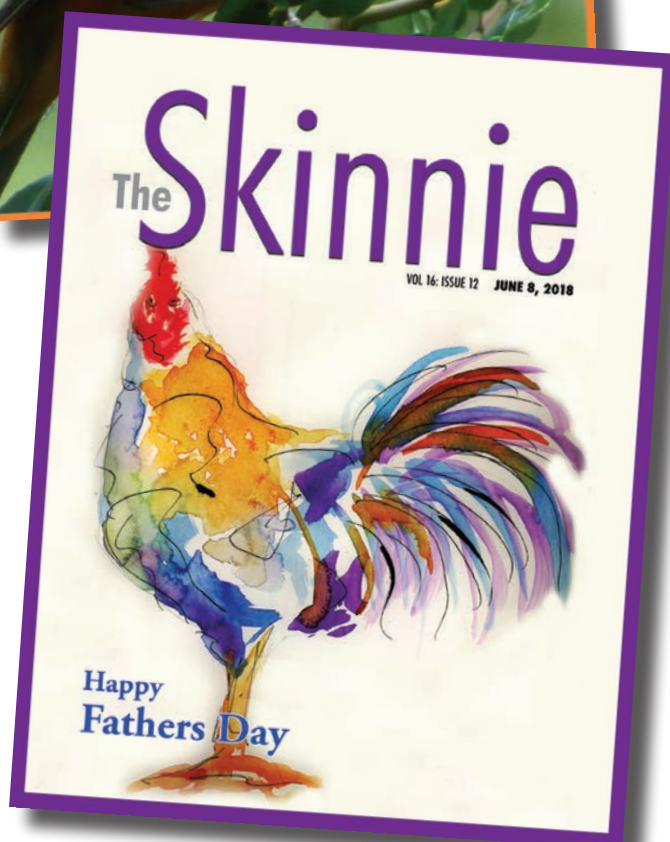
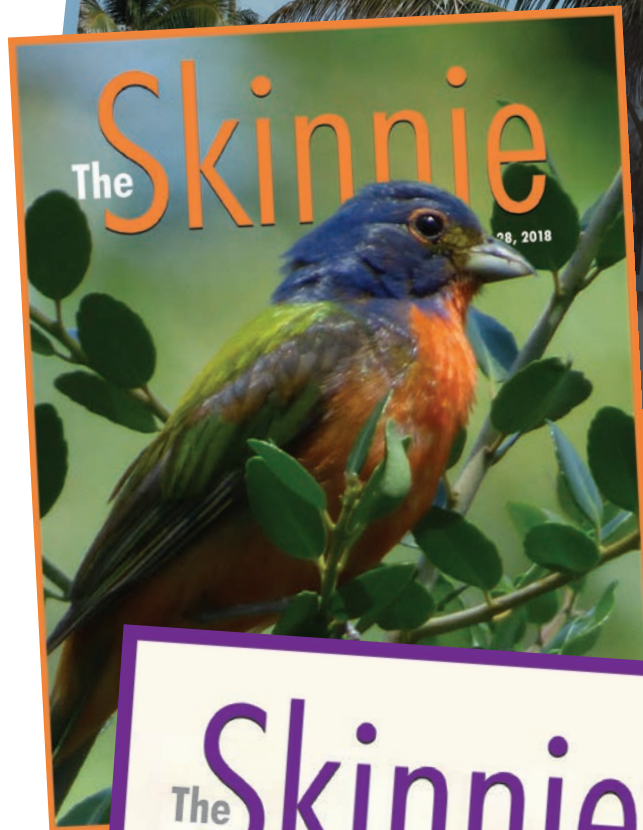


The Skinnie^{magazine}

Who we are

- We are the definitive voice of Skidaway Island, including the Landings, Modena Island, South Harbor and the Village on Skidaway Island – all of zip code 31411.
- We are the only first class, full-size, full-color magazine serving all of this prestigious zip code on a direct mail basis. That's approximately 4,400 households.
- We reach about 50% more homes than any other publication on the island.
- Bi-weekly (26 issues a year)
- Since 2003, we are committed to producing a magazine of which our advertising partners and our community can be proud.
- Online presence.



