

Quintessential Barrington

2007-2008 MEDIA KIT



QUINTESSENTIAL
Barrington[®]

PUBLICATION & CLOSING DATES

SEPTEMBER/OCTOBER 2007

Space Reservation: July 20, 2007

Ad Deadline: August 1, 2007

NOVEMBER/DECEMBER 2007

Space Reservation: September 19, 2007

Ad Deadline: October 1, 2007

JANUARY/FEBRUARY 2008

Space Reservation: November 19, 2007

Ad Deadline: December 1, 2007

MARCH/APRIL 2008

Space Reservation: January 21, 2008

Ad Deadline: February 1, 2008

MAY/JUNE 2008

Space Reservation: March 20, 2008

Ad Deadline: April 1, 2008

JULY/AUGUST 2008

Space Reservation: May 20, 2008

Ad Deadline: June 1, 2008

SEPTEMBER/OCTOBER 2008

Space Reservation: July 18, 2008

Ad Deadline: August 1, 2008

NOVEMBER/DECEMBER 2008

Space Reservation: September 19, 2008

Ad Deadline: October 1, 2008

Quintessential Barrington (QB) is the luxury magazine of the greater Barrington area. QB will put your message in front of 50,000 readers in print six times a year, and online 24 hours a day, every day. QB celebrates the affluent and unique lifestyle that Barrington is known for. Readers trust this magazine to keep them connected with their community and to direct them to products and services that fit their lifestyle.

Local, relevant editorial content and beautiful photography are valued by QB readers. The magazine's uniquely elegant and artistic style showcases articles and regular departments that connect with their interests, lifestyles, concerns, and dreams. QB readers spend an average of between 30 and 90 minutes with each issue, and the large majority review their copies more than once. Most QB copies are kept by our readers for between one and twelve months. The median household income for QB readers is \$149,000.

Each QB issue reflects common lifestyle themes within our community. Our features include local celebrity interviews, interior design, fabulous homes and gardens, our unique Quintessential People™ profiles, and the important topic of nature. Regular departments deliver timely and relevant information on health, fashion, the arts, exciting social events, philanthropy, restaurants and more. We also feature our expert wine columnist, a community calendar, a restaurant guide, and so much more. QB is a delightful surprise that is found—and then taken home and enjoyed—from any one of the more than 550 quality locations in the greater Barrington area.

QB Readership

As of July 1, 2007, readership is calculated at 50,000 based on the distribution of copies in hundreds of public locations, and subscriptions. We estimate 3.8 readers per issue and track 650 readers per month online.

QB Geographical reach QB is currently available in these markets:

North Barrington	Fox River Grove	Kildeer
Lake Barrington	Village of Barrington	Deer Park
Tower Lakes		Hoffman Estates
Barrington Hills	South Barrington	Schaumburg
Inverness	Lake Zurich	Arlington Heights
	Palatine	

QB Readership by age group

18 – 25	4%
26 – 34	12%
35-44	40%
45 – 54	30%
55-64	12%
65+	2%

QB Readership by gender

Female:	70%
Male:	30%

QB Advertiser base

Local:	90%
Regional:	10%

General demographic data

Population - Barrington Area: 40,000
(7-Mile Radius from Barrington: 229,580)
Median Household Income: \$109,335
Estimated Median Home Value: \$454,000
Median Age: 41

Barrington area counties

(as ranked in fastest growth in Illinois)

Kane – 3rd

McHenry – 5th

Lake – 7th

Cook – 45th

Distribution: Issues are made available as complimentary by quality local businesses. Local businesses offer a high-quality distribution channel in addition to subscriptions.

We make the publication available in the 90-square-mile radius of the Barrington area as well as in select towns within an eight-mile drive radius from the Village of Barrington. Local businesses that carry QB are regularly stocked with copies until all copies printed are in circulation. Large quantities of QB are handed out at events such as fashion shows and fundraisers.

Subscriptions: Snowbird Subscriptions will allow residents access to the magazine during their regular seasonal residence changes.

