



 **toti**media

HELPING COMPANIES GROW, BETTER, SMARTER SINCE 1996

MEDIA KIT 2019



TIMES OF THE ISLANDS BONITA & ESTERO
GULF & MAIN CAPE CORAL LIVING RSW LIVING



local



mobile



global

Since 1996, TOTI Media has witnessed the dynamic growth of Lee County and its surrounding areas, which has ranked in the top 25 out of 366 Metropolitan Statistical Areas in family income. In that time, we have built a relationship with our communities—a relationship that you can be a part of as you reach out to people in Southwest Florida and beyond.

Through TOTI Media's five bimonthly publications, via direct subscription, newsstand and social media availability, you can strategically target the message for your product or service to our sophisticated readers. Each of our publications is unique with its own identity, but all of them encompass the spirit of our "sliver of paradise" in Southwest Florida.

WE OFFER HIGHLY-TARGETED ADVERTISING THAT REACHES YOUR MARKET IN ANY OF OUR TOTI MEDIA PUBLICATIONS...

Times of the Islands: Our flagship magazine features the fascinating stories and people of Sanibel and Captiva Islands, the internationally-renowned vacation and second home paradise. Our award-winning editorial also covers the quaint fishing villages of Pine Island and Bokeelia, and the millionaire's playgrounds of Useppa and Boca Grande.

Bonita & Estero: The explosive growth of this vital region supplies endless story possibilities about the "new" village of Estero and the booming Bonita Springs appeal. Learn about the history of the area and position your business on the cutting edge of what is destined to become one of Southwest Florida's most dynamic destinations.

GULF & MAIN: Fort Myers' hottest trends in food, fashion and fun are covered in this glossy publication, along with in-depth profiles of the city's civic, governmental and business leaders. Meet the prominent movers and shakers who are propelling Fort Myers into the future, and learn about the significant and fascinating history of this riverside City of Palms.

Cape Coral Living: Our newest jewel in the TOTI Media crown, this magazine will delve deep into the people and perspectives of the largest city between Tampa and Miami. Dubbed the 'waterfront wonderland' and set amidst more than 400 miles of canals, this 'Venice of the South' is a boater's paradise, and one of the hottest job and business growth markets in the entire country.

RSW LIVING: With compelling articles and vibrant images encompassing the entire Southwest Florida region, RSW Living is the lifestyle magazine for savvy residents and inquisitive visitors. This publication is the in-flight magazine onboard every JetBlue flight departing from the Southwest Florida International Airport, and the content features captivating coverage of the area's most notable and interesting people, places and events.

We partnered with jetBlue Airways in 2012 to make RSW LIVING available to their customers on an exclusive basis.

RSW LIVING is available to jetBlue customers traveling to and from Southwest Florida International airport. JetBlue customers receive a free subscription to RSW LIVING magazine. This applies to all jetBlue customers to or from Fort Myers (RSW), John F. Kennedy International (JFK), Newark Liberty International (EWR), LaGuardia (LGA), Logan International (BOS), Buffalo Niagara International (BUF), Westchester County (HPN), and Washington National (DAC). RSW LIVING magazine is available at the RSW airport newsstands in the main terminal as well as points of sale behind TSA security. With RSW Living, you can spread your message even farther. According to jetBlue and the Lee County Port Authority, over 860,000 people travelled on these flights in 2013. We have increased our press run of RSW LIVING substantially to meet the demand created by jetBlue customers. This has increased our pass-along readership, and with that result, your message will reach an even larger audience when you advertise in RSW LIVING. One more opportunity for you to maximize your advertising dollars!



WE TARGET THE MOST EXCLUSIVE MARKETS IN THE REGION

Frequency: Bimonthly • Cover Price: \$4.95 • Year Subscription: \$21 • Readers per copy: 9.3

SUBSCRIBERS (28%) = 34,200: Paid and requested subscriptions throughout Southwest Florida, in 48 states, and 6 foreign countries.

NEWSSTANDS (16%) = 18,900: In airports, hotel gift shops, independent newsstands, regional bookstores, drugstores, and major grocery and convenience stores.

HOTELS & RESORTS & SPECIAL DISTRIBUTION (56%) = 66,900: In-room at Southwest Florida's best hotels and resorts, rental homes, and condos. International and domestic airline presence, special events and trade shows, real estate offices, chamber of commerce visitors' centers, medical offices, spas and salons.

