

OUR READERS LOVE MISSOURI

and they also love to take family vacations around Missouri!

If tourism dollars are important to your success,



city
jefferson



COMO
L I V I N G

are your best resources to reach the Columbia/ Jefferson City market's affluent, active families.

MORE THAN **62%** OF OUR READERS PLAN TO TRAVEL FOR VACATION PURPOSES IN 2016!

Invite them to your part of the Show Me State with a marketing campaign in the most informative and trusted medium ... local lifestyle magazines.



2016 Editorial Calendar & Advertising Deadlines

72%

of readers frequently purchase **products** or **services** from ads seen in **JCM**

47%

of readers have an annual household income of **\$100,000** or more
(the market average is only 19%)

71%

of readers keep **JCM** one month or more

ISSUE	FEATURE	SPACE DEADLINE
January/February	A Balanced Life - Health & Wellness	11/17/15
March/April	Explore Missouri	1/15/16
May/June	Family	3/15/16
July/August	Elections & the Process	5/17/16
September/October	City's Best - Voted by Readers	7/15/16
November/December	Celebrating the Holidays	9/15/16

Size	1x	3x	6x
Full Page	\$1989	\$1750	\$1432
2/3 Page	1490	1311	1073
1/2 Page	994	875	716
1/3 page	832	732	599
Premium Positions	2280	2013	1647



2016 Editorial Calendar & Advertising Deadlines

74%

of readers frequently purchase **products** or **services** from ads seen in **CLM**

49%

of readers have an annual household income of **\$100,000** or more
(the market average is only 19%)

73%

of readers keep **CLM** one month or more

ISSUE	FEATURE	SPACE DEADLINE
February/March	Art in Columbia	12/15/15
April/May	Travel	2/16/16
June/July	Outdoor Living	4/15/16
August/September	Women at Work	6/15/16
October/November	Health	8/16/16
December 2016/ January 2017	Celebrating the Holidays	10/17/16

Size	1x	3x	6x
Full Page	\$1543	\$1358	\$1095
2/3 Page	1247	1097	875
1/2 Page	950	836	685
1/3 Page	755	664	575
Premium Positions	1799	1583	1295