

# PROFILE

LAKE OF THE OZARKS



Presenting award-winning **L.O. PROFILE MAGAZINE**: Bringing glamour and sizzle to the Lake of the Ozarks and the Midwest.

This large-format, pearl-coated finish publication created by *Studio M Publishing* will portray the lifestyle and passions of the Lake's most affluent and sophisticated.

With high-impact covers, engaging content and a witty, intelligent editorial style, **L.O. PROFILE** will quickly become a bimonthly "must-read" among VIPs and the influential.

In its six issues annually, the publication will feature glamorous covers and interviews, elite homes and yachts, culture, health, travel, fashion and (of course) the vip scene.

[WWW.LAKEPROFILE.COM](http://WWW.LAKEPROFILE.COM)

ELITE HOMES & YACHTS PEOPLE FASHION TRAVEL CULTURE

# L•O PROFILE

LAKE OF THE OZARKS



## LOCAL INTERVIEWS

Each issue of L•O PROFILE will contain an in-depth interview with major personalities of fashion, music, business investments or health at the Lake.

## TRENDSETTERS

The place to discover who's here, what they're doing and where they're doing it, this section is loaded with mini-profiles and items introducing new businesses and trends and the faces and personalities behind them.

## VIP SCENE

L•O PROFILE will keep you up on the latest parties and premieres, special events, openings and celebrity happenings every issue.



## ELITE HOMES AND DESIGN

Who and what's hot in design, interior amenities, architecture and extreme living, featuring Lake style from sophisticated waterfront homes to unique, architecturally trendy estates.

## ECONOMICS/INVESTMENTS/REAL ESTATE

Educate yourself on the latest investment moves and real estate developments before they happen while shopping for your million-dollar Lakeside mansion.



## FASHION

Local models are featured in our fashion spreads each month, showcasing a range of styles and settings in which to wear them. The fashion stories in every issue let you in on the latest Lake style.

## HEALTH/BEAUTY/SPA

Here you will discover wellness education, new beauty procedures, diets and trends that will help maintain your youth.

## DINING/WINE/SPIRITS

With its delicious coverage of the Lake of the Ozarks' finest restaurants and the world of wine, L•O PROFILE informs, entertains and delights your culinary senses. Insightful takes on wine, beer and spirits and what's happening in the food world.



## MUSIC, ARTS AND ENTERTAINMENT

Our about-town gurus capture the Lake's creative in music, dance, theater and arts.

## TRAVEL

L•O PROFILE will take you beyond the Midwest to faraway places where Lake locals retreat.



## YACHTS, PLANES, CARS AND BIKES

L•O PROFILE will feature transportation trends locally and beyond. The best and most sophisticated will be highlighted in a fabulous pictorial.

## SPORTS

All you need to know about local golf courses, the latest water sport trends and more.

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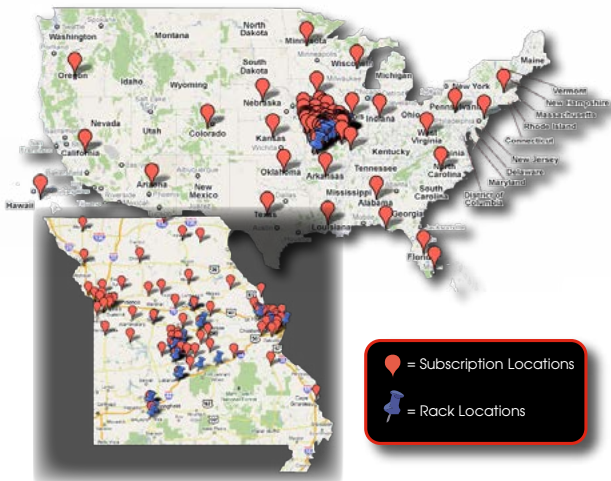
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# L•O PROFILE

LAKE OF THE OZARKS

## DISTRIBUTION MODEL

L•O PROFILE will be available for sale at newsstands, in upscale bookstores, at local grocers and retail shops. Complimentary copies will be available at high-end hotels, private airports, within the health industry and from people of note and business leaders.



