

{ WHY ADVERTISE IN THE INSIDETRACK ALMANAC? }

WE KNOW OUR AREA.

For more than fourteen years, The InsideTrack Almanac has been a unique presence in the marketplace and in our readers' lives and homes. We're in a class of our own as the only quarterly magazine covering and representing the Treasure Coast as it's grown into a world-class area. We share our readers' love for the Treasure Coast and are passionate about providing the insight needed for them to get the most out of our community.

WE KNOW HOW TO REACH OUR AUDIENCE.

We boast a quarterly readership of over 100,000 and a 90-day-plus shelf life. Our tri-month issues keep advertising visible in the marketplace for a longer period of time than a daily, weekly or monthly publication. Our readers save our issues and share them with their colleagues, visitors and friends. The pass-along rate is five people per copy. We are distributed in the county's top hotels and businesses. And, we're among the top "must-have" resources when a newcomer moves to the city. Residents, tourists and seasonal visitors alike find InsideTrack Almanac a valuable guide in learning about where to go and what to do in our area.

WE KNOW EFFECTIVE ADVERTISING.

We work closely with our advertisers to develop comprehensive plans that extend beyond the printed page. Whether it's leveraging our online presence or creating an exclusive campaign, we help our advertisers get the most out of their investment in our magazines.

WE KNOW HOW TO MARKET.

The InsideTrack Almanac brings the weight of multi-media relationships to your door. Our print presence is unmatched, reaching 100,000 readers per issue. It is also featured in some of the most exclusive hotels and communities in the area. Offering everything from area folklore and recipes to in-depth feature articles on exciting things to do on our beautiful coast, the InsideTrack Almanac provides area residents and visitors with the most comprehensive quarterly calendar of events in town and a complete listing of area museums and attractions.

Our online presence is equally strong. Our website prominently features the best of what the InsideTrack Almanac has to offer and averages 25,000 hits per month. We also focus on prominent placement in our distribution venues and events, increasing the likelihood that your advertisements will be seen.

WE KNOW OUR COMMUNITY.

Because our ties in the community run deep, we partner with the most well respected and worthwhile civic and charitable organizations on a number of annual events. Our dedication in this realm has earned us the respect of local leaders and residents. This not only furthers your advertising investment, but promotes your image to the most community-minded citizens.

WE KNOW HOW TO GROW YOUR BUSINESS.

Our knowledgeable staff understands this thriving market, and has the experience to help advertisers grow their business. We work with each client to come

up with unique and effective ways to promote their goods and services. From designing the perfect ad to exposure at our signature events, we work with you to expand your business.

WE KNOW AND LOVE OUR ENVIRONMENT.

We are an easy to carry digest with a classy, high-gloss presence. The InsideTrack Almanac is printed on recycled paper, keeping with the environmental consciousness of the Treasure Coast. According to the Starch reports, our magazines are read an average of 2.5 - 5 times each, meaning that we are recycled by reaching more readers than just our 30,000 copies per quarter.

WE KNOW DISTRIBUTION.

The InsideTrack Almanac publishes 120,000 copies per year on a quarterly basis and are delivered to over 240 distribution sites. The InsideTrack Almanac is also distributed at local events, Chambers of Commerce, hotels, resorts, attractions, malls, Realtor relocation packets, medical waiting rooms and visitor hot spots.

WE KNOW MARKET TRENDS.

Magazine readership is increasing as readers abandon newspapers. Magazines are kept for months beyond their shelf life instead of being thrown away the next day.

WE'RE LOCAL.

The InsideTrack Almanac is a locally owned and operated business.

4185 70th Avenue
Vero Beach, FL 32967