Web site: QBarrington.com

On-line Marketing Opportunities: Our web site offers opportunities for businesses to reach the market.

Special Events & Promotions Advertising: Please contact us if you would like to discuss the production of a Special Event or Special Advertising Section. We look forward to hearing from you.

Advertising Rates | QUINTESSENTIAL Barrington®

Premium Positions:

Cover 2	Inside front cover/left: \$3500.00	Back Cover	Inside back cover left: \$2795.00
Cover 3	Inside front cover/right: \$3500.00	Back Cover	Inside back cover right: \$2795.00
Cover 4	Left: \$1800.00	Back Cover	Outside back cover: \$4995.00
Cover 5	Right: \$1800.00		

(Special requests for positions other than these premium positions are subject to a 25% rate upcharge.)

Color: Rates include four color. Rates are the same for B&W.

Display Ads *(Rates are per issue and net.)*

	1x	3x	6x
Full page	\$1445	\$1245	\$1160
2/3 page V	\$1320	\$1120	\$1020
1/2 page H	\$920	\$870	\$835
1/2 page V	\$920	\$870	\$835
1/3 page H,V	\$820	\$770	\$720
1/4 page	\$670	\$570	\$520
1/6 page V	\$565	\$515	\$465

(V – vertical position; H – horizontal position)

Restaurant Ads

1/12 page \$250

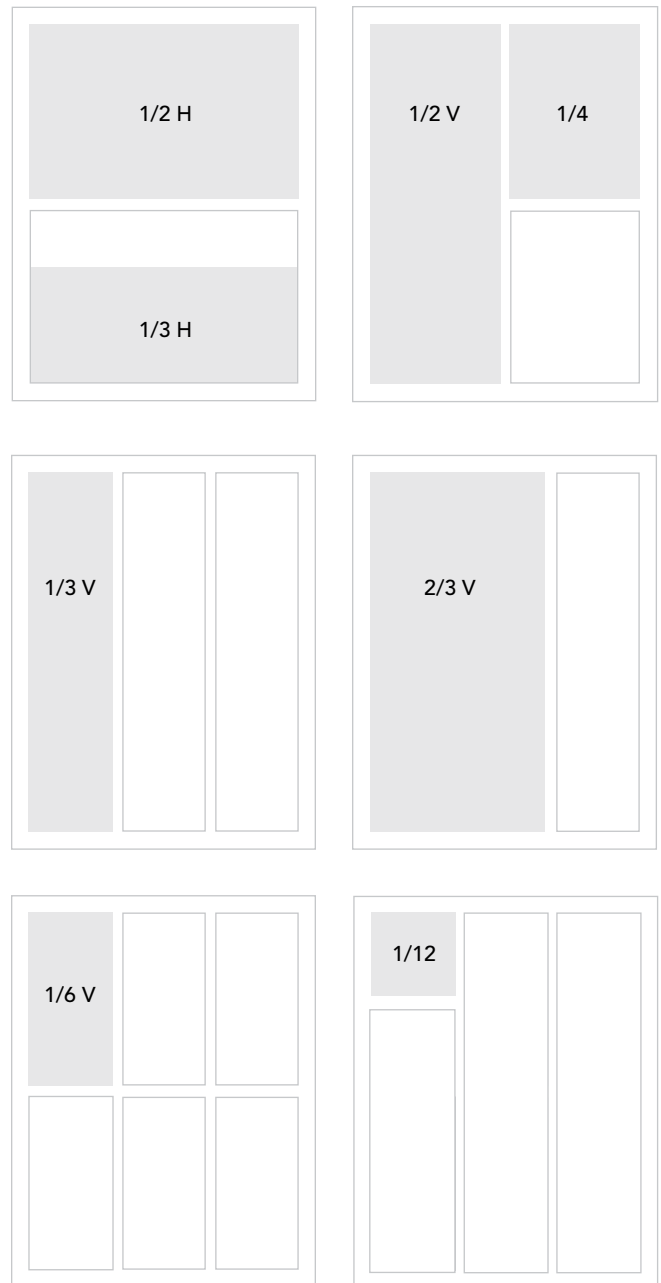
These ads may appear only in the Restaurant Guide. Design fee is included for this standard formatted ad.