For detailed information, visit our website: toti.com

Circulation & Distribution



With an average circulation of over 100,000 (allowing for seasonal adjustments) for our magazines per issue including a constantly increasing digital and print subscriber base. Our total pass-along readership of 1,120,000+, our magazines reach both a broad and specific audience that you want to reach with your product or service—residents and visitors to Southwest Florida. In addition to subscribers and newsstands, our distribution includes a variety of local and national retail and service establishments that address the needs of visitors, travelers, and residents alike.

PER MAGAZINE

Frequency: Bimonthly • Cover Price: \$4.95

Subscription: \$24.00 • Readers per copy: 9.3

SUBSCRIBERS: paid and request subscribers throughout Southwest Florida, in 48 states, and 6 foreign countries

NEWSSTANDS: airports, hotel gift shops, independent newsstands, regional bookstores, drugstores, major grocery and convenience stores

HOTELS & RESORTS: in-room at Southwest Florida's best hotels and resorts, rental homes, and condos

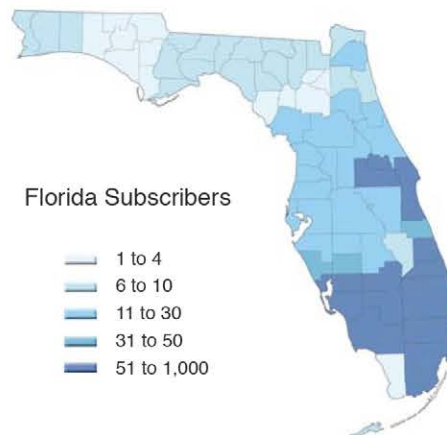
SPECIAL DISTRIBUTION: international and domestic airline on-board presence, special events and trade shows, real estate offices, chamber of commerce visitors' centers, spas, and salons



● Subscribers ● Subscribers & Newsstands



Source - Reader Profile Survey, Walter J. Klages, Ph.D., Chief Executive Officer, Research Data Services, Inc., www.KlagesGroup.com



77%

of our readers have dined in a restaurant that appeared in the publications.

63%

of our readers pass along the magazines to people inside and outside their homes.



With loyal readers who know what they like — and want to know where to find it — TOTI Media's publications are the perfect marketing partner for companies that want to create an awareness and tap into readers' interests.

Our Greatest Asset: *The Reader*



Excellent writing. Excellent photography. Excellent layout and organization. Those are the reasons why Floridians read TOTI Media's publications.

Our average reader is a professionally employed, affluent, educated home owner. He or she is a civically active member of the community and often holds important leadership positions in business, government, education, and the arts. Our readers feel a sense of ownership with our publications. Advertisers are uniquely positioned to reach a statewide audience of active, engaged, and qualified decision-makers with disposable income.

ACTIVE

Our readers are active consumers and our publications influence their buying and traveling decisions. In a recent survey, readers listed traveling as one of their favorite leisure activities. A sampling of their favored activities includes: dining out, shopping, traveling, visiting museums, art galleries, fairs, festivals, concerts, sporting events, and live theater.

- 72% have visited a destination or event after reading about it in one of our magazines
- 77% have eaten at a restaurant advertised
- 52% have purchased a product or service advertised

ENGAGED

Our readers place a premium value on the magazines. They do not like parting with their copies.

- 39% of readers keep their copies forever
- 29% keep their copies for at least six months

QUALIFIED

Our publications are subscription-based. Readers believe in the quality of the magazine enough to pay for it year after year. Advertisers benefit further because our magazines are paid publications, delivering a highly qualified audience.

- 97% pay with their order (industry standard is 60%)
- 33% subscribe for two or more years (industry standard is 20%)
- 70% renew their subscriptions annually (industry standard is 48%)
- 86% have college or advanced degrees
- 63% are owners/CEOs, professionals, managers, or department heads
- Average income: \$200,000
- Average home value: \$230,000
- Female: 63% Male: 37% Average age: 45



Source - 2010 Reader Profile Survey, Walter J. Klages, Ph.D., Chief Executive Officer, Research Data Services, Inc., www.KlagesGroup.com

72%

of our readers have visited a destination or event after reading about it in our publications.

52%

of our readers have purchased a product or service advertised in our publications.



"We have clients come into the boutique clutching our ads from the magazine. We feel that TOTI Media's publications are the best local avenue to reach our high-value clientele."

