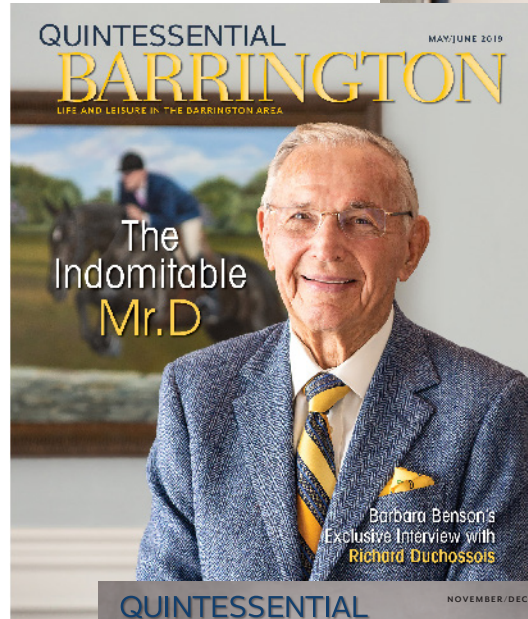


# QUINTESSENTIAL BARRINGTON®



2021-2022 MEDIA KIT

## ADVERTISER BENEFITS

- U Highest-Quality Printed Advertisements
- U Superior Editorial Content
- U Hyper-Local Targeting
- U Extensive Direct Mail Options
- U Social Media Support
- U QB Client Mixers
- U Digital Version of Advertisements
- U Client Ancillary Support Services
- U Marketing Consultation

## READERSHIP & DISTRIBUTION

*Quintessential Barrington (QB)* is the signature magazine of the Barrington area. 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. Each issue reflects common lifestyle themes within the community. Our features include local interviews, interior design, fabulous homes and gardens, *Quintessential People™*, 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 and a community calendar.

*Quintessential Barrington* is now in its 15th year in print.

Complimentary copies are made available at quality businesses throughout our geographical reach. Copies are regularly stocked in these locations.

A list of our bulk distribution locations is available online.  
Please visit [www.qbarrington.com](http://www.qbarrington.com) and select “Find a Copy.”

## CONTENT

Each QB issue reflects common lifestyle themes within the community. Our features include local interviews, timely calendar listings, interior design trends, fabulous homes and gardens, Quintessential People™, and our environment.

Regular columns deliver relevant information about our community, the arts, health, food, fashion, the arts, exciting social events, philanthropy, restaurants and more. We also feature our expert wine columnist and a community calendar.

Bringing you more than just information, QB's seasoned writers transport you into the heart of each story. Our stunning photographs capture the beauty of the Barrington area and the people who call it "home".

