

GULF LIFE

MONTGOMERY LIVING'S GUIDE TO THE GULF COAST



HOME... AWAY FROM HOME
STORY AND PHOTOGRAPHY BY HOSE BRASSE

Discover the relaxed, laid-back lifestyle at Rosemary Beach and find everything you need to feel perfectly at home (only better).

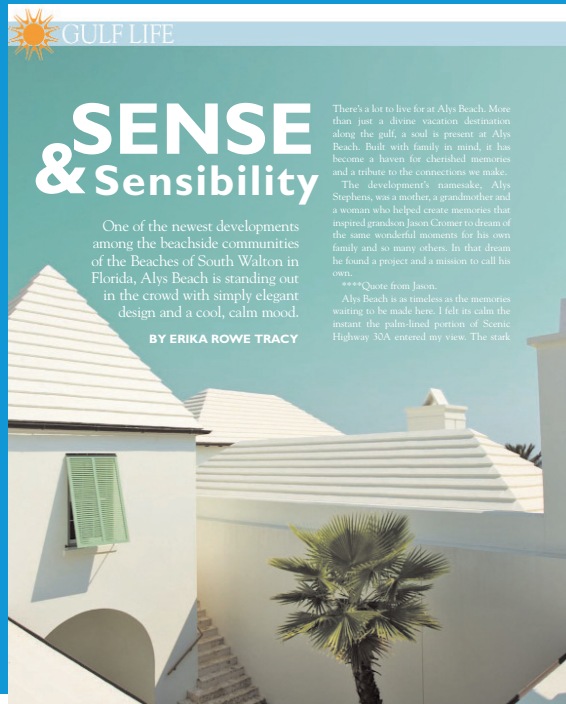
Whether planning a quick weekend getaway or a week-long vacation on the beach, it's easy to pick a place that you'll fondly remember with or have been to many times such as Destin, Panama City and Gulf Shores. While there are beautiful places to visit, Florida's golf coast offers one destination that should not be overlooked: Rosemary Beach, located between Panama City and Destin at the far eastern end of Scenic Route 30A, offers something for everyone.

When asked, you can immediately feel the calm take over. The traffic and bustle of a city are gone. In fact, at Rosemary Beach there are few cars that even move. One of the joys at

Rosemary was to bring back the essence of a community, one where you leave your cell phone, car keys, or get your morning cup of joe and stroll your way to work. You can take full advantage of the New Urbanism lifestyle by creating a place at Rosemary Beach or simply renting one of the private, fully furnished cottages or carriage homes that are available.

HISTORY
Rosemary Beach was the vision of the Rosemary Beach Land Company and President Patrick Barrow that became a reality in 1993. Inspired by other beachfront such as Seaside, the 172-acre town was founded on the idea of offering residents the opportunity to live and work in paradise and to bring back the principles of New Urbanism and Traditional Neighborhood Development. These principles encourage community interaction.

BY PHOTOPRESS LIVING



SENSE & Sensibility

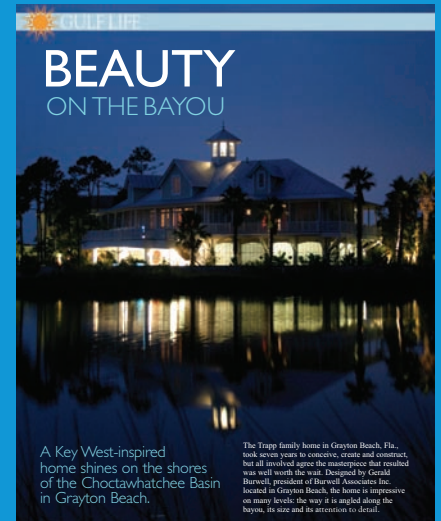
One of the newest developments among the beachside communities of the Beaches of South Walton in Florida, Alys Beach is standing out in the crowd with simply elegant design and a cool, calm mood.

BY ERIKA ROWE TRACY

There's a lot to live for at Alys Beach. More than just a divine vacation destination along the gulf, a soul is present at Alys Beach. Built with family in mind, it has become a haven for cherished memories and a tribute to the connections we make.

The development's namesake, Alys Stephens, was a mother, a grandmother and a woman who helped create memories that inspired grandson Jason Cromer to dream of the same wonderful moments for his own family and so many others. In that dream he found a project and a mission to call his own.

****Quote from Jason.
Alys Beach is as timeless as the memories waiting to be made here. I felt its calm the instant the palm-lined portion of Scenic Highway 30A entered my view. The stark



BEAUTY ON THE BAYOU

A Key West-inspired home shines on the shores of the Choctawhatchee Basin in Grayton Beach.