### CONTROLLED LOCAL DISTRIBUTION

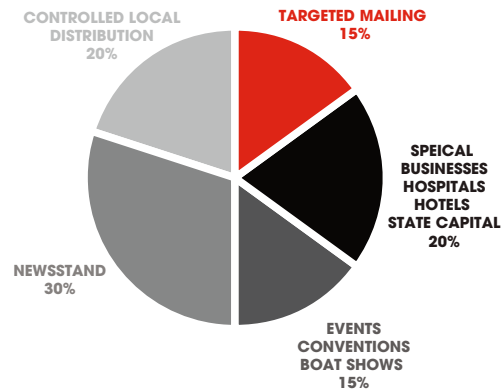
Thousands of copies of L•O PROFILE will be distributed to high-end boutiques, health clubs, restaurants, nightclubs, salons, spas, and medical and business offices throughout the Lake of the Ozarks community.

### SPECIAL EVENTS

L•O PROFILE is distributed FREE at charity benefits, community and Chamber of Commerce events, trade shows, as well as other L•O PROFILE-sponsored events.

### TARGETED MAILING

Issues of L•O PROFILE Magazine will be sent directly to 1,500 of the Lake's most affluent residents as well as executives and political leaders in a five-state area.



## L•O PROFILE CAN BE PURCHASED AT THESE LOCAL AND STATEWIDE RETAIL LOCATIONS:

### LOCAL HOSPITAL GIFT SHOPS

### LOCAL HOTEL GIFT SHOPS

### LOCAL MEDICAL CLINICS

### CAMDENTON/LINN CREEK, MO:

Camdenton Airport  
Camdenton Area Chamber of Commerce  
Jiffy Stop  
[The] Fish and Co.  
Missouri Furniture  
Old Kinderhook Hotel/Resort  
Seven Springs Winery

### COLUMBIA, MO:

Boone Hospital

Columbia Orthopedics  
Columbia Regional Airport

Ellis Fischel Cancer Center  
Hy-Vee Stores (3)

Joe Machens (Ford, Mercedes, BMW)  
Missouri Furniture  
Mizzou Arena  
Schnuck's  
University of Missouri Athletic Dept.  
University of Missouri Women's and Children's Hospital

### ELDON, MO:

Chamber of Commerce  
Jiffy Stop  
Wood's Supermarket

### JEFFERSON CITY, MO:

Capitol Regional Hospital  
Jefferson City Chamber of Commerce  
Jefferson City Flying Services  
Jefferson City Library  
Jefferson City Medical Group  
Missouri Furniture  
Riley Automotive (Chevrolet, Toyota)  
Schnuck's  
State Capitol House and Senate Chambers

### KAISER, MO:

Jiffy Stop  
Lee C. Fine Airport

### KANSAS CITY, MO AREA:

Hy-Vee, Overland Park, KS  
Hy-Vee, Shawnee, KS

### LAKE OZARK, MO:

Camden at the Lake Gift Shop  
Carl's Two Supermarket  
Jiffy Stop  
LaFata's Minit Mart  
Lake Area Chamber of Commerce / Willmore Lodge Visitor Center  
Lodge of Four Seasons Hotel/Resort Gift Shop  
Resort Designs  
Shawnee Bluff Winery  
Seven Springs Winery  
Summer USA / Lake

Ozark Ice Cream  
Tucker's Shuckers  
Wood's Supermarket

### LAURIE, MO:

G2M Supermarket  
Jiffy Stop

### LEBANON, MO:

Lebanon Airport  
St. John's Hospital

### OSAGE BEACH, MO:

Conoco Quick Stop  
Dierbergs  
Grand Glaize-Osage Beach Airport  
Hy-Vee Store Pharmacy  
Lake Regional Hospital  
Walgreen's Drug Store  
Wood's Supermarket

### SEDALIA, MO:

Walgreen's Drug Store  
Wood's Supermarket

### ST. LOUIS, MO:

Schnuck's, Des Peres  
Schnuck's, Kirkwood  
Schnuck's, Ladue  
Schnuck's, Lake St. Louis

### SUNRISE BEACH, MO:

Captain Ron's Bar & Grill  
Lake West Chamber of Commerce  
Woodrow's (Highway MM)  
Wood's Supermarket