styleBOOK

SOJOURN

BARRINGTON 220

WEDDINGS

AGING WELL

IN THE GARAGE

LETTER FROM THE EDITOR

OPEN SPACES

ARTS & CULTURE

COMMUNITY

DOWN CELLAR

ON THE MARKET

BARRINGTON HORSE COUNTRY

WHAT'S COOKING

GUEST ESSAY

AT HOME

NEW IN TOWN

QUINTESSENTIAL BARRINGTON

QUINTESSENTIAL AMERICA

PURPOSE & Party



## DEMOGRAPHICS

### GENERAL DEMOGRAPHIC DATA:

Population - Barrington Area: 40,260

Median Household Income: \$145,300

Median Property Value: \$492,700

Home Ownership Rate: 73%

Median Age: 41.5

Married: 57%

Bachelors Degree: 37%

Graduate Degree: 26%

### QB ADVERTISER BASE:

Local: 90%

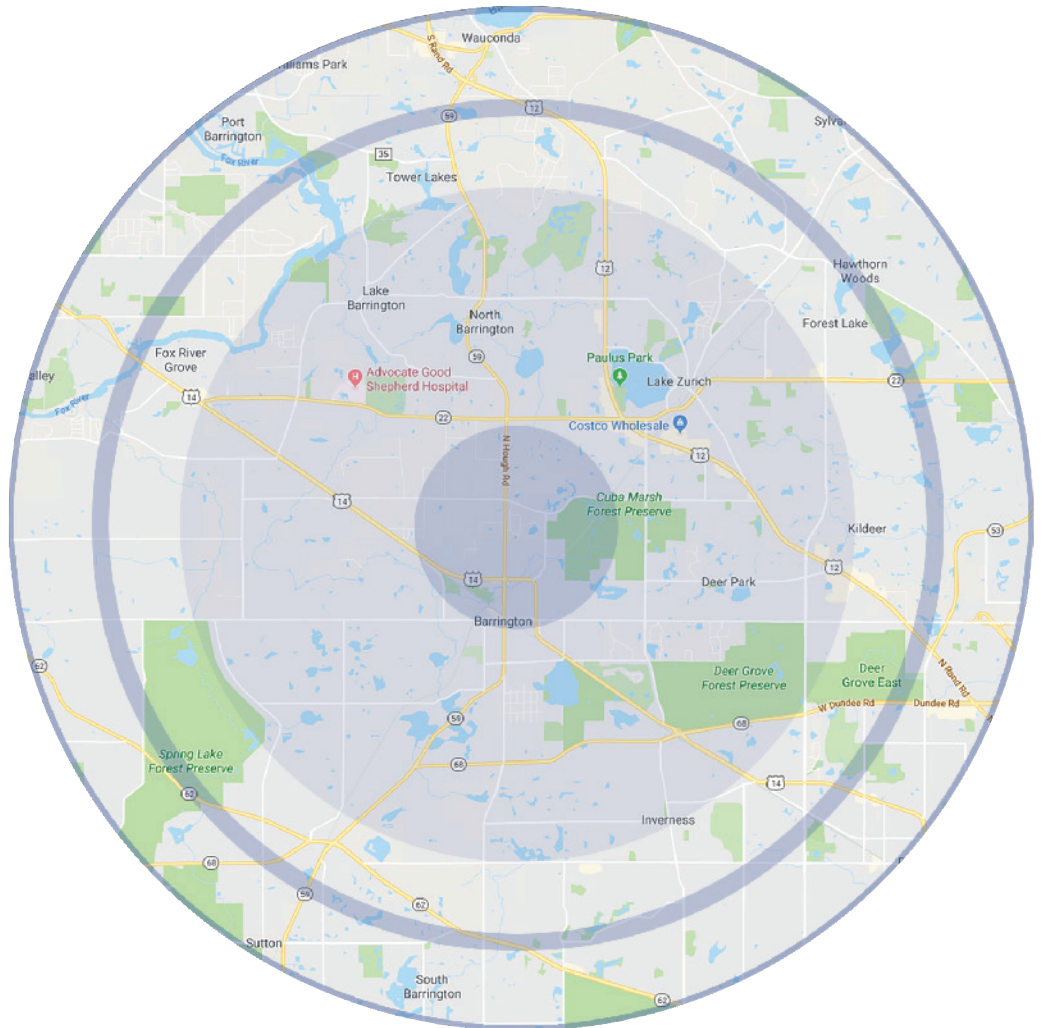
Regional: 10%

### DIRECT-MAIL MARKETS:

QB is direct mailed to more than 21,000 addresses. Total circulation: 22,500.

Copies are currently direct mailed to residences, businesses and post office boxes in the 60010 and 60011 zip codes, which includes these towns:

***Village of Barrington  
South Barrington  
Lake Barrington  
Port Barrington  
North Barrington  
Barrington Hills  
Tower Lakes  
Inverness  
Deer Park***



## ADVERTISING RATES

### Premium Positions:

Inside Front Cover:	\$4000.00
Page 1 Right hand:	\$4000.00
Page 2 Left hand:	\$3200.00
Page 3 Right hand:	\$3200.00
Page 4 Left hand:	\$2800.00
Page 5 Right hand:	\$2800.00

Inside Back Cover:	\$3000.00
Back Cover:	\$6000.00
2-Page Spread:	available

*Special requests for positions other than these premium positions can be purchased at a 20% rate upcharge.*

### Display Ads:

	1x	3x	6x	9x	12x
Full page	\$2600	\$2200	\$1700	\$	\$
2/3 page V	\$2400	\$2000	\$1600	\$	\$
1/2 page H, V	\$2000	\$1600	\$1200	\$	\$
1/3 page V	\$1800	\$1400	\$1000	\$	\$
1/4 page	\$1200	\$ 900	\$ 600	\$	\$
1/6 page V	\$1000	\$ 800	\$ 500	\$	\$

\* Rates are per issue and net

\* V = vertical layout; H = horizontal layout

### Ancillary Advertisement Services (See Page 8 for insert service details):

- ☐ Bellybands
- ☐ Cover Tipped-Ons
- ☐ Business Reply Cards
- ☐ Bound Inserts
- ☐ Polybagged Inserts
- ☐ Post-It Notes & Stickers