The Trapp family home in Grayton Beach, Fla., took seven years to conceive, create and construct, but all involved agree the masterpiece that resulted was well worth the wait. Designed by Gerald Barwell, president of Barwell Associates Inc., located in Grayton Beach, the home is impressive on many levels: the way it is nestled along the bayou, its size and its attention to detail.

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CONTACTS

PUBLISHER

Charlie Shamburger
charlie@montgomeryliving.com

EDITOR

Jodi Hatley
editor@montgomeryliving.com

MARKETING DIRECTOR

Emily Dees
emily@montgomeryliving.com

MARKETING

Anita Capouano
acapouano@stratosmag.com

ART DIRECTOR

George Pudzis
george@montgomeryliving.com

BUSINESS MANAGER

Ann Smith

IT DIRECTOR

Jon Shamburger

THE MAGAZINE OF MONTGOMERY LIVING, LLC

1430 I-85 Parkway, Suite 224
Montgomery, AL 36106
Telephone: (334) 265-0066
Facsimile: (334) 386-3813
www.montgomeryliving.com

DISTRIBUTION

Montgomery Living targets and reaches an affluent River Region market—from specifically discerning individuals and families through our subscriber and targeted mail distribution to our VIP mail list of professionals, business executives and owners. Montgomery Living is also distributed at over 300 key locations in the tri-county area.

Published 12 times a year, Montgomery Living is the Capital City's only glossy lifestyle and business magazine with broad distribution capabilities. Montgomery Living readers' lifestyle and financial achievements make them quickly identifiable as the upper echelon of the area market, and the magazine is designed, edited and produced to appeal to these upscale, well-educated, involved individuals.

WHAT'S INSIDE

The lifestyle-enhancement editorial of Montgomery Living focuses sharply on the business and active leisure pursuits of its readers who are among the elite in Montgomery's social and business circles and who have influence in a wide variety of corporate and social categories. Within the magazine's diverse editorial mix are timely, informative features of particular appeal to upscale tastes including: the local social scene; fashion; automobiles; wine and spirits; home and garden; health and fitness; business; travel; popular outdoor activities such as golfing, angling and hunting; and profiles of prominent and interesting River Region individuals.

Montgomery Living provides exceptional editorial coverage and dazzling photography. Your advertising message is surrounded by superior content with well-written, beautiful articles that are informative, entertaining and compelling.



GOING Grande

BY BECKY J. REALL

Discover the newest jewel on the Emerald Coast—The Emerald Grande Resort.

This summer Destin welcomed a new icon to the Emerald Coast skyline—Emerald Grande Resort. Less than five miles from the Mid-Bay Bridge and nestled quietly within the HarborWalk Village, this mega resort adds a spicy look to the north end of town, in addition to offering guests oodles of amenities, just the way developer Peter Bos pictured it.

LEGENDARY ACCOMMODATIONS
In 1978, Peter Bos began to form his team of experts to tap into the luxury life in Destin, not just luxury, but a step beyond that. From that effort, his company, Legendary, was created. A simple mission would be the cornerstone to every detail poured into Legendary's transformation of an old fishing village: Exceed people's expectations in every facet of life along the coast. That they have done.

Emerald Grande's striking appearance, with brilliant Mediterranean colors and unusual architectural lines, contrasts with the high rises that regular Destin beachgoers are accustomed to. The look of luxury continues once inside the lobby with high ceilings, low lighting, lavish materials on seating surfaces and a relaxing ambience that greets guests with a breathtaking sigh. Oh, and it doesn't stop there. Your room awaits.

One- to four-bedroom configurations make finding a space large enough to accommodate almost any family a less

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worriesome task. All rooms are spacious, exquisitely decorated and offer state-of-the-art, full-service kitchen amenities. My home away from home was a two-bedroom with a full balcony, stunning view of the pool, granite surfaces in the kitchen, flat-screened televisions (in both living room and bedroom) and an incredible relaxing space in the bathroom. A well-blended mix of tenacious and polished, Emerald Grande delivers upscale services to accompany their accommodations.

PERFECTLY POISED
Strategic in position, Emerald Grande is the anchor to HarborWalk Village, a commerce-filled mecca of waterfront dining, shopping, entertainment and water recreation. Boat slip after boat slip is filled with opportunity, deep-sea fishing,

Golf of Mexico. Additionally, this area is home to outdoor hot tubs, an indoor heated pool, poolside bar and the Grande Vista Bar and Grille (convenient place to grab lunch or a quick drink without going back inside). There seemed to be no expense spared in the landscaping design of the outdoor areas, which offer an aesthetically pleasing feel to the already spectacular environment.

Emerald Grande's higher level of hospitality continues to flow through areas like the Spa and Fitness Center, where guests are exposed to a full menu of services, all of which include pampering and luxury. Spend a day or an afternoon reclaiming your spirit and don't forget to stop at the smoothie bar on the way out.