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# L•O PROFILE

**LAKE OF THE OZARKS**

**MEDIA PLANNER**



Every issue of L•O PROFILE features a glamorous cover and interview. Intelligent editorial on Economics, Sports, Travel, Fashion, Health, Culture, Libations, Nightlife, Elite Homes, Cars, Bikes, Planes and Yachts

**JANUARY/FEBRUARY: BIG BUSINESS/INVESTMENT/REAL ESTATE/BANKING . . .** *Deadline: November 15th*  
 We take a look at investing. Real Estate property on and off the Lake. New buying trends. Developments. Growth.  
*Special Feature: Power Players: An advertorial of Lake's most influential business moguls and their tips to success.*

**MARCH/APRIL: HEALTH/BEAUTY/FITNESS . . . . .** *Deadline: January 15th*  
 Tips on achieving good health and a happy, healthy lifestyle.  
*Special Feature: Top Docs: An Advertorial index of the best professionals in the health care and wellness field.*

**MAY/JUNE: HOME/DESIGN . . . . .** *Deadline: March 15th*  
 We collect all the best and latest ideas, styles, colors and looks helping you build your own heaven at the Lake.  
*Special Feature: VIP: Build and Design Professional Profiles. An advertorial of Who's who at the Lake in the building and design industry.*

**JULY/AUGUST: ENTERTAINMENT/DINING/NIGHTLIFE . . . . .** *Deadline: May 15th*  
 L•O PROFILE reveals venues for great Entertainment, Divine Dining, Power Lunch Spots, and the Hottest Bars.  
*Special Feature: Hottest Bartenders—Coolest Summer Drinks: An advertorial index of the Best bars and restaurants for your pleasures.*

**SEPTEMBER/OCTOBER: ANNIVERSARY ISSUE — THERE'S NO PLACE LIKE HOME . . . .** *Deadline: July 15th*  
 We remember the life, style and good times of years gone by while welcoming the new.  
*Special Feature: Long-time businesses that have helped make the Lake what it is today through their charitable donations.*

**NOVEMBER/DECEMBER: EVENT PLANNING/WEDDING/TRAVEL . . . . .** *Deadline: September 15th*  
 We will take you on adventures spanning the globe and introduce you to Lake residents who have traveled there and what they recommend. Also, event destinations at the Lake and beyond.  
*Special Feature: Event Planning Sourcebook: An advertorial guide to planners and professionals that will make your day special.*

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# LAKE PROFILE

LAKE OF THE OZARKS

## TARGET READERSHIP DEMOGRAPHICS:

70,000 Readers

Age 30 years and older

\$125,000 + min. Household Income

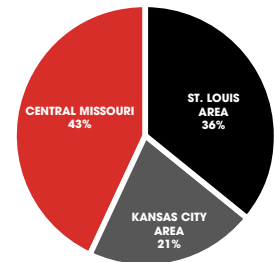
Profile: Business Executives, Dignitaries, Influential Lake Locals,  
Multiple Home Owners, and Expendable Income Individuals

Five state area distribution through targeted mailings - 1500 copies

400 plus Subscribers (data collected after five issues)

15 states: DC; WV; IN; MI; IA; IL; MO; KS; NE; TX; CO; NV; CA; OR; WA

Missouri Subscribers: 36% St. Louis Area; 21% Kansas City Area; 43% Central MO



MISSOURI SUBSCRIBER

## LAKE OF THE OZARKS DEMOGRAPHICS:

44,000 + Second Homes (Benton, Camden, Morgan, &amp; Miller County)

102,000 + Boats and Watercraft, (50% of which are 30 foot and larger, avg. value \$350,000)

5 Million + visitors per year, approx. 50% in state visitors

69% Missourians who own second homes, own them at the Lake of the Ozarks

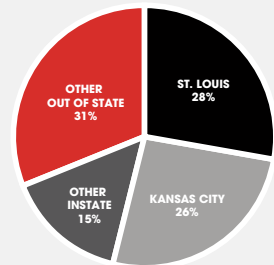
Non-Resident Property Owners are from:

St. Louis 28%; Kansas City 26%; Other In-State 15%; Out of State 31%

13 Billion per year Statewide MO Tourism total expenditures

16 Golf Courses within a 50 mile radius

Four public Airports total avg. of 300-375 private and corporate landings per week