To reserve your ad space, please contact **Tiffany Marshall**.  
Phone: **847-381-3860** or Email: **tiffany@qbarrington.com**

Please send all files and graphic elements to **Jim Klem**.  
Phone: **847-381-3860** or Email: **jim@qbarrington.com**

## PRODUCTION SPECIFICATIONS

### Mechanical Specifications:

Magazine Page/Trim Size: 9" x 10.875"

### Ad Sizes:

#### 2-Page Spread Bleed Ad (width x depth)

Bleed Size: 18.5" x 11.375"

Trim Size: 18" x 10.875"

LiveArea: 17" x 9.875"

(Gutter safety for text is .1875" either side of the gutter)

#### 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"

LiveArea: 8" x 9.875"

**Notes:** Build file positioning bleed, trim, live dimensions center on center of each other. **Type and logos must fit inside live area.** Please include trim and bleed crop marks.

#### Full-Page NON-Bleed Ad (width x depth)

Ad Size: 8" x 9.875"

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

2/3 page vert: 5.00" x 9.62"

1/2 page horiz: 7.75" x 4.70"

1/2 page vert: 3.75" x 9.62"

1/3 page vert: 2.45" x 9.62"

1/4 page vert: 3.75" x 4.70"

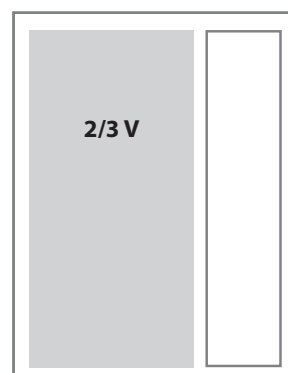
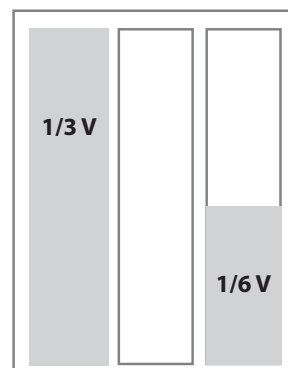
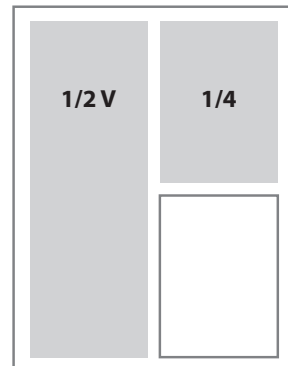
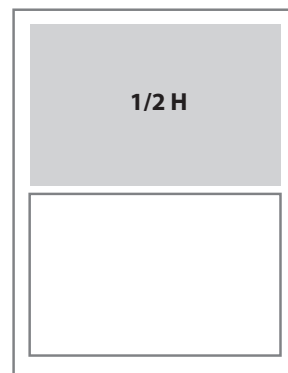
1/6 page vert: 2.45" x 4.70"

