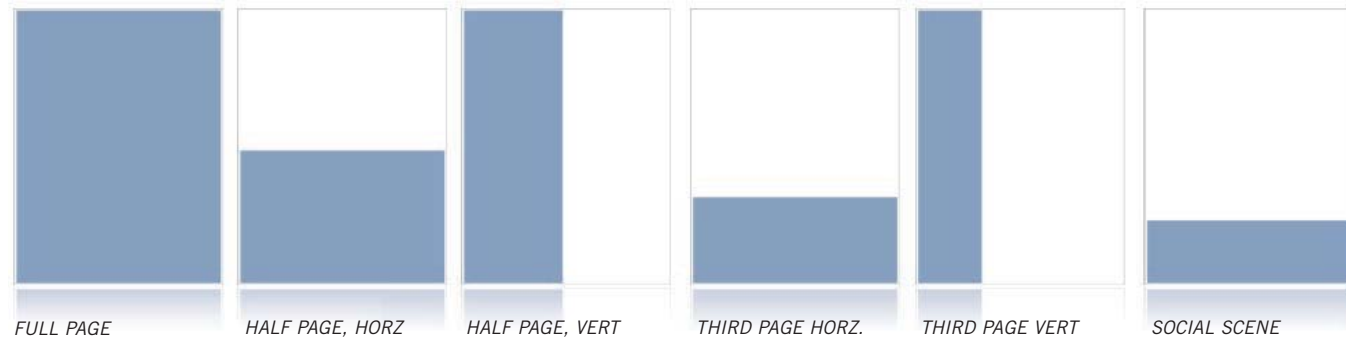


## AD SIZES



## SPECIFICATIONS

Rates are per insertion

	Width" x Height"
Full page, full bleed*	8.625" x 11.125"
*Live image area	7.5" x 10.25"
Full Page, no bleed	7.5" x 10"
Half Page, Horizontal	7.5" x 4.875"
Half Page, Vertical	3.625" x 10"
Third Page Horizontal	7.5" x 3.166"
Third Page Vertical	2.33" x 10"
Social Scene	7.5" x 2.31"
Quarter page horizontal	

## DEADLINES

December 2009	October 21, 2009
January 2010	November 20, 2009
February 2010	December 18, 2009
March 2010	January 21, 2010
April 2010	February 19, 2010
May 2010	March 19, 2010
June 2010	April 21, 2010
July 2010	May 21, 2010
August 2010	June 21, 2010
September 2010	July 21, 2010
October 2010	August 20, 2010
November 2010	September 21, 2010

## RATES

Rates are per insertion

	One Time	Six Times	12+ Times
Full Page	\$3,066.00	\$1,111.00	\$1,010.00
Half Page Horizontal	\$1,760.00	\$638.00	\$581.00
Third Page Vertical	\$1,205.00	\$435.00	\$395.00
Third Page Horizontal	\$1,205.00	\$435.00	\$395.00
Social Scene 1/4 Page Horizontal			\$406.50
Two-page spread	\$4,907.00	\$2,395.00	\$1,995.00

Add 25% premium for covers and guaranteed position.

## POLICIES

1. All ads requiring a proof must be submitted by deadline. 2. All advertising is subject to approval. Publisher reserves the right to revise, reject or omit without notice any advertisement at any time. 3. TALK Greenville accepts no liability for advertising errors beyond the actual cost of the space occupied. In consideration of acceptance of advertisements for publication, the agency and advertiser will indemnify and hold harmless TALK Greenville, The Greenville News and its officers, employees or agents against all loss, liability, damages and expense of whatever nature arising out of the copying, printing or publishing of its advertisements, including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation or rights or privacy, plagiarism and copyright and trademark infringement.

## READER DEMOGRAPHIC PROFILE:

- Average household income is **\$92,598**
- 80% are **homeowners**
- 57% are **women**
- 70% are **college-educated**
- 75% go **online** every week

**TALK**  
Greenville

305 south main street • greenville, south carolina • 29601 | (864) 298-4216 | talkgreenville.com

Rates effective October 15, 2009. Official rate card terms and conditions apply.



## 2010 MEDIA KIT



**Embracing the style, attitude and charm of**

Greenville and the Upstate, TALK Greenville is THE voice on elegant living. Each month we offer the latest on fine entertaining, dining, health, travel, personal tours of beautiful private homes and interviews with the most intriguing people who live here. TALK Greenville provides the perfect format for affluent and discerning readers and the advertisers who wish to reach them.

**TALK Greenville provides advertisers with**

an unprecedented opportunity to reach educated, affluent and discerning consumers. Our readers are consistently responsive to products seen in our pages, many advertisers able to specifically credit TALK ads with sales. Our mailing list specifically targets the Upstate's most upscale clientele, each month offering a beautiful medium for your advertisement. Distribution covers not only home and businesses in the entire Upstate area, but also readers in Cashiers, Highlands, Brevard and the Lakes Keowee and Summit areas.

**TALK** Greenville has **53,103** readers:

■ Average household income is **\$92,598**

■ 80% are **homeowners** ■ 57% are **women**

■ 70% are **college-educated**

■ 75% go **online** every week

**IN EVERY ISSUE**

**20 QUESTIONS**

Profiles of our local heroes

**ART & BOOKS**

Meet your favorite artists  
Review the newest books

**CELEBRITY PROFILE**

What do our famous visitors think of Greenville?