– Barbara Kinee, Mirage Boutique

GLOSSY PUBLICATIONS FOR A POLISHED AUDIENCE

We understand the Lee County market, and we prove this with our TOTI Media magazines. These cultured, cultivated audiences demand excellence, and we deliver—with sophisticated publications that speak to their interests. Every aspect of our magazines, from the high-quality paper stock and stylish graphics, to the lush color photography and topical editorial articles, are chosen and designed for this discerning readership. Our magazines are not only the most cost-effective means to reach the region's most active and affluent consumers, they're also the most finely targeted. Our readers are highly selective about what they read, what they listen to, how they spend their time, and how they spend their money. They take pride in staying up-to-date and shop regularly at the region's finest establishments. Put your advertising in our magazines and open your door to Southwest Florida's most desirable customers.

BUSINESSES THAT CHOOSE TOTI MEDIA

A wide range of top regional and national businesses consistently appear in our pages, which demonstrates the caliber of clients we serve. Listed here is a small sampling of TOTI Media advertisers:

Adventures in Paradise
airberlin
Associates in Cosmetic Surgery
Aqua Beachwear
Bell Tower Shops
Bistro 41
Blu Sushi
Cedar Chest Fine Jewelry
Condor
Congress Jewelers
Coral Vet Clinic
Diamond District
Douglas Brooke Salon & Spa
Dunkin's Diamonds
Edison National Bank
Floral Artistry
Florida Repertory Theatre
Germain Arena
Gulf Coast Town Center
Hapag-Lloyd Cruises
Harley Davidson
Henderson Franklin
Hope Healthcare Services
Hotel Indigo
Huff Insurance & Financial
Island Pursuit
jetBlue
Key West Express
Lee County Eco Development
Lee Memorial Health System
Mark Loren Designs
Mirage Boutique
Miromar Development
Morgan Stanley
Mountain Valley Spring Water
NCH Healthcare Center
Offshore Sailing School
Orthopaedic Surgery &
Sports Medicine
Pink Shell Beach Resort & Marina
PNC Bank
The Promenade at Bonita Bay
Residence Inn
R.L.R. Investments L.L.C.
Robb & Stucky International
Roche Bobois Paris
Royal Shell Vacations, Inc.
Salty Sam's Marina
Sanibel Day Spa
Sanibel Harbor Marriott Resort & Spa
South Seas Island Resort
SunStream Hotels & Resorts
The Village on Venetian Bay
Thistle Lodge
'Tween Waters Inn
And more...



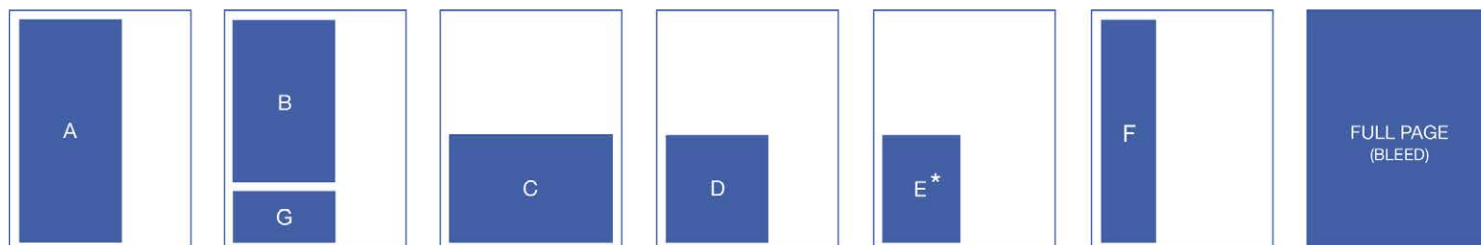


"Part of being a successful company is making sure that people know you are out there, and when you advertise with TOTI Media, you know that your ads are being seen."

— Matt Hanson, Salty Sam's Marina

Advertising Specs & Material Requirements

Printing: Web Heatset. Binding: Perfect Bound.



MAGAZINE TRIM SIZE: 8 1/4 X 10 1/2

FRACTIONAL AD DIMENSIONS

		WIDTH IN INCHES	HEIGHT
A	2/3 Page	4.625	9.875
B	1/2 Page V	4.625	7.375
C	1/2 Page H	7	4.75
D	1/3 Page Square	4.625	4.75
E*	1/4 Page V	3.5	4.675
F	1/3 Page V	2.25	9.875
G	1/6 Page H	4.625	2.25

FULL PAGE AD DIMENSIONS

	WIDTH IN INCHES	HEIGHT
Trim Size	8.25	10.875
With Bleed	8.5	11.125
Non-Bleed	7.25	9.875

SPREAD AD DIMENSIONS

	WIDTH IN INCHES	HEIGHT
Trim Size	16.5	10.875
With Bleed	16.75	11.125
Non-Bleed	15.5	9.875

* E: Special Section Only (subject to availability and publishers approval)

PAGE BLEEDS: 1/8 inch on all sides for a total document size of 8.5 inches wide x 11.125 inches high.