Additional Services

Advertising services such as inserts, tip-ins, and blow-in cards are available and quoted upon request.

Not-for-profits

Not-for-profit organizations 501C(3) qualify for a 20% discount off of individual or frequency ad rates.



Premium Positions: Premium positions may be purchased (reserved) on a frequency basis; however, only flat rates as listed apply (no discounts or frequency rates.) Four-color charges *are included* in flat rates. Publisher has first right of refusal in re-selling position following conclusion of contract.

Late Fees: Advertisers who submit ads after the published ad close date will be charged a \$50 flat late fee.

Placement: Ad or editorial placement is at Publisher's discretion except for premium positions, upgrades, or special event or advertising sections.

Design Services: Publisher offers ad design and build services at the request of the client. All ads produced by QB Magazine for use in QB Magazine are the sole property of Quintessential Media Group, Inc. with all copyrights reserved. Client may purchase the right to own ad and as files for a one-time buy-out fee. Design fees are \$80 per hour—one hour minimum and then invoiced in quarter hour increments. Ad design services after ad close date will be billed at \$120 per hour.

Definitions: The term "Publisher" shall refer to Quintessential Barrington Magazine, QBarrington.com and Quintessential Media Group, Inc. The "Ad Agreement" is a legal contract. "Client" refers to the Advertiser, and/or the Advertising Agency.

Terms of Sale: Publisher requires payment prior to press date. Payment due date will be established and communicated on the invoice based on date of sale. Failure to pay by due date may result in loss of purchase as specified on Ad Agreement.

Payment Options: Publisher accepts checks to Quintessential Media Group, Inc. or credit cards: (V, MC or AMEX).

Sequential Liability: Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release Client from liability, even if a sequential liability clause is included or placed within a contract, an insertion order, purchase order, etc.

Short Rate Protection: Advertisers billed at special rates based on frequency, but who fail to fulfill the contract, will be billed for the difference between the rate that is a 1x rate and the discounted rate.

Contract Provisions and Rate Policy: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are fully authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including text and photographs within the advertisement or editorial) and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to refuse and reject any and all advertising which the Publisher interprets is in not in keeping with the publication's standards, policies or principles.

The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, appears to similar to editorial work within the publication. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank,

insertion order or contract when they conflict with the terms and conditions of the publication's terms and conditions as stated here or on the ad agreement.

The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fire or other disaster, acts of God or any circumstance that is not within the Publisher's control.

Agency Commission: Our rates are net. Agencies are responsible for calculating any and all agency fees to make gross rates billable to their clients. Advertiser's material must be prepared in accordance with our production specifications.

Coupons: We do not permit traditional coupons. May we recommend that "Special Offers" be referenced in a display ad.

Error Liability Limit: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for any type set by the Publisher that is not client/buyer's material. The Publisher is not responsible for the accuracy of any corrections or changes made to Advertiser's copy/materials by a party outside Publisher's company.

Color Disclaimer: Our goal is to strive for exact color reproduction, however it is not guaranteed. We support acceptable color within established SWOP (Standard Web Offset Printing) ranges, because color variances can occur on press. Submission of a high resolution approval proof of your ad is recommended to assist in the color process.

Cancellation Policy: Neither the Advertiser nor its Agency may cancel advertising after closing date. Cancellations prior to closing date must be in writing. Verbal cancellations will not be accepted. Annual contracts including those with the Cover Positions must be in writing 60 days prior to closing date so a full bimonthly issue cycle is observed as notice.

Rate Card in Effect: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supercede any other information published prior or elsewhere with the exception of Publisher approval.