NON-RESIDENT PROPERTY OWNERS

## TARGET DISTRIBUTION: QUANTITY—APPROX. 10,000

Affluent Lake Area Residents/Second Home Owners

Hotel/Condo Rental units — approx. 800

Three Community Airports

Select Professionals — Lake Area, Camdenton, West Side, and Eldon Chamber members, approx. 2800

Newsstands — Super Markets: Schnucks-**Columbia**, **Jeff. City**, and select **St. Louis** stores

Lake Locations: Woods, HyVee, G2M, select specialty stores

Price Choppers-**Kansas City**Price Cutters-**Springfield, Lebanon** — approx. 5000

Retail Shops — Hospitals, Hotel gift shops, Specialty stores — approx. 500

Community Events — approx. 1200

Outside Area Mailings — 1800, see above “select professionals”

MO State Elected Officials — approx. 400

Physicians Mail Boxes, 7 hospitals: Lake, Jeff City, Lebanon and Columbia— approx. 1800

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# L•O PROFILE

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AWARDS

## L•O PROFILE MAGAZINE RECEIVES INTERNATIONAL AWARDS

**L•O PROFILE** Magazine has been named a multiple award winner in the prestigious MarCom Awards 2007 competition after just one issue. The MarCom Awards, an international creative competition, recognized Studio M Publishing, LLC, publisher of **L•O PROFILE**, for outstanding achievement.

The MarCom Awards is an annual competition administered and judged by the Association of Marketing and Communication Professionals. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The competition has grown to the largest of its kind in the world.

Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry. There were more than 5,000 entries from throughout the United States and several foreign countries.

**L•O PROFILE** was presented one Platinum Award which is judged as the most outstanding entry in the competition, and four Gold Awards, which were judged as those, which exceed the high standards of the industry norm. One Honorable Mention Award was granted to

those entries that meet the expectations of the judges.

**L•O PROFILE** received awards in six categories:

**PLATINUM** "The Castle"—Writing/Feature, Dan Field

**GOLD** "Publisher's Note"—Writing/Column, Missy Martinette Pinkel

**GOLD** "Gary Prewitt's Story"—Writing/Feature, Kristen Turner

**GOLD** L•O PROFILE Magazine—Writing (overall)

**GOLD** L•O PROFILE Magazine—Design/Format (overall)

**HONORABLE MENTION**

L•O PROFILE Magazine Interior Design, Amanda DeGraffenreid

A look at the winners shows a range in size from individual communicators to media conglomerates and Fortune 500 companies. The competition is so well respected in the industry that the national public relations organizations, local ad clubs, and business communicator chapters are entrants.

Among the entries only 18 percent were Platinum winners, 18 percent were Gold winners, and 10 percent were Honorable Mentions.



## L•O PROFILE IS AN AWARD WINNER IN THE 14TH ANNUAL COMMUNICATOR AWARDS

The magazine received three Silver Awards of Distinction in the following categories:

- **MAGAZINE-CONSUMER**
- **MAGAZINE-COPY/Writing**
- **MAGAZINE-EDITORIAL**

"We are very proud of our efforts," **L•O PROFILE** Publisher Missy Martinette Pinkel said. "It's a testament

to the quality of life at the Lake of the Ozarks." The Communicator Awards were judged and overseen by the International Academy of the Visual Arts. More than 8,500 entries worldwide competed. Members of the IAVA include Conde Nast, Disney, Coach, HBO, MTV, Polo Ralph Lauren, Victoria's Secret, Yahoo and others.

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# L•O PROFILE

## LAKE OF THE OZARKS

| AD RATES  |           | EFFECTIVE AS OF 5/1/07     |  |
|---|-----------|----------------------------|--|
| SIZE  | 1X<br>4/C | 3X<br>4/C                  |  |
| Full  | \$2500    | \$2200                     |  |
| Spread  | \$4200    | \$3700                     |  |
| ½ Page  | \$2000    | \$1750                     |  |
| ⅓ Page  | \$1300    | \$1000                     |  |
| ¼ Page  | \$800     | \$700                      |  |
| Inside Back Cover   |           |                            |  |
| Inside Front Cover  |           |                            |  |
| Back Cover  |           |                            |  |
| Advertorial: Full Page  | \$1250*   |                            |  |
| Advertorial: Half Page  | \$800*    |                            |  |
| * ½ Price discount with purchase of display ad in same issue. |           |                            |  |
| Estates/Watercraft for Sale Full Page                         | \$625     | {Formatted by L•O PROFILE} |  |
| Estates/Watercraft for Sale ½ Page                            | \$400     | {Formatted by L•O PROFILE} |  |
| Web Banner: Ad 1—474 x 61 pixels                              | \$250     |                            |  |
| Web Banner: Ad 2—290 x 97 pixels                              | \$150     |                            |  |
| Web Banner: Ad 3—150 x 97 pixels                              | \$100**   |                            |  |
| ** Free with a 3x, 6x or 12x Display Ad Purchase.             |           |                            |  |

