

LIVING healthy

FEATURES	BENEFITS
Published Annually	Living Healthy has a shelf life of 6 months. With a press run of 10,000 copies and assuming three readers will amount to a readership of 30,000 per issue.
Informative	We believe content is king. Articles and graphics will be selected based on their quality and usefulness to local readers. Advertisers will be encouraged to submit pieces for publication to complement in-house copy.
Distribution	Your target audience will see your message in print and online with 2,500 copies mailed directly to the North Star Monthly's subscriber list and 7,500 distributed at over 100 high-traffic locations and patient waiting rooms across the region.
Reliability	NorthStar Publishing is well-known across the region for producing two quality publications: The North Star Monthly and Kingdom Guide.

technical specifications

Trim/finish size: 8.5" w x 11" h

Agency-supplied files: We accept both Mac and PC platforms. Art must be submitted @ 300dpi (photos).

Build files: We accept industry standard programs such as Adobe products, and some desktop publishing files. Please contact our office if you have any question about these or other programs.

Acceptable file formats: TIF (flattened at 300dpi), or PDF (with all fonts and graphics embedded).

contact:

NorthStar Publishing LLC, PO Box 319 Danville VT 05828
802.684.1056, info@livinghealthyvt.com

NorthStar Publishing LLC

In November, Northstar Publishing, publisher of the The North Star Monthly and Kingdom Guide, will compile and distribute a one-stop resource dedicated to healthy living in our region. This full-color glossy magazine will feature articles and advertisements from a broad spectrum of local businesses dedicated to providing the local community with health-related goods and services.

Deadline for Advertising and Editorial Submission:

Tuesday, May 1, 2012

PRICE GUIDE

Back Cover	\$950
Full-Page	\$765
2/3 Page	\$575
1/2 Page	\$490
1/3 Page	\$405
1/4 Page	\$225
1/6 Page	\$185
1/12 Page	\$140

All positions and sizes will be printed in full-color on glossy stock!

guide for editorial submissions

Headline & Bylines: Please supply suggested headline/bylines

Graphics: We strongly encourage the submission of photos and graphics (charts, graphs, etc.) to complement your editorial. All graphics must be accompanied by a brief description and all subjects identified. Please refer to our technical specifications for quality guidelines or contact our office for more information.

Copy: Submitted editorial from advertisers is intended to be informative for our readership. Please construct your submission in a way that highlights a product, service or event. Our copy editors and proofreaders will examine each submission for errors and omissions. We retain the right to edit, modify and decline submissions. **All content must be original to this publication.**

Questions: Please don't hesitate to contact us with questions.

examples of ad layouts

Full-Page w/bleed

Live image area

7.5" w x 10" h

Trim size

8.5" w x 11" h

Full bleed

9" w x 11.5" h

2/3
4.9375" w x 9.8333" h

1/12
2.375" w
x
2.1667" h

1/3
2.375" w
9.8333" h

1/6 page
2.375" w
4.8333" h

1/2
3.5653" w x 1.3333" h

1/6
3.5653" w x 3" h

1/4
7.5" w x 2.1667" h

1/2
3.5653" w x 1.3333" h

1/6
3.5653" w x 3" h

1/4
7.5" w x 4.8333" h

1/2
7.5" w x 4.6667" h

1/3
7.5" w x 3.1667" h

2/3
7.5" w x 6.3333" h

1/4
7.5" w x 2.1667" h

1/2
3.5653" w x 1.3333" h

1/6
3.5653" w x 3" h

1/4
7.5" w x 4.8333" h

1/2
7.5" w x 4.6667" h

1/2
3.5653" w x 9.8333" h

1/2
7.5" w x 4.6667" h

1/2
7.5" w x 4.6667" h

1/2
3.5653" w x 1.3333" h

1/6
3.5653" w x 3" h

1/4
7.5" w x 4.8333" h

1/2
7.5" w x 4.6667" h