Who do we reach?

- Consumers that spend more than \$360,000,000 per year at businesses in Chatham County.

Business Revenue Impact, Household Expenditure: Top Ten Sectors

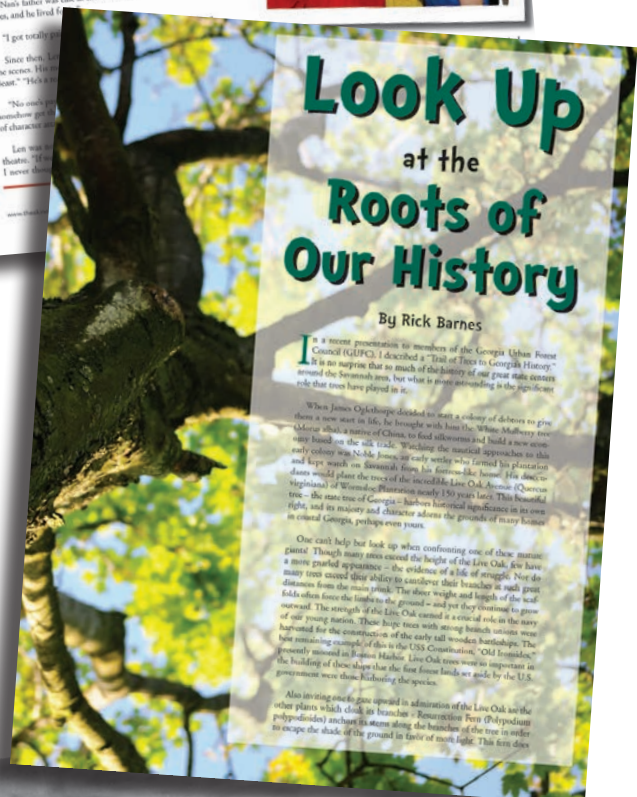
1. Hospitals	\$29,184,000
2. Real estate	\$21,618,000
3. Wholesale trade	\$19,381,000
4. Offices of physicians	\$14,479,000
5. Limited-service restaurants	\$12,624,000
6. Banking	\$12,232,000
7. Wireless Telecommunications carriers	\$ 9,525,000
8. Electric power distribution	\$ 7,767,000
9. Full service restaurants	\$ 7,642,000
10. Financial investment activities	\$ 6,633,000
All other sectors combined	\$219,155,000

- More than 117,000 copies distributed to Skidaway Island and beyond
- Our readers have a net worth of more than \$1 million
- We reach more than 10,000 affluent, educated readers 26 times a year
- Average annual household income of more than \$138,000



THE FAMILY THAT
PLAYS
TOGETHER

-
- A photograph of three people in costume. On the left is a person dressed as the Grinch, wearing a red Santa suit and a green mask with a large nose and a wide, toothy grin. In the center is a young girl dressed as Cindy Lou Who, wearing a yellow dress and a small orange hat. On the right is a person dressed as Max, wearing a blue shirt and a purple hat. They are all smiling and posing together in front of a building with large windows.



"I got totally
 Since then, he
 the scenes. His
 sent." "This is a
 "No one's goi
 characters get
 Len was in
 thout." "I d
 I never show

Look Up
 at the
 Roots of
 Our History

By Rick Barnes

In a recent presentation to members of the Georgia Urban Future Council (GUFUC), I described a "Trail of Tears in Georgia History" around the Savannah area, but what is more astounding is the significant role that trees have played in it.

When James Oglethorpe decided to start a colony of debtors to give them a new start in life, he brought with him the "White Mulberry tree" (Morus alba), a native of China to find silkworms and build a new economy based on the silk trade. Watching the mulberry apples on this early colony was N-ile Jones, an early settler who learned by plantation and kept watch on Savannah from his fence-like home. His descendants would plant the trees of the beautiful Live Oak Avenue (Quercus virginiana) of "Worming Plantation" nearly 150 years later. This beautiful Virginia live oak tree is a symbol of the city's history and its significance in its own right, and its majesty and character adorn the grounds of many homes in central Georgia, perhaps even yours.