### SPECIAL ADVERTISING PACKAGE!

| 6X<br>4/C | 12X<br>4/C |
|-----------|------------|
| \$2000    | \$1800     |
| \$3200    | \$3000     |
| \$1500    | \$1250     |
| \$900     | \$800      |
| \$600     | \$500      |
| \$3000    |            |
| \$3200    |            |
| \$3500    |            |

**INCLUDES:**

- ½ price ad rate on specialty sections.
- Website: banner ad and L•O PROFILE's exclusive business recommendation list.
- "Great Links" or "Don't Miss" ad.
- Editorial Submissions (includes 1 or more)
  - In My Opinion
  - Around Town photo promo
  - Product reviews, photos and leads
  - Recipe
  - Fashion model
  - VIP Scene non-profit event photo promo
  - Editorial quotes

### MEDIA CALENDAR

| ISSUE   | THEME                               | DEADLINE     |
|---------|-------------------------------------|--------------|
| Jan/Feb | Big Business                        | November 15  |
| Mar/Apr | Health/Beauty/Fitness               | January 15   |
| May/Jun | Build/Design                        | March 15     |
| Jul/Aug | Entertainment/Dining/Nightlife      | May 15       |
| Sep/Oct | Anniversary/Charitable Issue        | July 15      |
| Nov/Dec | Event Planning/Wedding/Travel Issue | September 15 |

### PRODUCTION CHARGES

|  |       |  |
|--|-------|--|
| Full page  | \$125 | <i>It is not the responsibility of the Publisher for errors in advertisements if ad was received past material deadline.</i> |
| ½ Page   | \$75  |  |
| ⅓ Page   | \$50  |  |
| ¼ Page   | \$25  |  |
| \$40 to change a client/agency-supplied file. (applies to all sizes) |       |  |

**RATE PROTECTION** Rates are guaranteed for all space orders on contract for a period of three, six or 12 months. Cancellation of any portion of a contract voids all rate and position protection.

**PREMIUM POSITIONING** Add 15%.

**INSERTS** Call for a quote.

**PAYMENT TERMS** All display-advertising orders require payment with artwork, unless agency or client has approved credit 30 days prior to closing. Full payment is due upon receipt of invoice. Ten percent discount available upon receipt of ad insertion.

**CANCELLATIONS** L•O PROFILE requires a 60-day advance written notice of cancellations prior to deadline date. Advertisers will be short-rate invoiced at the rate card rate.

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# L•O PROFILE

LAKE OF THE OZARKS

**L•O PROFILE** only accepts PDF, JPG, InDesign, Photoshop, and Illustrator files in RGB or CMYK format with a color proof for our printer to use as a guideline when printing the magazine.

All images used in our ads or special advertising sections should be at a resolution of 300 PPI. Images for special advertising sections should be provided at 300 PPI at actual placement size.

PDFs may be provided if they are rendered at print quality. (Use press- or print-quality setting when exporting.)

Send files on CD or DVD with a color proof. If color is not critical you may email your ad to [amanda@lakeprofile.com](mailto:amanda@lakeprofile.com).

**NOTE:** All .tiff and .eps files should be flattened. Illustrator files should be saved as .eps with images embedded and fonts converted to outline. If fonts are not outlined, we may substitute a font if we do not own your font.

#### SPREAD

Spreads should be provided as facing single pages. See specs for full-page ads.

#### ADS VIA E-MAIL

Upon the approval of your account executive and/or production manager, digital files for ads may be sent via e-mail to [amanda@lakeprofile.com](mailto:amanda@lakeprofile.com).

