking for fun, posed shots of people enjoying the event; candid photos and other event photos (entertainment, table décor, costumes, etc.)

REQUIRED INFORMATION:
1. Name of event and organization
2. Press release and/or brief description of event
3. Date and location
4. First and last names of people pictured, left to right
5. Photography credit

art & society makes every attempt to ensure individuals are identified correctly and is not responsible for errors. Please note that we may also publish your photos on social media. If you do not want your photos published on social media, let us know along with your submission.

WHERE WILL YOU TAKE IT NEXT?
art & society goes around the world…
Send us a picture showing where you read art & society to info@peoriamagazines.com... and you may appear in the next issue!
Published twice a year, *Peoria Progress* is the area’s only resource devoted to promoting the quality of life in Greater Peoria. Approximately 10,000 copies are circulated every six months, serving as a recruiting tool for local companies and a resource for newcomers and residents alike.

**AD RATES**

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*See page 7 for ad sizes and placement information. All rates are net rates and subject to change, except for current contracts.*

**BUSINESS DIRECTORY**

*Peoria Progress* offers a Business Directory for print advertisers. Cost of a listing for non-advertisers is $55 for up to six lines.

**BEST OF PEORIA**

In 2016, *Peoria Magazines* introduced *Best of Peoria*: a list of the people, places and things that make Peoria the best place to live, work and play… according to our readers. In the spring, BOP nominations are accepted via online voting; the top three nominations in each category then move on to open voting by the community. The winners are highlighted in the July issue of *Peoria Progress* and online at peoriamagazines.com/BOP.
AD SPECIFICATIONS

Ads should be emailed to advertising@peoriamagazines.com in TIFF, PDF or JPG format (300 dpi). All components, including photos and logos, must be 4-color process separation (CMYK), and fonts must be embedded. Please indicate trim and bleed marks; no spot colors accepted. All ads submitted should be suitable to print as-is. Peoria Magazines is not responsible for any errors in content.

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>Dimensions</th>
<th>AD TYPE</th>
<th>Dimensions</th>
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</tr>
<tr>
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<td>7.375”w x 4.75”h</td>
</tr>
<tr>
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<tr>
<td>Full page</td>
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<td>1/4 page vertical</td>
<td>3.567”w x 4.75”h</td>
</tr>
<tr>
<td>Full page w/bleed</td>
<td>8.875”w x 11.25”h</td>
<td>1/8 page horizontal**</td>
<td>3.567”w x 2.25”h</td>
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*Peoria Progress only    ** iBi and art & society only. iBi placement is on business-card page, 8 to a page.

MAGAZINE TRIM SIZE:

8.375”w x 10.75”h

On ads with full bleeds, 0.25” will be used for trim on each side of listed dimensions.

For two-page spreads, allow 0.5” inside gutter for readability due to perfect binding (iBi only).

DESIGN

Peoria Magazines has a complete art department that will design ads for customers for $150/ad. This rate applies only to ads placed in print magazines. Ad revisions are limited to two per issue.

PLACEMENT

Ad placement will be random, except for special paid positions. Add 20% for ad placement preference.
In addition to our print magazines, you can deliver your message to our powerful and focused audience online—24 hours a day, seven days a week. Whether you need to reach business leaders, arts patrons or upscale consumers, our website is utilized by thousands of residents in your target audience.

**TOP BANNER AD**
**LEADERBOARD-** 728 x 90px  
- Equal rotation throughout all pages of site  
- No more than 4 ads in rotation at a time  
- $300/month ($200 with 12x print ad)

**RIGHT SIDEBAR**
**MEDIUM RECTANGLE-** 300 x 250px  
- Equal rotation throughout all pages of site  
- No more than 4 ads in rotation at a time  
- $150/month ($100 with 12x print ad)

**HALF PAGE SKYSCRAPER-** 300 x 600px  
- Equal rotation throughout all pages of site  
- No more than 4 ads in rotation at a time  
- $225/month ($125 with 12x print ad)

**PAGE SPONSORSHIPS**
**HORIZONTAL BANNER-** 468 x 60px  
- For iBi, art & society, Peoria Progress, 40 Leaders Under Forty, Perspective homepages  
- No more than 4 ads in rotation at a time  
- $175/month

**CENTRAL ILLINOIS PERSPECTIVE**
Central Illinois Perspective is the area’s premier weekly e-newsletter, delivering local news and event information to approximately 2,700 people every Wednesday.