One can help but look up when confronting one of these majestic giants. Though many areas exceed the height of the Live Oak, few have a more graceful appearance—the evidence of a life of struggle. Not do many trees exceed their ability to swallow their branches in such great distances from the main plank. The dense weight and length of the main limbs often force the limbs to the ground—and yet they continue to grow outward. The strength of the Live Oak earned it a vital role in the many of our young nation. These huge trees with strong branch systems were born for the construction of the early tall wooden battleships. The present example of this is the "USS Constitution," "Old Ironsides," the building of these ships that the first fence lands are made by the U.S. government were then, including the pines.

Also in saving trees for use in admiration of the Live Oak (the Populus plants which climb up branches) "Resurrection Fern" (Polypodium polypodioides) anchors its stems along the branches of the tree in order to escape the shade of the ground in favor of more light. This fern does

[illegible]

A black and white portrait of a young man with short, dark hair, smiling. He is wearing a light-colored military uniform with a high collar and a dark tie. The background is slightly blurred, showing what appears to be a building or structure.

What's in it for me?

Glad you asked!

- We offer professional design and marketing expertise to help you deliver your product or service to potential customers who want to do business with you. Remember, the consumers we reach spend more than \$360,000,000 per year on goods and services in Chatham County.
- Our magazine owns (as print media goes) the best consumer market in the Savannah area.
- Skidaway Island, zip code 31411, accounts for more than 80% of all philanthropic activity in the region and household financials are unmatched between Charleston, Jacksonville and Atlanta as ZIP codes go.
- If you're looking for discretionary consumer spending, it's 31411.
- Great writing, gorgeous visual presentation and a meaningful platform for discussion of issues that matter sets us apart.
- Make The Skinnie your promotional partner.

TheSkinnie^{magazine}

.QUALITY .REACH .PASSION

They set us apart

TheSkinnie^{magazine}

DETAILS & GUIDELINES

AD RATES ART SPECIFICATIONS

RATES

SPREAD

1x.....	\$1600/ad
3x.....	\$1525/ad
6x.....	\$1450/ad
13x.....	\$1350/ad
26x.....	\$1275/ad

FULL PAGE

1x.....	\$900/ad
3x.....	\$850/ad
6x.....	\$800/ad
13x.....	\$750/ad
26x.....	\$700/ad

2/3 PAGE

1x.....	\$650/ad
3x.....	\$600/ad
6x.....	\$575/ad
13x.....	\$550/ad
26x.....	\$500/ad

1/2 PAGE

1x.....	\$500/ad
3x.....	\$475/ad
6x.....	\$450/ad
13x.....	\$425/ad
26x.....	\$400/ad

1/3 PAGE

1x.....	\$350/ad
3x.....	\$325/ad
6x.....	\$300/ad
13x.....	\$275/ad
26x.....	\$250/ad

1/4 PAGE

1x.....	\$275/ad
3x.....	\$265/ad
6x.....	\$250/ad
13x.....	\$235/ad
26x.....	\$215/ad

1/6 PAGE

1x.....	\$185/ad
3x.....	\$175/ad
6x.....	\$165/ad
13x.....	\$155/ad
26x.....	\$145/ad

Non-Profit w/ 501c3 status
receive a 10% discount
Prices effective as of 01.01.19

BLEED:

8.625" x 11.125"

TRIM:

8.375" x 10.875"

LIVE:

7.875" x 10.375"



SPREAD

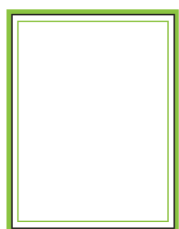
Non-Bleed:

15.75" x

10.375"

Bleed:

17" x 11.125"



FULL

Non-Bleed:

7.875" x

10.375"

Bleed:

8.625" x

11.125"



