

engage



(BY THE NUMBERS)

12,500 circulation

105,000+
total monthly readers

53% have purchased
a product as a direct result
of an ad in Mobile Bay

50% have subscribed for
3+ years, **47%** for **1 - 2** years

Readers are
64% women, **36%** men

32% of subscribers have a
HHI of **\$100,000** and over

20% of subscribers have a
HHI of **\$75,000** and over

more than **105,000 readers** each month
in Mobile Bay ... the only magazine with
paid circulation, serving Mobile and
Baldwin counties.

EDITORIAL EXCELLENCE

Since 1971, Mobile Bay magazine has set the standard for editorial excellence, capitalizing on the fact that everyone loves a good story, and driven by identifiable communities of interest who share a sense of place in southern Alabama.

While serving as the authority on life in Mobile and Baldwin counties, month after month Mobile Bay presents writing and photography second to none, backed by solid, local and original reporting that engages and stimulates our readers. Any advertiser can trust that their message is surrounded by compelling content, read by a well-educated audience with tremendous purchasing power and resources.

Throughout the last 40 years, Mobile Bay magazine has provided multiple ways for like-minded people to connect with their areas of interest. Whether it is our curiosity about all things that affect our lives around the Bay or constantly observing local traditions and interesting people and places, we are passionate about being innovative and exceeding the standards we set in telling stories and providing useful information. The entire staff operates in a culture that aims to honor its audience by making sure they get more than their money's worth, ensuring that our stories are as informative as they are a pleasure to read.

Mobile Bay magazine ... a magazine worth paying for.



A MAGAZINE WORTH PAYING FOR

The real value of any magazine to an advertiser lies in how committed the reader is to receiving it, and how engaged that reader is with the editorial content. Mobile Bay magazine subscribers are committed enough to pay for the magazine and look forward to reading it every month. This builds an advertiser-reader relationship over time that leads to increased brand awareness and enhanced sales for the advertiser. These are your best customers and prospects because as an advertiser, you are able to consistently reach the same individuals with a sustained message month after month, issue after issue.

For the last 40 years, Mobile Bay magazine has built an impressive track record of providing south Alabamians with a magazine that thousands of loyal readers gladly pay to receive, as well as creating some of the area's most talked about events. Advertisers are not burdened with being a distribution mechanism; rather, Mobile Bay mails more than 10,000 copies directly into subscriber's homes and businesses each month. In addition, our presence on the newsstand and controlled circulation into area doctor's and dentist's offices gives advertisers added reach and visibility in the marketplace.

No matter what demographics you choose to study, we can provide advertisers with detailed information about our subscribers' financial and personal profiles, retail purchasing patterns, home values and history as loyal subscribers.

WHY IS PAID CIRCULATION IMPORTANT TO AN ADVERTISER?

Advertising in any medium is only as effective as the relationship the advertiser builds, over time, with a medium's audience. Because of Mobile Bay's legacy of providing compelling editorial content, our audience remains committed, meaning our circulation offers advertisers the best possible mix – a loyal paid subscriber base and the ability to reach new potential customers each month by our presence on the newsstand.

Mobile Bay magazine delivers south Alabama's largest and most qualified audience of paid subscribers of any local magazine. Its legacy of providing thought-provoking editorial content allows us to offer advertisers not only the largest magazine audience of paid subscribers but also the most attractive with highest income and education demographics.





Mobile Bay magazine: It's where you go to find the good stuff.

OVERVIEW

For 40 years, Mobile Bay magazine has presented better living on both sides of the Bay, delivering an audience of loyal readers who enjoy high-quality lifestyle. They depend on it for in-depth profiles on notable individuals, local homes, history, the arts, fashion, dining, entertainment and upcoming events.

More importantly, its readers find the advertising and the editorial content to be valuable resources they rely on for the best products and services along the Gulf Coast – retailers and service companies who deliver quality items and impeccable service.

Mobile Bay magazine is an armchair guide for more than 105,000 readers who actively seek out the best products available from companies they have known and trusted for years, as well as new establishments who cater to their preferences.

MOBILE BAY MAGAZINE GETS RESULTS

In an advertising market increasingly diluted by mass media and free startup publications, Mobile Bay (locally owned and produced) is the only one with paid circulation and a 40-year history of thought-provoking editorial content. Setting the standard, it stands out from the clutter as the most effective and efficient way to reach a highly targeted, brand-loyal, affluent audience who pay to receive it and read it cover to cover. Mobile Bay's upscale readership is comprised of active, educated, civic-minded individuals with tremendous purchasing power.