Copy Policies: All advertisements or editorial material received on or prior to closing date will offer a proof to the client (Agency or Advertiser or both) for accuracy. Advertisements not received on or before the closing date are not entitled to the privilege of review or revision by the client. For copy changes: When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher. Material Conversion costs: Conversion to Publisher's requirements will be billed at Publisher's cost (\$80/hour, minimum one hour for any change followed by quarter hour increments at that rate.)

Copy Changes Policy: Client will be provided with a proof and must respond with changes before press date. One round of changes will be allowed which concludes with a Version #2 with a second proof sent. Any changes or corrections that result in a Version #3 will be billed at \$80 per hour with a one hour minimum followed by quarter-hour increments at that rate.

Mechanical Specifications

Magazine Trim Size: 9" x 10.875"

Display Ad Sizes

Full-Page Bleed Ad (width x depth)

Bleed Size 9.5" x 11.375"
(This allows for 1/4" bleed around trim size on all four sides.)

Trim Size: 9" x 10.875"

Live Area: 8" x 9.875"

Notes:

1. Build file positioning bleed, trim, live dimensions center on center of each other
2. Type and logos must fit inside live area: 8" x 9.875"
3. Please include trim crop marks: 9" x 10.875"
4. Please include bleed crop marks: 9.5" x 11.375"

Full Page NON-Bleed (width x depth)

Ad Size: 8" x 9.875"

Non-Bleed (width x depth) Non-Bleed (width x depth)

2/3 page horiz: 7.75" x 6.35" 1/4 page: 3.75" x 4.70"

2/3 page vert: 5.00" x 9.62" 1/6 page: 2.45" x 4.73"

1/2 page horiz: 7.75" x 4.70" 1/12 page: 0.00" x 0.00"

1/2 page vert: 3.75" x 9.62" Cook Street 3.42" x 4.38"

1/3 page horiz: 7.75" x 3.00" Ice House 3.42" x 4.38"

1/3 page vert: 2.45" x 9.62"

General Specifications

Printing Method: Web Offset

Binding: Perfect Bound

Paper: Cover printed on 80-lb. coated offset,

UV-coated; text printed on 70-lb. text

Ink: SWOP standard and four-color stochastic process

Shipping Instructions

Send inquiries, insertion instructions, advertising material, and correspondence to:

Peg Bala

Production Coordinator

Quintessential Barrington

207 Park Ave, Barrington, Illinois 60010.

Phone: (847) 381-3860. **Fax:** (847) 381-3891

Please name your ad file attachments with your business name, i.e. "Smith & Smith MJ07 fnl ad. pdf", and please include your business name in the subject title of your email. This will help us to track your ad submissions.

Email: production@qbarrington.com

Digital Ad Specifications

Preferred Applications: Ad layouts should be created using either Adobe Illustrator or Adobe InDesign.[®] PDF/X1-a files preferred. We do NOT accept: Quark XPress files, Microsoft Word, or jpeg files for ads. If submitting application files, provide all supporting GRAPHICS, PHOTOS and FONTS.

Proofs: Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji First-Proof, etc.) is required. Accurate color reproduction cannot be pursued without an accompanying SWOP (Standard Web Offset Printing) certified proof.

Photos: 300 dpi @ actual size; CMYK color model; .tif or .eps format; no JPEG compression. Ads designed in-house will be proofed with a color laser or inkjet copy, to be used for content only. A more color-accurate SWOP proof can be provided for \$45.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. **In Photoshop, black text should be created in black channel only to avoid registration problems.**

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made a solid CMKY color. Do not produce black text as a CMYK color. Select black only.

Color Mode: Ads should be converted to CMYK prior to submission. Ads received in RGB color will be converted to CMYK, color shifts may occur.

FonTS: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline; note that outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Media: Send files via Mac or PC CD/DVD media. Or you can e-mail: production@qbarrington.com if files are smaller than 4mb. Use mailbigfile.com to submit your large files. All files must be zipped or stuffed if not in a PDF format.

Online Ad Technical Specifications

More detailed specs available upon request.

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash. Non-accepted formats: Java, Java Applet, Video.