2/3

Vertical

4.875" x

9.875"

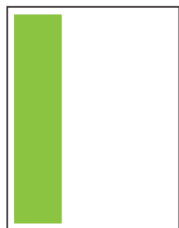


1/2

Horizontal

7.5" x

4.75"

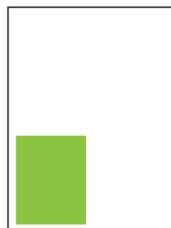


1/3

Vertical

2.25" x

9.875"

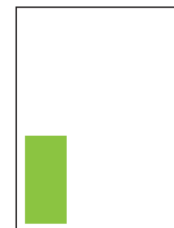


1/4

Vertical

3.75" x

4.75"



1/6

Vertical

2.25" x

4.75"

ACCEPTED MEDIA: CD, DVD

PREFERRED FORMATS (MACINTOSH PLATFORM ONLY): PDF (CMYK, 300 dpi, fonts embedded), JPG (CMYK, 300 dpi, flattened layers), TIF (CMYK, 300 dpi, no LZW compression), or EPS (CMYK, text changed to paths)

ACCEPTED APPLICATIONS (MACINTOSH PLATFORM ONLY): InDesign • Quark Xpress 9 or less (all fonts and images must be included. See Images below for format requirements)

• Adobe Acrobat (cannot be edited) • Adobe Photoshop • Adobe Illustrator 10, CS2

IMAGES: All images supplied must be 300 dpi and CMYK. All vector images must be saved as EPS files. All fonts must be changed to paths.

FONTS: All fonts for electronically supplied ads must be submitted (printer & screen). Our printer will only accept OpenType or Type 1 fonts, and prefers Adobe OpenType and Type 1 fonts. Any other font supplied is subject to the closest Type 1 font available. Please note that fonts cannot be bolded or italicized using the measurement tool bar or keyboard. The font must be a bold or italicized version of that font found in the font menu.

TRIM SIZE AND BLEEDS: All ads must be built to their trim size. Only full-page ads can run to bleed.

ELECTRONIC SUBMISSION: Digital submissions can be sent to production@theskinny.com. Contact production@theskinny.com regarding excessively large files.

The Skinnie will not be responsible for loss of color or quality due to converting files submitted in unacceptable formats. We do not accept ads built in Microsoft Publisher or Word, nor do we accept files with lab color, RGB or Pantone colors.

15 LAKE STREET, SUITE 280, SAVANNAH, GA 31411 T: 912.598.9715 F: 912.598.8886 WWW.THESKINNIE.COM

2019 CLOSING DATES

Issue	Deadline	Publication
1701	01.04.2019	01.11.2019
1702	01.18.2019	01.25.2019
1703	02.01.2019	02.08.2019
1704	02.15.2019	02.22.2019
1705	03.01.2019	03.08.2019
1706	03.15.2019	03.22.2019
1707	03.29.2019	04.05.2019
1708	04.12.2019	04.19.2019
1709	04.26.2019	05.03.2019
1710	05.10.2019	05.17.2019
1711	05.22.2019	05.31.2019
1712	06.07.2019	06.14.2019
1713	06.21.2019	06.28.2019
1714	07.05.2019	07.12.2019
1715	07.19.2019	07.26.2019
1716	08.02.2019	08.09.2019
1717	08.16.2019	08.23.2019
1718	08.27.2019	09.06.2019
1719	09.13.2019	09.20.2019
1720	09.27.2019	10.04.2019
1721	10.11.2019	10.18.2019
1722	10.25.2019	11.01.2019
1723	11.08.2019	11.15.2019
1724	11.21.2019	11.29.2019
1725	12.06.2019	12.13.2019
1726	12.13.2019	12.20.2019

2019 EDITORIAL CALENDAR

Each issue contains a combination of content, which includes *He Served*, a profile of local servicemen, both active duty and retired; and *X Marks the Spot*, which unearths hidden history, right in our own backyard.

Readers can also look forward to articles centering around food, travel, leisure activities, area events, and some of the interesting people who might just be one of your neighbors.