**Horizontal Banner-** 468 x 60px  
- Placement in weekly newsletter  
- $100/one-time; $300/monthly

**Medium Rectangle-** 300 x 250px  
- Inline positioning with text  
- $125/one-time; $350/monthly

**AD GUIDELINES**
Electronic ads should be submitted as 72 dpi, RGB color space JPG or GIF files no later than five business days prior to the starting date. Send ads to info@peoriamagazines.com.
Event sponsorship is a marketing strategy that works. It can differentiate your brand from the competition and increase revenue through additional exposure. Business growth thrives on networking within professional organizations… and we are in the business of supplying that atmosphere for you.

Our events are attended by a diverse group of influential executives, professionals and decision-makers in Greater Peoria’s business community. They are designed to introduce business leaders and potential customers to one another through face-to-face interaction. Sponsoring one of our events shows you understand the power of creating a memorable impression long before you sign the first business deal. Learn more at peoriamagazines.com/events.

### LOCAL LEGENDS
Each July, Peoria Magazines hosts an exclusive reception to honor “local legends”—those individuals who have had a lifetime of impact on the Greater Peoria area.

### WOMEN OF INFLUENCE
In December, Peoria Magazines highlights influential women who are making a difference in the region with a half-day forum, breakout sessions and panel discussion focused on a range of timely business topics.

### 40 LEADERS UNDER FORTY
For more than two decades, this event has celebrated the rising stars of central Illinois. Through nominations submitted by the community, 40 of the region’s top business and community leaders are honored at a prestigious awards ceremony in November.

### 40 LEADERS ALUMNI SOCIAL
This fun, summertime event provides a networking opportunity for 40 Leaders Under Forty alumni and unveils the 40 Leaders Alumnus of the Year award to a previous 40 Leader who has continued to make an impact on the community.
Greater Peoria is a hotbed of leadership, full of active young professionals, entrepreneurs and community volunteers who hold the keys to its future. Each year, Peoria Magazines honors these rising stars—those who are making difference in Greater Peoria and beyond in fields ranging from finance and healthcare to not-for-profits and technology... and everything in between. In November, we induct a new class of 40 Leaders Under Forty at a prestigious awards ceremony.

CORPORATE PARTNER
Investment: $16,500
- Two full-page color ads in iBi’s special 40 Leaders Under Forty issue
- Participation in the judging of nominees and awards ceremony
- Logo and listing in all print publicity, advertising, website and awards ceremony
- Company name on the award itself and winners’ gift package
- Company table identification and banner visibility at awards ceremony
- 40 tickets to awards ceremony
- Opportunity to distribute promotional materials in winners’ gift package
- Banner ad on peoriamagazines.com and iBi home page in November
- Two weekly ads in Central Illinois Perspective e-newsletter

EXECUTIVE SPONSORSHIP
Investment: $5,000
- Full-page color ad in iBi’s special 40 Leaders Under Forty issue
- Participation in the judging of nominees
- Logo and listing in all print publicity, advertising, website and awards ceremony
- Company name on the award itself
- Company table identification and banner visibility at awards ceremony
- 10 tickets to awards ceremony
- Opportunity to distribute promotional materials in winners’ gift package
- Banner ad on peoriamagazines.com in November
- One weekly ad in Central Illinois Perspective e-newsletter

ASSOCIATE SPONSORSHIP
Investment: $2,500
- Half-page color ad in iBi’s special 40 Leaders Under Forty issue
- Logo and listing at awards ceremony and on website
- Company table identification and banner visibility at awards ceremony
- 10 tickets to awards ceremony
- Opportunity to distribute promotional materials in winners’ gift package
- Banner ad on peoriamagazines.com in November
- One weekly ad in Central Illinois Perspective e-newsletter
Each July, Peoria Magazines hosts an exclusive reception to honor “local legends” — those individuals who have had a lifetime of impact on the Peoria-area community.

