



WHO ARE WE?:

“Rochester” is a monthly magazine highlighting local entertainment, style and culture. Our award winning features, artistic design, and captivating profiles keep readers anxiously awaiting each issue. Regular features include: Upcoming Concerts and Entertainment, Restaurant profiles, Paparazzi Shots from local charity events, Personality Profiles, Fashion Spreads, our Annual Best of Restaurants contest and much, more.

We print 15,000 copies each month in a full-color, high gloss format. A fully integrated web version is available for each issue as well at: www.rochestermagazine.com.

OUR MISSION:

To connect your business to Rochester’s vibrant, upscale residents and visitors, in the most captivating, cost effective format possible. Our 30 day circulation window provides long-term exposure for every ad.

WHO ARE OUR READERS?

Rochester Magazine readers are area professionals, families and visitors. They are a discerning and adventurous group with the income and decision making ability to provide the best for themselves and their families and to truly enjoy their lives. They entertain, eat out, shop, frequent live theatre and music events, remodel and improve their homes, invest for the future, travel, and pursue healthy active lifestyles. Our visiting readers are looking for info on where to shop, where to dine and what to do while they are in town.

HOW DO WE REACH THEM?

To reach this diverse group, we have developed a targeted distribution system. We print over 15,000 copies each month & offer unlimited access to our online magazine: www.rochestermagazine.com.

DISTRIBUTION OVERVIEW: 15,000/MO. & UNLIMITED ONLINE READERSHIP

DIRECT MAIL: Over 4000 copies a month are mailed to high-end home owners with a yearly income of \$175,000+. This group consists of doctors, business owners and other professionals.

WAITING AREAS: We supply copies throughout the Mayo Clinic and affiliated hospitals and at other doctor, dentist and orthodontist offices, chiropractors, salons, spas, health clubs, dance studios, gymnastic studios, and more.

RACKS & STANDS: Copies are plentiful in the skyways and subways surrounding the Mayo Clinic buildings, and at restaurants, upscale

shopping areas, IBM, coffee shops (Caribou, Dunn Bros, etc) and other high traffic locations,

SPECIAL GROUPS: Area realtors and local companies often order extra quantities to give to new residents. We also supply bulk quantities to civic groups for area events.

ONLINE: www.rochestermagazine.com. A web version of our magazine is released every month for readers to view online free of charge.

SUBSCRIPTIONS: Hundred's of readers have purchased subscriptions & have Rochester Magazine delivered to their home every month.