Issue Date	Distribution Date
1701 [Early Jan.].....	01.11.2019
• <i>Travel</i> • <i>X Marks the Spot</i> • <i>He Served</i>	
1702 [Late Jan.]	01.25.2019
• <i>Savannah Book Fest</i> • <i>Skinnie Minute</i> • <i>He Served</i>	
1703 [Early Feb.]	02.08.2019
• <i>American Traditions</i> • <i>X Marks the Spot</i> • <i>He Served</i>	
1704 [Late Feb.].....	02.22.2019
• <i>Vagabond Golfer</i> • <i>He Served</i>	
1705 [Early March].....	03.08.2019
• <i>Food</i> • <i>X Marks the Spot</i> • <i>He Served</i>	
1706 [Late March]	03.22.2019
• <i>Skidaway Spotlight</i> • <i>Skinnie Minute</i> • <i>He Served</i>	
1707 [Early April]	04.05.2019
• <i>April Fools</i> • <i>X Marks the Spot</i> • <i>He Served</i>	
1708 [Late April]	04.19.2019
• <i>Travel</i> • <i>He Served</i>	
1709 [Early May]	05.03.2019
• <i>Mother's Day</i> • <i>X Marks the Spot</i> • <i>He Served</i>	
1710 [Mid May].....	05.17.2019
• <i>Skidaway Spotlight</i> • <i>He Served</i>	
1711 [Late May]	05.31.2019
• <i>Home Improvement</i> • <i>He Served</i>	
1712 [Early June].....	06.14.2019
• <i>Father's Day</i> • <i>Skinnie Minute</i> • <i>He Served</i>	
1713 [Late June]	06.28.2019
• <i>Graduates</i> • <i>Skinnie Minute</i> • <i>He Served</i>	
1714 [Early July].....	07.12.2019
• <i>Travel</i> • <i>Wassaw Sound</i> • <i>He Served</i>	
1715 [Late July]	07.26.2019
• <i>Movie article</i> • <i>X Marks the Spot</i> • <i>He Served</i> •	
1716 [Early Aug.]	08.09.2019
• <i>He Served</i>	
1717 [Late Aug.].....	08.23.2019
• <i>GA Olive Oil</i> • <i>X Marks the Spot</i> • <i>He Served</i>	
1718 [Early Sept.]	09.06.2019
• <i>Travel from Four Seasons</i> • <i>He Served</i>	
1719 [Late Sept.]	09.20.2019
• <i>X Marks the Spot</i> • <i>He Served</i> • <i>PinPoint Museum</i>	
1720 [Early Oct.]	10.04.2019
• <i>Vagabond Golfer</i> • <i>He Served</i>	
1721 [Late Oct.].....	10.18.2019
• <i>Food by Scott</i> • <i>He Served</i>	
1722 [Early Nov.]	11.01.2019
• <i>Coach Toner, College Football</i> • <i>X Marks the Spot</i> • <i>He Served</i>	
1723 [Mid Nov.]	11.15.2019
• <i>Luxury Gifts</i> • <i>Holiday Food</i> • <i>He Served</i>	
1724 [Late Nov.].....	11.29.2019
• <i>Christmas 150 Years Ago</i> • <i>X Marks the Spot</i> • <i>He Served</i>	
1725 [Early Dec.]	12.13.2019
• <i>Kids Christmas Cards</i> • <i>He Served</i>	
1726 [Late Dec.].....	12.20.2019
• <i>Christmas Food</i> • <i>X Marks the Spot</i> • <i>He Served</i>	

RATES

\$20 per issue

6 issues for \$100
(**\$20 savings**)

13 issues (1/2 year) for \$200
(**\$60 savings**)

26 issues (full year) for \$375
(**\$145 savings**)

For No Additional Charge...

Your classified ad will also be posted on our website. Listings are updated with the publication of each issue, attracting the attention of those eager to do business with area residents.

We understand some people may be uncomfortable having their phone number and/or email posted online. Those who prefer NOT to have their contact information posted online may opt out at any time.