Readership survey data shows that Mobile Bay finished ahead of all other media, second only to word-of-mouth, as the premier source for finding quality products and services in the Mobile/Baldwin market. More than 50% of its readers have purchased a product or service as a direct result of an advertisement in the magazine. And, with a shelf life of two to 12 months, it is revisited and referred to throughout the year, giving advertisers repeat impressions beyond the life of a single issue.



READERSHIP

- 32% have annual household income of more than \$100,000
- 20% have annual household income of \$75,000 – \$99,999
- 21% have annual household income of \$50,000 – \$74,999
- 87% own or are buying a home
- 25% own a second home
- 53% have a home valued from \$100,000 – \$299,999
- 11% have a home valued from \$300,000 – \$749,999
- 30% made purchases for the home last year from \$5,000 – \$50,000
- 64% female
- 71% married
- 36% are 31 – 50
- 37% are 51 – 65
- 50% have been subscribers for 3 years or more
- 47% earned a graduate degree
- 45% purchase new clothing at least once a month
- 29% will purchase a new car within next 18 months
- 20% are in management positions
- 23% are in professional/technical positions
- 19% authorized business purchases over \$50,000 in last 12 months
- 53% of our readers told us that they have actually purchased products or services as a direct result of an advertisement in Mobile Bay magazine. And 28% have called or written advertisers for more information on products.

Our readers listed magazines ahead of all other local media as their main source for “quality” products and services. Word-of-mouth was a few points higher, ensuring that a good experience with your company will be shared time and again with potential customers.

Source: Readership Survey by NEQ Marketing and Management Services

DISTRIBUTION

In short, Mobile Bay magazine has tremendous penetration in the Mobile/Baldwin market, and is read by as many as 105,000 loyal readers each month – upscale, influential individuals with highest income and educational demographics. The monthly print run is 12,500.

In addition to our paid subscribers:

- Mobile Bay magazine is sold in more than 138 retail outlets throughout Mobile and Baldwin County, including all Walgreens, Bruno’s, Target, Winn-Dixie, Food World, Walmart, CVS and Rite Aid stores.
- We mail multiple copies into doctors’ and dentists’ offices in both counties. Plus we deliver 100 magazines a month to Springhill Medical Center, Mobile Infirmary, Providence Hospital, Thomas Hospital and South Baldwin Regional Medical Center, so volunteer services can place them in all waiting rooms throughout each facility.
- Mobile Bay is in select upscale hotels, including the Renaissance Riverview Plaza and The Battle House Hotel. The Marriott Grand Hotel in Point Clear has copies available for customers at their hospitality desk.



MOBILEBAY
40
YEARS

2011 ISSUE THEMES

JANUARY | Old Favorites, New Beginnings

Space deadline Nov. 19, Materials due Nov. 26

FEBRUARY | City Guide / Best of the Bay

Space deadline Dec. 20, Materials due Dec. 27

MARCH | Home & Garden

Space deadline Jan. 20, Materials due Jan. 27

APRIL | The Women's Issue

Space deadline Feb. 21, Materials due Feb. 28

MAY | Summer Fun / Swimsuit Preview

Space deadline March 21, Materials due March 28

JUNE | Best of Baldwin County

Space deadline April 20, Materials due April 27

JULY | Quick Escapes: Regional Travel

Space deadline May 20, Materials due May 27

AUGUST | MB 40th Anniversary Edition

Space deadline June 20, Materials due June 27

SEPTEMBER | Celebrate the Arts

Space deadline July 20, Materials due July 27

OCTOBER | Autumn Harvest

Space deadline Aug. 19, Materials due Aug. 26

NOVEMBER | The Food Issue / Dining Guide

Space deadline Sept. 20, Materials due Sept. 27

DECEMBER | Holiday Cheer

Space deadline Oct. 20, Materials due Oct. 27

ALSO IN EVERY ISSUE

REACTION: Calls, correspondence and opinions from readers

GUMBO: Short features capture the flavors of life on the Bay

BAY TABLES: Local food and favorite recipes

CALENDAR OF EVENTS: The most comprehensive listing on the Alabama Gulf Coast

TASTINGS: Frequent features on restaurants and chefs

HISTORY: Features devoted to local history and the traditions we cherish and work to preserve

ASK MCGEHEE: A regular column answers readers' questions about the past

OTHER READER FAVORITES

FASHION: The latest styles from local retailers

GALLERY: A richly illustrated look at art and artists in our area

HOMES: Signature features on the most gorgeous homes in Mobile and Baldwin counties

RITUALS: A peek inside local celebrations and rites of passage

GUIDES: Exclusive listings of area shops, restaurants and galleries