## AD SIZES

|                   | FINAL TRIM                    | BLEED           |
|-------------------|-------------------------------|-----------------|
| Full Page         | 9.375" x 12" (56p3 x 72p)     | 9.625" x 12.25" |
| ½ Page Horizontal | 8.875" x 5.58" (53p3 x 33p6)  | Not needed.     |
| ½ Page Vertical   | 4.35" x 11.33" (26p1.5 x 68p) | Not needed.     |
| ⅓ Page Horizontal | 8.875" x 3.67" (53p3 x 22p)   | Not needed.     |
| ⅓ Page Vertical   | 2.92" x 11.33" (17p6 x 68p)   | Not needed.     |
| ⅙ Page Horizontal | 4.35" x 3.67" (26p1.5 x 22p)  | Not needed.     |
| ⅙ Page Vertical   | 2.92" x 5.58" (17p6 x 33p6)   | Not needed.     |

**Note:** All sizes are width x height. Please include an 1/8" bleed on all sides for full page ads.

Be sure to keep text at least 1/4" from edge to allow for trim.

Updated 1/17

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# Q PROFILE

**LAKE OF THE OZARKS**

You are authorized to reserve the following space for your advertisement in **Q PROFILE** magazine at the indicated cost and subject to conditions and terms as follows. Please read carefully before signing.

DATE \_\_\_\_\_

ADVERTISER \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT \_\_\_\_\_ EMAIL \_\_\_\_\_

AD SIZE \_\_\_\_\_ TIMES \_\_\_\_\_

AGENCY CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

SPECIAL INSTRUCTIONS/PLACEMENT REQUEST \_\_\_\_\_

JAN/FEB \_\_\_\_\_  MAR/APR \_\_\_\_\_  MAY/JUN \_\_\_\_\_  JUL/AUG \_\_\_\_\_  SEPT/OCT \_\_\_\_\_  NOV/DEC \_\_\_\_\_

TOTAL AMOUNT PER INSERTION \$ \_\_\_\_\_

**TERMS**

Invoices are due and payable upon receipt unless otherwise authorized by the account rep and/or publisher. On the day of space reservation, new advertisers may be required to give a good-faith down payment. Multiple insertion accounts must be paid in full before subsequent advertisements will be accepted.

All copy is subject to publisher's approval and acceptance. Any copy which resembles editorial matter, in the opinion of the publisher, shall have the word "advertisement" printed on the page. Publisher reserves the right to reject any advertisement. Special placement requests are subject to availability and are fulfilled on a first-come first-serve basis.

All advertisements are published for the benefit of the applicable agency and the advertiser, and each is jointly and separately liable for all charges. Advertisers and agencies are solely responsible and assume full liability for all contents and claims of their advertisements. If advertiser/agency does not supply acceptable artwork/film by deadline date, publisher will bill for contracted insertion cost; late ads may be subject to a late placement fee. Publisher shall not be liable for failure to publish or distribute all or any part of the publication because of labor disputes, accident, fire, act of God, or any other circumstances beyond the publisher's control. Further, publisher shall not be liable for damages if for any reason he fails to publish an advertisement.

Advertiser and/or Agency will indemnify and save publisher harmless from and against any loss or expense arising out of publication of advertisements, including without limitation, reasonable attorney's fees resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of privacy, plagiarism and copyright infringement.

*Advertisements constructed by Studio M Publishing, LLC will remain the property of the same. Copies can be provided on digital media or as film, at an additional fee and considering all accounts are current and paid in full. Extensive design services available and provided by Studio M Graphics. Publisher is not responsible for supplied advertising materials left unclaimed 30 days after publication date. All advertising created by the publisher or its company are not considered a work made for hire and the publisher retains the copyright to all advertisements created for the advertiser.*

**Due to the timeliness and nature of this publication, this contract is NON-CANCELLABLE 60 days prior to publication date.**

Agreed by \_\_\_\_\_ Date \_\_\_\_\_  
 FOR ADVERTISER (TERMS: NET 30 DAYS. 1.5% PER MONTH ADDED TO PAST DUE ACCOUNTS.)

Agreed by \_\_\_\_\_ Date \_\_\_\_\_  
 FOR STUDIO M PUBLISHING, LLC

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