LIVE/SAFE AREA: 1/2 inch inside of trim size on all sides of a bleed ad. Please do not place logos, legal disclaimers, or other critical information outside live area. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

PRODUCTION SPECIFICATIONS

GENERAL REQUIREMENTS

Ads or materials to create ads should be submitted as electronic media. Files 9 MB or smaller can be e-mailed. Files larger than 9 MB must be uploaded to our FTP site or mailed on disc.

ACCEPTABLE FILE FORMATS

- Supply press-optimized PDF files saved at 300dpi and as CMYK, with all fonts embedded. Documents must be created 100% to size. Compressed files are not recommended.
- Also accepted are flattened TIFF or JPEG image files as CMYK.
- All color, including photos, must be process separation (4-color) CMYK. Including spot color may incur extra production charges.
- Camera-ready art is press-ready. This means that no adjustments or alterations to size, color, or copy are necessary. TOTI Media is not responsible for any error in contents. Improperly prepared files may result in additional production charges. Please outline fonts when possible.

ACCEPTED MEDIA TRANSFER

- CD-ROM, E-Mail, or upload to our FTP site

CD-ROM: See *Mailing and Shipping* for instructions

E-Mail: Acceptable if file is under 20MB; send to creative@toti.com

FTP: Please visit <http://toti.com/adsubmit> for log-in instructions.

You **must** follow your FTP posting with an e-mail to creative@toti.com

and your ad representative (if applicable) to inform us that your material is on the site.

DISCLAIMERS/POLICIES

- TOTI Media reserves the right to place a border on any ad smaller than a full page. No floating ads smaller than a full page.
- Coupons may not run. (No dotted/dashed lines for coupon.)
- We cannot guarantee legibility of reverse type below 6 points.
- Color accuracy cannot be guaranteed unless a MatchPrint or comparable industry-standard proof is submitted. If desired, these can be provided for you for an additional fee. Please call for more information.
- Right to refuse materials if deemed objectionable.

CREATIVE SERVICES

TOTI Media can provide professional and creative ad design assistance, layout, typesetting, and preparation of electronic files to display advertisers at a cost of \$75 per hour in increments of 15 minutes.

MAILING & SHIPPING

Office & Courier Deliveries Only:

TOTI Media, Inc.
2491 Palm Ridge Road
Sanibel, Florida 33957

Postal Mailing Address:

TOTI Media, Inc.
Post Office Box 1227
Sanibel, Florida 33957



29%

of our readers keep their copies for at least six months.

39%

of our readers keep their magazines forever. They do not like parting with their copies.

70%

of our readers renew their subscriptions annually (industry standard is 48%).

86%

of our readers have college or advanced degrees.



"TOTI Media has provided us ample opportunities to communicate with our customers. The magazines have an impressive appearance and read—a great experience for us."

– The Stewart Family,
Adventures in Paradise Outfitters

EDITORIAL CALENDAR & DEADLINES

SPONSORSHIPS: OCCASIONAL EVENT, DIGITAL AND PRINT SPONSORSHIPS ARE AVAILABLE UPON REQUEST.



JAN/FEB OUTDOORS & SPORTS

This issue is packed with activity! We'll help you find ways to enjoy all the natural wonders for which this area is famous, whether you do that by going on a quiet hike, playing a round of golf, hitting a tennis ball, paddling a kayak, or participating in something a little more extreme.

Editorial Deadline: OCT 1
Space Closing Date: NOV 15
Print Material Due: NOV 20
Online Material Due: NOV 20
On Sale Date: JAN 1

SPECIAL ADVERTISING EDITION SWFL ON WHEELS



MAR/APR ON THE WATER

The ocean, the Gulf, rivers, lakes—this is where we long to be, or at least to be near. In this issue, we bring you all things water related, from boating to fishing to seafood. So curl up with our March/April issue and let the thoughts of ocean breezes inspire you.

Editorial Deadline: DEC 1
Space Closing Date: JAN 15
Print Material Due: JAN 20
Online Material Due: JAN 20
On Sale Date: MAR 1

SPECIAL ADVERTISING EDITION SWFL WATERWORLD



MAY/JUNE FAMILY

Friends and family are all about the heart, so we've packed this issue with ideas and tips on better parenting/grand-parenting, senior care, healthy living updates, schools and learning, technology and shopping, family friendly travel, accommodations and fun, pets and much more to help you achieve the very best for those you love.