### General Specifications:

**Printing Method:** Web Offset | **Ink:** Four-Color Process  
(no spot colors);

**Binding:** Perfect Bound

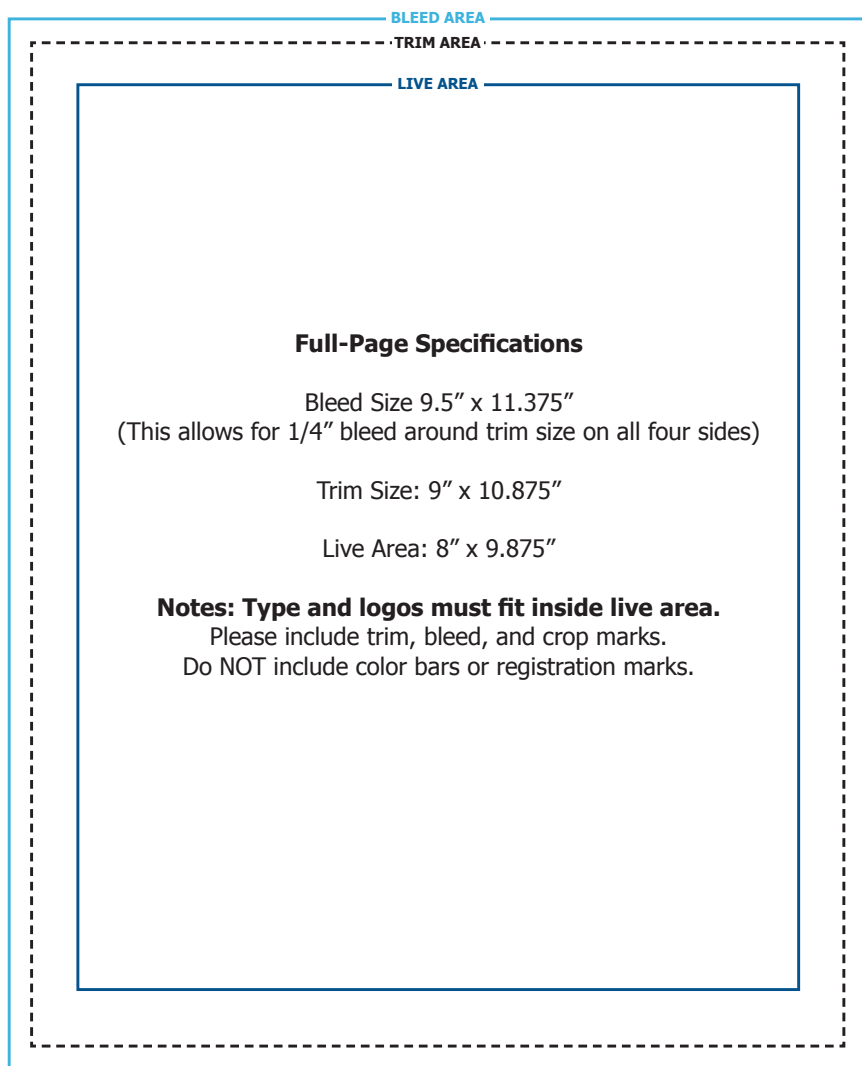
**Paper:** Cover printed on 80-lb. coated offset,  
UV-coated; text printed on 60-lb. text



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Please send all files and graphic elements to **Jim Klem**.  
Phone: **847-381-3860** or Email: **jim@qbarrington.com**

## PRODUCTION SPECIFICATIONS



### Digital Ad Specifications

**Preferred Applications:** Ad layouts created using either Adobe InDesign or Adobe Illustrator.\* PDF/X1-a files are preferred. We do NOT accept: Publisher, Pages, PowerPoint, QuarkXPress, Microsoft Word files for ads. Please provide all supporting GRAPHICS, PHOTOS and FONTS. Please DO include crop and bleed marks. Please DO NOT add color bars or registration marks in your artwork.

**Photos:** 300 dpi @ actual size; CMYK color model; .tif or .eps format; no JPEG compression. Ads designed in-house will be proofed with a Xerox color printer, to be used for content only. A more color-accurate SWOP proof can be provided for \$25 upon request.

**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 (C=0,M=0,Y=0,K=100). Type smaller than 8 point with fine serifs should be avoided.

**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 CMYK color.

Do not produce black text as a CMYK color. Select black only. When using large areas of black please use CMYK 40-40-30-100.

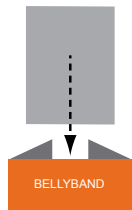
**Color Mode:** Ads should be converted to CMYK prior to submission. Ads received in RGB color will be converted to CMYK. Slight color shifts may occur.

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

Services are purchased and scheduled through Quintessential Media Group.

Client has the choice of submitting a pre-printed insert to Royle or to have Royle print the piece.

All pieces must be pre-approved by Royle Printing Company before printing.



#### BELLYBANDS

Direct readers right to your ad inside the magazine with a printed paper band that wraps around the outside of the magazine. Readers must remove the bellyband to look inside, thus it's impossible to ignore your advertisement.



#### COVER TIP-ON

Grab the readers' attention before they even open the magazine with a custom designed cover tip-on affixed directly on top of your magazine's front cover.



#### POLYBAG INSERTS/PRINTED POLY

Looking for the impact of being first? Then get your message in front of readers before they open the magazine. Insert your pre-printed brochure into a plastic polybag, or print your message directly on the plastic. Your ad can't be ignored and won't have to compete with other ads inside your magazine.



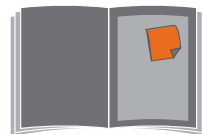
#### FRENCH DOOR COVER

The front cover is the most visible page of the magazine and is designed to draw the readers' attention. A French Door cover ad lets you take advantage of the front covers powerful impact. The overlap in the image draws upon the readers' curiosity demanding that it be open to reveal your equally powerful advertisement.