**THE WAY WE WERE**

Treasured photos of where we've been

**FOOD & WINE**

Our resident experts share recipes and the best wines for every occasion. No need to wonder what label to order or which meal to prepare.

**FASHION**

The newest trends and best styles for the season are here first with pages of beautiful fashion spreads and local places to find every look.

**DESTINATIONS**

With all of the details on the most fantastic trips, every month is a new vacation waiting to happen.

**HEALTH & FITNESS**

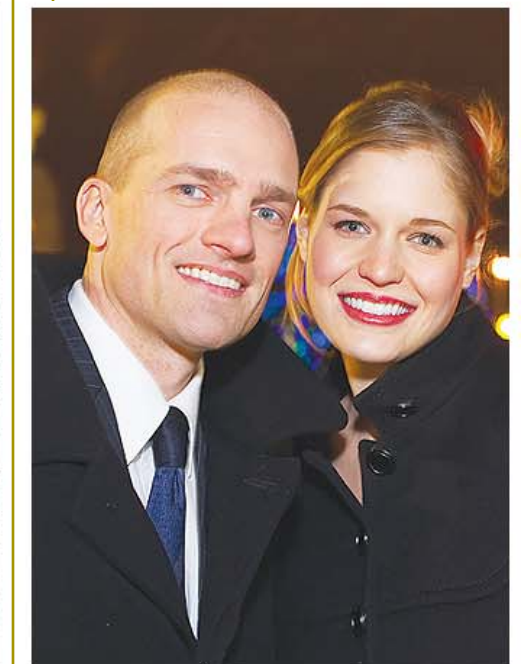
The latest trends in health and fitness with tips from local experts on sports, nutrition, and health break-throughs. Learn what you need to know to look and feel your best.

**HOME & GARDEN**

A personal tour of the Upstate's most beautiful residences. Take a peek inside with the owners' insights on the special finds and details that make each home unique.

**SOCIAL SCENE**

TALK is on the town with Leslie Provence as we tag along to the Upstate's best galas and social events. Photos of movers and shakers along with beautiful decorations and culinary delights as we hit the social scene.



# 2010 EDITORIAL CALENDAR

# TALK

Greenville

## FEBRUARY • LOVE YOUR LIFE!

Entrepreneurial Experts: Our Top Picks  
Romance at Any Age: Successful Couples tell all!  
Snow White Fashions  
Do Your Part for Your Heart!  
Precious Pets and the People Who Love Them

## MARCH • HOME & GARDEN

Ladies Who Lunch: An Inside Look  
A Weekend Health Makeover to do at Home  
Can't Miss Garden Tips  
The Rental Expert: 10 Easy Upgrades  
Be Kind to Your Mind: Unwind

## APRIL • WHO'S THE GREENEST IN GREENVILLE?

The Green Awards  
Spring Cleaning That's Not a Chore  
Eat This (Not That)  
What's your Footprint?  
Recycling for Rookies

## MAY • LUXURY LIVING

Greenville's Best Dressed Unveiled!  
Top places to live  
Elegant Dinner Parties  
Home Makeover Miracles  
From jewels to shoes, the most extravagant treats of all  
Impress for Less (How to Fake it)

## JUNE • BEAT THE SUMMER HEAT

Fresh and easy summer suppers  
Arm Envy? Firm Yours the Easy Way  
Meeting the Love of Your Life  
Bronzer Face-Off  
Easy Outdoor Style Ideas

## JULY • HEALTHY LIVING

Welcome Home: Cool Stuff for the Front Porch  
Very Vegetarian Versions of Your Favorites  
A Better Night's Sleep: Get one tonight  
Snack Happy: They Won't Pack on Pounds!  
Chill Skills: Stop Worrying Now





## AUGUST • FALL FASHION DEMYSTIFIED

Fabulous at Every Age: Styles for All!  
You're Stronger Than You Know: Tap into Your Inner Power  
Finding the Diet that Fits Your Life  
When to Splurge and When to Save  
Interviewing Tips for Right Now

## SEPTEMBER • SPECTACULAR DINING

Foodies Gone Wild!  
Slow Cooker Favorites  
Eat This and Burn Fat Faster  
Pro Secrets From Top Dermatologists  
3 Tablescapes Ready Tonight  
Sisterhood: Grown Up Girls Make it Work!

## OCTOBER • 25 MOST BEAUTIFUL

Stress free Party Planning  
Quick Ways to Cast off Clutter  
Add Color with Confidence  
The Very Best Dresses  
Crate and Barrel: Wine Cellars  
You're Fired! Surviving and Thriving After the Pink Slip

## NOVEMBER • ULTIMATE GIFTS

The Gift Guide  
50 Gifts Under \$50  
Locals Share Favorite Gift Memories  
Super Soups  
The Season's Greatest Boots  
Holiday Decorating: What's Your Style?  
No More Bad Hair Days

## DECEMBER • HAPPY HOLIDAYS

Beautiful Wreaths You Can Make  
Sparkle with Accessories for Every Occasion  
Raising the Bar: Set one up at Your House  
Let Them Eat Cake! Favorites for Every Taste  
Want to be more Spontaneous? Tips to Try!  
Everything You Need to Spread a Little Joy This Season

## JANUARY • ANNUAL EVENTS ISSUE

Hot drinks for Cold Nights  
Easy Exercise for Lazy People  
Top Ten Resolutions for the New Year  
The Brains Behind the Bash  
Red Carpet Styles You Can Wear

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