Editorial Deadline: FEB 1
Space Closing Date: MAR 15
Print Material Due: MAR 20
Online Material Due: MAR 20
On Sale Date: MAY 1

SPECIAL ADVERTISING EDITION SWFL HOME & GARDEN • SWFL WEDDING



JULY/AUG HEALTH & WELLNESS

Taking care of ourselves is what the July/August issue is all about. No matter what your age or lifestyle, your health is the most important thing that you have, and this issue will show you the best ways to make a healthier and happier you. Information about exercising, nutrition, mental health, and just feeling good—that's what this issue has in store for you.

Editorial Deadline: APR 1
Space Closing Date: MAY 15
Print Material Due: MAY 20
Online Material Due: MAY 20
On Sale Date: JUL 1

SPECIAL ADVERTISING EDITION SWFL HEALTH



SEPT/OCT ARTS, DESIGN & FASHION

In this issue, we celebrate our unlimited capacity for creative expression. They say that art is in the eye of the beholder, and we aim to give you "an eyeful" of it—painting, architecture, dance, music, and more. Plus, we'll be exploring design trends as well as fashion. If creativity is your thing, this issue will both satisfy and inspire.

Editorial Deadline: JUNE 1
Space Closing Date: JULY 15
Print Material Due: JULY 20
Online Material Due: JULY 20
On Sale Date: SEPT 1

SPECIAL ADVERTISING EDITION SWFL LEISURE & TRAVEL GOLF



NOV/DEC TRAVEL, DINING & WINE

Eat well and travel often. If you think this is a good idea, then this issue is definitely for you. We'll give you the lowdown on some of the most interesting local restaurants and food trends. Plus, if you're planning that next getaway, we'll give you some great ideas about places to visit here in Southwest Florida and abroad.

Editorial Deadline: AUG 1
Space Closing Date: SEPT 15
Print Material Due: SEPT 20
Online Material Due: SEPT 20
On Sale Date: NOV 1

SPECIAL ADVERTISING EDITION SWFL CULINARY



72%

of digital magazine readers reported taking action with an advertised product or service.

57%

of those readers visited the advertiser's Web site directly from the digital edition link.



"I was very surprised at the quality of the digital magazine when I received it. I thought it might be hard to read, but it looks just like the print version. I still read it cover-to-cover, and I sometimes print out sections and take them with me to read elsewhere. It's very convenient."

— Jennifer Collins, Reader

TOTI Media Online



timesoftheislands.com
bonitaesteromagazine.com
gulmainmagazine.com
capecorallivingmagazine.com
rswliving.com

TOTI MEDIA WEB SITES

TOTI Media gives visitors reasons to visit the sites often, which is why our active and engaged readership continues to grow every day. Use TOTI Media's attractive online offering—either in addition to your print ads or stand-alone.

- Averages 156,000 visitors
- Averages 355,200 pageviews
- Averages 1,428,000 hits

*1 user session = 1 visit (1 user could come back multiple times and be counted every time)

BANNER ADS

Deadlines: Please refer to the "Editorial Calendar & Deadlines" page of this media kit. Leaderboard and Skyscraper ads are displayed on a rotating basis. Your ad remains in the rotation until the contract has expired.

- GIF, JPEG, Flash/Rich Media accepted
- Flash/Rich Media ads can be up to 40K in size
- Animated files must not exceed three loops or 15 seconds animation
- E-mail your ad to creative@toti.com or call 239-472-0205 ext.105 with questions.

Leaderboard
(302x82)

Skyscraper
(128x440)

ONLINE DIGITAL EDITIONS

Our publications can be read direct on your computer as soon as the print version hits the newsstands.

User-friendly. It's exactly the same format as the print magazine, is quickly accessible, and easy to use. Navigating through digital editions is as intuitive as flipping through a paper magazine.

Easy Access. Digital editions can be downloaded as a single PDF file and saved for offline viewing or archiving.

Links to Advertisers. Click on direct hyperlinks to resources accompanying articles, as well as to advertiser Web sites (newer issues only).





HELPING COMPANIES GROW, BETTER, SMARTER SINCE 1996

2340 Periwinkle Way, Suite J-2, Sanibel, Florida 33957 (Office & Courier)

P.O. Box 1227 • Sanibel, Florida 33957 (Postal Address)

tel: 239.472.0205 fax: 239.395.2125

E-mail: adsales@toti.com