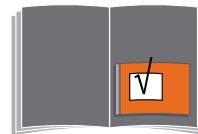
#### GATEFOLDS

If a spread simply isn't large enough to deliver your message, consider a gatefold cover (3 pages) or butterfly gatefold (8 pages) inside the magazine. By placing your marketing message across three to eight pages (and anywhere in between), you increase your ad size and how well your ad is recalled by readers.



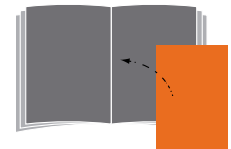
#### POST-IT NOTES/STICKERS

Looking for a "personal" way to grab potential customer's attention? Attach a Post-It note or sticker with a special message to your full page display advertisement. For additional impact, place it directly on the front cover while referencing what page your ad is on inside the magazine.



#### BUSINESS REPLY CARDS

If you're thinking about tipping or binding in a card, why not design a Business Reply Card. It's one of the easiest ways to get responses from prospective customers. They simply fill out the contact information and drop the postage prepaid card in the mail. The US postal service only charges you for the cards you receive back from interested readers.



#### TIPPING

Tipping allows inserting product samples, removable advertisements and even posters into a magazine. When the reader gets to your page, the product can be easily removed and used.

To reserve your ad space, please contact **Tiffany Marshall**.  
Phone: **847-381-3860** or Email: **tiffany@qbarrington.com**

Please send all files and graphic elements to **Jim Klem**.  
Phone: **847-381-3860** or Email: **jim@qbarrington.com**



## ADVERTISING SCHEDULE

### SEPTEMBER/OCTOBER 2020 ISSUE

*Space Reservation: July 27, 2020 • Ad Deadline: August 3, 2020*

### NOVEMBER/DECEMBER 2020 ISSUE

*Space Reservation: September 25, 2020 • Ad Deadline: October 1, 2020*

### JANUARY/FEBRUARY 2021 ISSUE

*Space Reservation: November 23, 2020 • Ad Deadline: December 1, 2020*

### MARCH/APRIL 2021 ISSUE

*Space Reservation: January 29, 2021 • Ad Deadline: February 5, 2021*

### MAY/JUNE 2021 ISSUE

*Space Reservation: March 26, 2021 • Ad Deadline: April 2, 2021*

### JULY/AUGUST 2021 ISSUE

*Space Reservation: May 28, 2021 • Ad Deadline: June 4, 2021*

### SEPTEMBER/OCTOBER 2021 ISSUE

*Space Reservation: July 30, 2021 • Ad Deadline: August 6, 2021*

### NOVEMBER/DECEMBER 2021 ISSUE

*Space Reservation: September 27, 2021 • Ad Deadline: October 1, 2021*

### JANUARY/FEBRUARY 2022 ISSUE

*Space Reservation: November 24, 2021 • Ad Deadline: December 3, 2021*

### MARCH/APRIL 2022 ISSUE

*Space Reservation: January 28, 2022 • Ad Deadline: February 4, 2022*

### MAY/JUNE 2022 ISSUE

*Space Reservation: March 25, 2022 • Ad Deadline: April 1, 2022*

### JULY/AUGUST 2022 ISSUE

*Space Reservation: May 27, 2022 • Ad Deadline: June 3, 2022*

### SEPTEMBER/OCTOBER 2022 ISSUE

*Space Reservation: July 29, 2022 • Ad Deadline: August 5, 2022*

### NOVEMBER/DECEMBER 2022 ISSUE

*Space Reservation: September 26, 2022 • Ad Deadline: October 3, 2022*

## TERMS & CONDITIONS

**Payment Policy:** First time insertions are to be prepaid when the ad agreement is executed. Purchasers of ancillary services pay a 25% non-refundable deposit at the time the ad agreement is signed with the remainder due by the space reservation deadline. General terms are net 15 of invoice date. Unpaid accounts that exceed 30 days will be assessed a late payment penalty of 1.5% per month (18% annually) on the outstanding balance. If the account remains unpaid for 100 days or more, it will be turned over to a collection agency.

**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. Other premium positions may be reserved for a 20% upcharge.

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

**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.

**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.

**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 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 too 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. 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. When an ad is submitted to QB Magazine by the client it is assumed that the production specifications have been followed precisely and the ad is 4-color camera ready.

**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 designated date on proof email. Clients receive one free hour of production design per issue; after the first hour, there will be a charge of \$80/hour, billed at quarter-hour increments.

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**Quintessential Barrington**  
**Quintessential Media Group**  
**120 Lageschulte Street, Suite 103**  
**Barrington, IL 60010**  
**Phone: 847-381-3860**