



presented by



Readers of *Akron Life & Leisure* magazine spend more money on their homes than on any other single expenditure for their family. So we are stepping up our commitment by providing our readers **MORE** special home & garden sections.

In 2010, *Akron Life & Leisure* is publishing the HBA Akron Home & Flower Show program. So what does this mean for you, our advertiser? In addition to *Akron Life & Leisure's* 52,000 readers, an additional 11,000 Home & Flower Show attendees (the people you most want to attract) will receive a copy of the program at the show. *Akron Life & Leisure* has a shelf life of over three months and will be used as a reference piece when attendees/readers are ready to remodel, redecorate and landscape. The magazine can also showcase your product to your customer as no other Akron area publication can—with our wide array of thought-provoking articles, dynamic photographs and creative designs, all presented in a stunning, glossy, four-color format.

# Akron Life & Leisure

Reserve your space now for our  
Home & Garden + Home & Flower Show  
special advertising section

**For more information call Carol Null  
at 330-253-0056 ext. 102 or  
cnull@bakermediagroup.com**

Advertising Deadlines  
Space Reservation: December 11, 2009  
Materials Deadline: December 18, 2009

**Plus If you buy a full page, 1/2 page  
or 1/3 page display ad, you will also  
receive additional editorial space that  
will include a photo, 150 words and  
your contact information.**

**Special pricing available for exhibitors.**  
(See your account representative for more details.)

**Akron Life & Leisure • 90 S. Maple St.  
Akron, OH 44302-1629  
330.253.0056 • Fax 330.253.5868  
www.akronlifeandleisure.com**

## SPECIAL SECTION PRICING

Full Pg.	\$1700
1/2 Pg.	\$1100
1/3 Pg.	\$ 700
1/6 Pg.	\$ 450

## ADVERTISING SIZES

Full Page	7.375 x 9.875(live area) / 8.125x10.875(trim) / 8.375x11.125(bleed)
1/2 (vert.)	4.75 x 7.3125(trim)
1/2 (hor.)	7.3125 x 4.75(trim) • 8.625 x 4.75 (bleed)
1/3 (vert.)	2.25 x 9.875
1/3 (sq.)	4.75 x 4.75
1/6 (hor.)	4.75 x 2.25
1/6 (vert.)	2.25 x 4.75

Please keep all live material and copy at least 3/8" inside the trim size on all edges. • On two-page spreads please leave 2" gutter for all live material.