Get kids! Emerald Grande presents the Crew Club with pool



room, back lines of green in 14500 sq. ft. water give meaning to the name Emerald Coast, and the sugar-sand beaches tickle the noses of all who have come to indulge in sunbathing on the beach.

OTHER AMENITIES
Within the Emerald Grande, the Grande Vista level holds the main flurry of activity and is where the 2,500-square-foot outdoor pool is located overlooking both Destin Harbor and the

poolside, the Beach or a favorite local. Emerald Grande stands as all her beauty on the pride and joy of Destin. People are talking—“What is that place...it looks like something from a movie.” Only something this grand could add to one of the “Best Beach Towns in the South” (as Destin was named for 13 years running by Southern Living magazine). It matters not if you are enjoying the vista from your balcony or a sunnet on the beach, it's a view you just can't find anywhere else.

THE VALUE

Montgomery Living magazine's value to you and other advertisers is found in the distinct audience our distribution delivers—subscriber and VIP mail list, professionals, business executives and owners, families, and targeted distribution to over 300 key locations in the River Region.

This unique audience is comprised of corporate executives, entrepreneurs, professionals, other key business decision makers and upper income families—all possessing the ability to buy products and services reflective of their lifestyle status.

Homes and automobiles, luxury real estate, resorts and vacation properties, jewelry and fine clothing to financial services and business expansion—all are purchases of this audience.

Montgomery Living magazine's distribution is the key to delivering your message in a cost effective manner. The magazine reaches its affluent audience in one of two ways—mailed direct to the reader at home or office—or through our targeted distribution network.

2009 ADVERTISING RATES

	1 ISSUE	7 ISSUES
Full page	\$1595	\$1295
Half page	895	695
Quarter page	595	395
Eighth page	195	145



BEACH BRIEFS
NEWS AND NOTES FROM THE COAST

ALYS BEACH HONORED
A beautiful new courtyard home in Alys Beach on Florida's scenic Highway 32A recently captured a major category in this year's "American Institute of Architects/Chicago Design Awards" program. Designed by Doug Farr of Chicago's Farr Associates, the 2,400 square-foot home received the AIA/Chicago Design Excellence Award for Environmental Sustainability.

"We're extremely honored to receive this prestigious award," said Doug Farr of Farr Associates, a Chicago-based architecture firm. "Alys Beach is truly on the forefront of marrying uncompromising architectural beauty with environmental responsibility, and we're proud that our home is helping to bring much-deserved recognition to such a unique new resort town."

According to the award presented at AIA/Chicago's 52nd Annual Awards Banquet, "the architect used several techniques to maximize the structure's energy efficiency, ultimately attaining energy use that is 71 percent below code. Green features like the shaded arcade, central courtyard, geothermal heating and cooling, insulated concrete walls and even a shaded outdoor kitchen combine to give the home a languid comfort that enhances enjoyment of the setting."

Farr and his home design were honored on Oct. 20 at an awards banquet in Chicago. The award-winning Alys Beach home was also recently profiled in The New York Times Magazine. For more information, visit www.alybeach.com.

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BEACH BRIEFS
NEWS AND NOTES FROM THE COAST

"Sosaku Hanga: Modern Japanese Prints"
Pensacola Museum of Art
Now through April 26

The Pensacola Museum of Art (PMA) presents "Sosaku Hanga: Modern Japanese Prints" in the Lewis Bear Family Galleries Friday, February 1 through Saturday, April 26, 2009.

This exhibition of approximately 26 works displays a wide variety of subjects, techniques and artists representing the "sosaku hanga" movement in printmaking. The "sosaku hanga" movement, originating in Japan, achieved international recognition in the 1950s and 60s. The stunning works presented in this exhibition create a vivid picture of the education and renovation of Japanese printmaking in the mid-twentieth century.

Two schools of printmaking existed in 20th century Japan: "shin hanga" and "sosaku hanga." "Shin hanga" (new prints) continued the traditional "shinisei" subjects and workshop method of print making, but with a new Western influence.

This exhibition focuses on "sosaku hanga" (creative prints) where the method was more fully Westernized in style, blending Japanese aesthetics with international trends in art, especially European methods of painting and printmaking. The artist did everything himself: selected the paper, carved his design in the wood blocks, mixed the pigments, printed the images and marketed the prints.

The artists include several of the major printmakers of the movement, such as Kohsho Chochi (1891-1955) and Kiyoshi Saito (1907-1997). Works by other innovative artists like

Takumi Shinagawa, Chochi's disciple, are also included. Many of the prints reveal a close relationship with nature as well as capture the human figure, including depictions of children. For more information visit www.pensacolamuseumofart.org or call 850-432-6247.