**EXECUTIVE SPONSORSHIP**
*Investment: $5,000*
- Opportunity to address the audience at event
- Logo and listing in all print publicity, advertising and on website
- Logo on awards presented to honorees
- Opportunity to distribute promotional materials
- 20 tickets to the event

**ASSOCIATE SPONSORSHIP**
*Investment: $2,500*
- Logo and listing in all print publicity, advertising and on website
- Opportunity to distribute promotional materials
- 10 tickets to the event
Each December, Peoria Magazines highlights area women who are making a difference in central Illinois. From government and healthcare to business and nonprofits, they are leading in times of great change. This event features a half-day forum, breakout sessions and panel discussion focused on a range of timely business topics.

CORPORATE SPONSORSHIP
Investment: $6,500
- Promotion in at least 3 print magazines and online
- Sponsor logo on all ads/promotion prior to the event
- Opportunity to participate in panel discussion
- Opportunity to distribute materials to attendees
- Back cover or center spread in iBi’s December issue
- 20 forum passes

EXECUTIVE SPONSORSHIP
Investment: $5,000
- Promotion in at least 3 print magazines and online
- Sponsor logo on all ads/promotion prior to the event
- Opportunity to present at breakout session
- Opportunity to distribute materials to attendees
- Full-page ad in iBi’s December issue
- 15 forum passes

KEYNOTE SPONSORSHIP
Investment: $3,000
- Promotion in at least 3 print magazines and online
- Sponsor logo on all ads/promotion prior to the event
- Introduction of speaker, company name as presenter
- Opportunity to distribute materials to attendees
- Half-page ad in iBi’s December issue
- 10 forum passes

PRESENTATION SPONSORSHIP
Investment: $3,000
- Promotion in at least 3 print magazines and online
- Sponsor logo on all ads/promotion prior to the event
- Opportunity to present at breakout session
- Opportunity to distribute materials to attendees at breakout
- Half-page ad in iBi’s December issue
- 10 forum passes

ASSOCIATE SPONSORSHIP
Investment: $2,500
- Promotion in at least 3 print magazines and online
- Sponsor logo on all ads/promotion prior to the event
- Opportunity to distribute materials to attendees
- Quarter-page ad in iBi’s December issue
- 10 forum passes
Peoria Magazines hosts a networking opportunity in late July/early August for previous 40 Leaders Under Forty award winners. In addition, the 40 Leaders Alumnus of the Year award is presented to a previous 40 Leader who has continued to make an impact on the community.

**EXECUTIVE SPONSORSHIP**

*Investment: $7,500*

- Opportunity to address the audience at event
- Logo and listing in all print publicity, advertising and on website
- Logo on awards presented to honorees
- Opportunity to distribute promotional materials
- 20 tickets to the event

**ASSOCIATE SPONSORSHIP**

*Investment: $5,000*

- Logo and listing in all print publicity, advertising and on website
- Opportunity to distribute promotional materials
- 10 tickets to the event
In addition to print, Peoria Magazines is investing in growing its digital presence. Including website traffic on peoriamagazines.com, our weekly e-newsletter and social media platforms (Twitter, Facebook, Instagram and LinkedIn), Peoria Magazines offers a broad digital reach with a hyper-local audience concentrated in the Greater Peoria area.

**KEY AUDIENCE**

**AGES 25 - 44**

Gen X / Millennial

![Image](https://via.placeholder.com/150)

**AUDIENCE INTERESTS**

Business, Travel, Tech, Finance, Arts, Food/Dining, Real Estate, Shopping and Education

**WEBSITE PAGE SESSIONS**

32,000/MONTH

**90,000+ IMPRESSIONS PER MONTH**

**TOTAL DIGITAL REACH**

**HYPER-LOCAL**

Our audience is highly concentrated in the Greater Peoria area.

**E-NEWSLETTER**

2,700+ subscribers

- Weekly open rate: 22.5%
- Industry average: 16.75%

**SOCIAL MEDIA**

- We reached out to over 135,000 local residents through social media in a 90-day period.
- From June to August 2017, our social media reach grew by nearly 200%.
- We invest in paid and targeted promotions to increase our reach locally.

*Data averaged over three-month period (June – August 2017)