

MEDIA KIT

STOWN

L I F E S T Y L E M A G A Z I N E

TREND FOR FASHION





“Love reading
STOWN
L I F E S T Y L E M A G A Z I N E
always inspired”

ABOUT US

Established in 2004, Uptown Lifestyle Magazine has been bringing the people of St. Louis a mix of fashion, design and decor, health and fitness, shopping, dining, philanthropy, travel, and business news. The magazine is available in print at over 100 locations and digitally distributed via email, our website, and social media.

2017 brought along our new publisher Mikki Jones. Mrs. Jones has strengthened the editorial's reach with a new logo, website, and strong social media presence.

MIKKI JONES
PUBLISHER

THE NEW UPTOWN

Uptown was purchased by the new Publisher, Mikki Jones in 2017. Mrs. Jones is dedicated to bring the best for its readers and advertisers by rapidly expanding the magazine's reach, number of readers, and online presence.



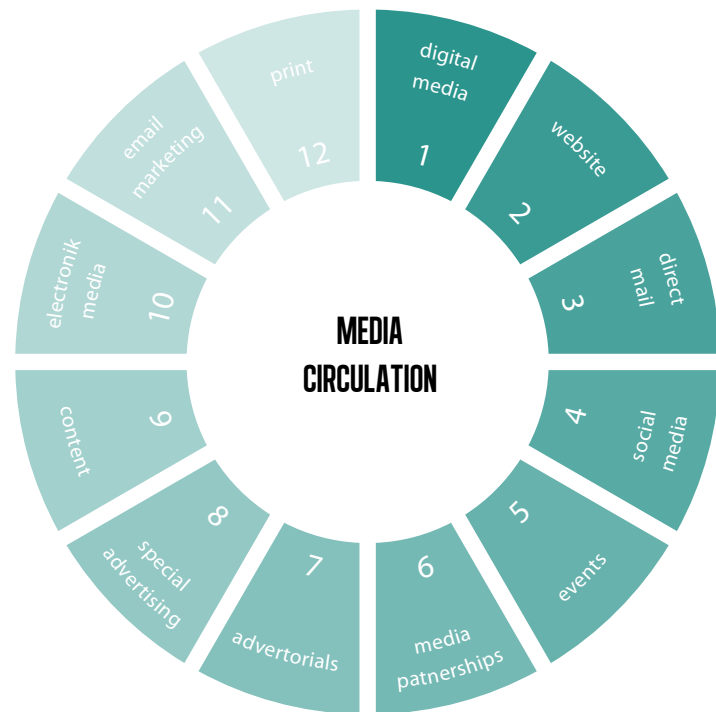
30,000-50,000
Print Circulation



2,000+
Electronic Circulation
(and rapidly growing)



8,000+
followers
(and rapidly growing)



SUBSCRIBER PROFILE

\$150,000+
AVERAGE INCOME

22%
AGE 18-24

58%
AGE 25-54

20%
AGE 55-70+

58%
FEMALE



GENDER
MAGAZINE READER



42%
MALE



87%
Travel 3+ times
per year



Education 93%
Advanced
Degrees



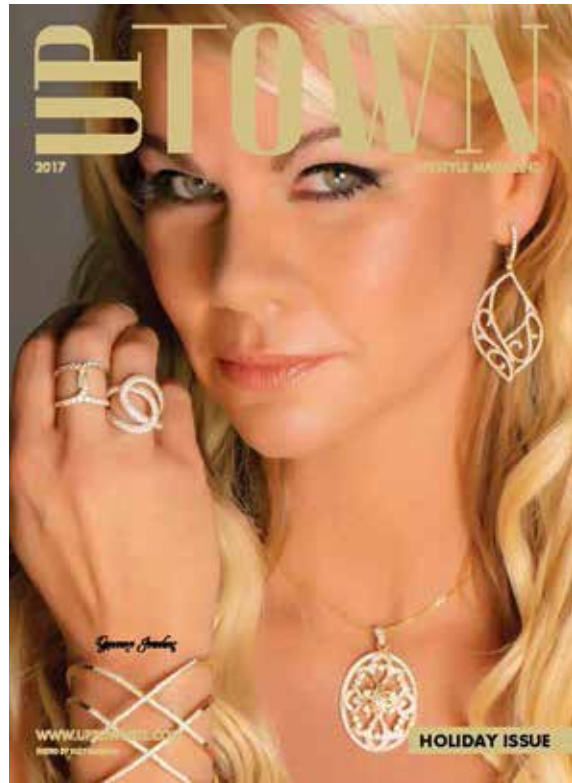
86%
Dine out 5+
times a week



73%
Plan to
Purchase
Luxury Goods
in the next 3
months



72%
of readers
who frequently
purchase
products
or services
featured in ads



IN THE ISSUE

FASHION

- What to Wear
- Luxe List
- Fashion Must Haves
- Seasonal Bling

DINING

- Best Dining in St. Louis
- New Restaurants
- Cooking with The Chef
- Restaurant Spotlight

DESIGN & DECOR

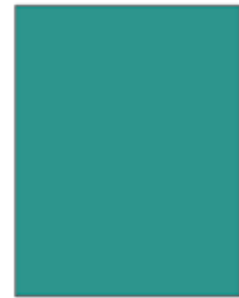
- Designer Fashion Trends
- Luxury Living
- Captured Living Spaces
- Office Style

BUSINESS

- Gatherings
- Person of Interest
- What's New in the Lou
- Women/Men in Business

HEALTH & FITNESS

- Eat, Drink, and Diet
- Medical Spa Spotlight
- Hair Salons on the Rise
- Workout Trends



8.5"H x 11.5"V
with .25" bleed
8"H x 11"V trim
7.5"H x 10.5"V safe area



2/3V

5"H x 10.125"V



1/2V

3.625"H x 10.125"V



1/2H

7.5"H x 5"V

RATE SHEET

Minimum Run 3 Issues - One Time Run \$50 additional Fee

Front Cover	\$1300
Inside Front Cover	\$1150
Back Cover	\$1175
Inside Back Cover	\$1125
Full Page	\$1075
2/3 Page	\$875
1/2 Page	\$695
Full Page Advertorial	\$795
Women/Men in Business	\$895

PAYMENT INFORMATION:

Check Credit Card Invoice

AD DESIGNS:

\$80

1 Initial Design,
3 rounds of changes

All elements such as text &
photos need to be included.

Additional rounds
of changes is \$25

\$150 charge to use UPTOWN's
professional photographer

Client will own the
rights to the
ad and photo.

DISTRIBUTION AREA:

Over 150 distribution locations across
St. Louis and surrounding areas.

Brentwood
Clayton
Central West End
Chesterfield
Creve Coeur
Des Peres
Frontenac
Kirkwood
Ladue
Manchester
Maplewood
Richmond Heights
Town & Country
Troy
University City
Warson Woods
Webster Groves

Contact: Mikki Jones

mikki@uptownlifestylemagazine.com

uptownlifestylemagazine.com

Camera Ready Ads: All ads are 4 color
Resolution: 300 dpi for best quality
File formats: .pdf, .jpg, .tiff, .eps, .psd
Fonts should be converted to outlines



FOR AD INFORMATION CONTACT:

MIKKI@UPTOWNLIFESTYLEMAGAZINE.COM



UPTOWN

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