Visionary
Some of Northwest Florida's most respected business leaders recently came together to create Coastal Vision 3000, a membership organization of regional stewards representing hospitality, real estate, tourism and economic development interests in Okaloosa, Walton, Bay and Gulf Counties. The organization announced it will work to create a consistent, branded regional identity to increase awareness and grow the Northwest Florida market by attracting better airline service.

"Coastal Vision 3000 is an unprecedented effort to bring together business leaders from Northwest Florida coastal counties to grow our market to everyone's benefit," said Daragh "Baldy" Runnels, chairman of Coastal Vision 3000. "For too long, we've all tried to go it alone. By working together, we will be able to forge a strong regional identity and of Northwest Florida's wonderful beach destinations." Runnels is Founder and Chairman of the Board of the Sterling Companies and Cornerstone Development. "We are joining together to accomplish common objectives that we could never accomplish alone," said Runnels.

Regional business leaders serving with Runnels on the Coastal Vision 3000 Executive Committee include Park Brady, CEO, Resort Quest International; Andy Phillips, General Manager, Edgewater Resort Beach Management; Robert Kamm, President & CEO, Sandcastle Resorts & Hotels; and Jerry M. Ray, Senior Vice President, Strategic Alliances, The St. Joe Company.

"Our goal is to create a regional 'halo' brand that complements individual county and destination brands," said Runnels. "For example, we want to help strengthen the Beaches of South Walton brand and the Emerald Coast brand, not replace them."

"This region has tremendous natural assets, starting with the world's most spectacular beaches," said Tom Morgan, President, West Florida Region, The St. Joe Company. "We have great resorts and resort communities, wonderful attractions and the potential to provide a world-class economic experience. As strong as this market is, we have so much more potential."

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2009 CLOSING DATES

Space Reservations & Materials Due by the Closing Date

FEBRUARY

River Region Brides Special Section
January 3
Magazine distributed February 1

MARCH

February 1
Magazine distributed March 1

APRIL

March 1
Magazine distributed April 1

MAY

Dining Guide Special Section
April 1
Magazine distributed May 1

JUNE

May 1
Magazine distributed June 1

JULY

"Best of" Special Section
June 1
Magazine distributed July 1

SEPTEMBER

Alabama College Review Special Section
Aug 1
Magazine distributed September 1

TERMS & CONDITIONS

All rates listed include the price of our color printing. All ads are fully commissionable (15% of gross billing) to recognized advertising agencies.

Add 10% to rates for special or guaranteed premium position. All ad materials are due by closing date and are subject to publisher's approval. Publisher reserves the right to reject any advertising. **PAYMENT TERMS:** 5% Pre-payment discount; net 30 days. Accounts outstanding more than 30 days incur a 1.5% per month finance charge. Any invoice outstanding 60 days will result in interruption of scheduled advertising and revocation of agency commission. If charges are not paid in full, advertiser agrees to pay the costs of collection including attorneys fees and court costs. Creative services are for use in *Montgomery Living* magazine only and a fee of \$250 will be charged if materials are to be used in other publications.

ADVERTISEMENT SPECIFICATIONS FOR SUBMISSION

AD MATERIALS

All ad materials should be submitted in digital format.

PREFERRED FORMATS

Adobe Acrobat PDF, Quark Xpress files for Macintosh with associated support files including graphics, photos (CMYK and a minimum of 300 dpi resolution) and fonts (Postscript and screen).

ACCEPTED FORMATS

Macintosh format applications including Adobe Photoshop, TIFF, EPS or JPEG files at a minimum 300 dpi resolution.

PHOTOGRAPHS

All photographic images must be at 300 dpi at the actual size used in layout in CMYK format. All files will be converted to CMYK.

MEDIA

Files may be submitted on CD, or e-mailed to missy@montgomeryliving.com. FTP access to upload files is also available.

* SPECIAL INSTRUCTIONS FOR FULL BLEED ADS

All pertinent images and/or type should be within the live area dimensions. All sides of the ad should be extended a minimum of 1/8 past the trim size in order to meet the full bleed dimensions. Insufficient bleed allowance may result in ads trimming improperly.

Live Area 7.375"W x 9.875"H

Trim Size 8.375"W x 10.875"H

Bleed Size 8.5"W x 11"H

CREATIVE

Creative services are for use in *Montgomery Living* magazine only and a fee of \$250 will be charged if materials are to be used in other publications.

FULL PAGE
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(BLEED)

8.5" W x 11" H

*SEE INSTRUCTIONS ON SIDE

HALF PAGE
HORIZONTAL
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HALF PAGE
VERTICAL
3.6" W
x
9.875" H

QUARTER PAGE
3.6" W x 4.875" H

EIGHTH PAGE
3.6" W x 2.375" H