



FEATURES:

Each issue, Venice Magazine features intelligent, provocative articles related to our editorial theme.

DEPARTMENTS:

Every issue of Venice Magazine includes the following departments and regular articles:

- Ten Things to Do in Venice
- V Thriving — Articles about people, businesses, and issues that are making a difference in our community
- V Wellness — Health and wellness articles
- V Play — Profiles of recreational opportunities in South Sarasota County
- V Dish — Restaurant reviews, food and wine articles
- V Columns

OUR SUBSCRIBERS

Venice Magazine has a broad paid and requested subscriber base. The breakdown of our subscribers is as follows:

- 74% of our subscribers are located in South Sarasota County (Osprey to North Port)
- 11% of our subscribers are in the northern part of Sarasota County or Bradenton
- 5% of our subscribers come from elsewhere in Florida
- 10% of our subscribers are located out of the state completely
- Of the out-of-state subscribers, 26% of them are in the state of New York

The vast majority of Venice Magazine's mailed issues go to paid and requested residential and business subscribers. Only 20% of our mailed subscriptions are sent on a complimentary (always free) basis — those go to advertisers and medical/dental office reception areas.

DISTRIBUTION

Currently, Venice magazine is distributed as follows:

An estimated 1/3 of the copies printed are mailed to subscribers

An estimated 1/3 of the copies printed are sold in retail outlets*

An estimated 1/3 of the copies printed are used for promotional purposes

* We are continuously increasing the number of our retail sales locations, soon to be heading into major national retailers. As our distribution locations increase, this percentage will be greater than the percentage used for promotional purposes.