Add a small logo

6 issues \$50
13 issues \$100
26 issues \$150

CLASSIFIED ADVERTISING

Our classified advertisers have reported great satisfaction with the results they have enjoyed by maintaining a presence in The Skinnie. Not only does it connect the neighbors of Skidaway on a business level, it also attracts businesses from beyond Skidaway Island.

In addition to being printed in the magazine, our classifieds are also posted on our website, with hot links to your email and/or website. Listings are updated with the publication of each issue. This means your ad can be seen by people outside the 31411 ZIP code (Skidaway Island – The Landings, Modena Island, South Harbor and the other unincorporated properties on the island). Additionally, we serve subscribers all over Chatham County and in approximately 15 states. Our reach far exceeds any other print media outlet that targets our attractive demographic.

Our latest issue can be found at Cutters Point in Sandfly. Recent back issues are available at our office in the Village: 15 Lake Street, Suite 280



CLASSIFIEDS

\$20 each, with a maximum of 30 words. • \$5 for each additional 10 words. • Contact Tito Gonzalez at 912.598.9715. • Or email us at classifieds@theskinnie.com

ANIMAL CONTROL
Mike's Nuisance Wildlife Solutions • If you're not making your home their home call me I can help! 912.508.8796

AUTOMOBILE REPAIR
Eric Motors, Inc. • Serving Savannah since 1980. From minor to major repairs on all makes and models. We offer 30-minute oil change service. Lowest available. Free service available. A/C, repairs, National warranty. Conveniently located at 2013 Victory Drive (across the parking lot from Home Depot). 395.3548

BABY SITTING/NANNY/ELDER CARE
Edmon, children home or pet sitting. CPR certified. 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th. 912.598.8720 (H) or 912.462.2201 (C)

CABINET REFINISHING
Dennis's Refinish • A professional, personal, and reliable service. We specialize in refinishing all types of wood cabinets, doors, and trim. We use only the best materials and techniques to ensure a long-lasting finish. Call 912.598.8720 (H) or 912.462.2201 (C)

COMPUTER SERVICES
ONLINE NETWORK SERVICES, LLC • Local or remote computer support and troubleshooting. We specialize in Windows and Mac OS. We offer a wide range of services including virus removal, data recovery, and hardware upgrades. Call 912.598.8720 (H) or 912.462.2201 (C)

DOOR SCREENS
Phantom Screens • The Phantom Screen is the most popular door screen in Savannah. It is made of a heavy-duty mesh that is resistant to tears and punctures. It is also made of a material that is resistant to fading and discoloration. Call 912.598.8720 (H) or 912.462.2201 (C)

ELECTRICIANS
Omni Electric • In your neighborhood. The Business. I have a reputation for being straight forward and honest. Joe Roney, 912.540.1111 or call 907.4556

FRAMING
Savannah Custom Framing • We are a full service custom framing shop with over 2,000 hand-picked pieces of art. We offer a wide range of services including framing, mounting, and restoration. Call 912.598.8720 (H) or 912.462.2201 (C)

GOLF CARTS
Golf Carts of Savannah • We are a full service custom golf cart shop. We offer a wide range of services including custom builds, repairs, and maintenance. Call 912.598.8720 (H) or 912.462.2201 (C)

GUNS
Guns Wanted • Top quality guns. We are a full service gun shop. We offer a wide range of services including buying, selling, and repairing guns. Call 912.598.8720 (H) or 912.462.2201 (C)

It's so easy to place a classified ad: Simply email your text (50 words or less, please) to classifieds@theskinnie.com. We can take your credit card payment over the phone, or feel free to stop by our office in The Village.

Contact us!

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Philip Schweier, Art Director – pschweier@theskinnie.com

Chuck Hendrix, General Manager – chendrix@theskinnie.com

Teri Grayson, Office Manager – tgrayson@theskinnie.com

912.844.9244

Look for us online!

www.TheSkinnie.com

www.facebook.com/The-Skinny-Magazine

