



# Why Advertise in the Sustainable Times?

***Sustainability: A way of life in which we use our resources only as fast as they can be regenerated without harming ourselves, our environment and the prospects of future generations.***

The *Sustainable Times* was founded in 2004 with the **mission** to promote sustainability and to be a resource and guide for people interested in sustainable development, building sustainable communities and leading sustainable lifestyles.

Since then it has established itself as the premier publication dedicated to issues of sustainability, known for its wide range of topics and the seriousness of its information.

The *Sustainable Times* is the first and only publication in southern Wisconsin consistently covering all aspects of sustainability. **Regular features and columns** include:

- Food and artisanal food producers
- health
- transportation
- construction
- agriculture
- cooking with local foods
- energy
- local business
- gardening
- economics
- lifestyle
- conservation
- recycling
- bicycling
- pets, including animals available for adoption
- 'green' products
- beer and brewing

Sustainability is not a fad, but the **single most powerful force** shaping the economy of the United States (and many other economies worldwide): The growth of the demand for 'green' products and services consistently outpaces that for their conventional counterparts.

Thus, for example, the demand for organic and local foods grows faster than the demand for conventional foods; the demand for green houses grows faster than the demand for standard construction; the demand for energy-efficient appliances grows faster than the demand for traditional appliances, ...

Advertising in the *Sustainable Times* is the best way for you to reach your **target audience** of people actively invested in sustainability issues.

*Sustainable Times* **readers** overwhelmingly lead healthy lifestyles, are actively involved in their communities, shop at locally owned businesses, have above-average incomes and are well educated.

**They also put their money where their convictions are.**

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### *Sustainable Times* readers **demographics**

- 71% of *Sustainable Times* readers have a university degree:
  - \* 30% have a bachelor's degree
  - \* 41% have a graduate or professional degree.
- The median household income of *Sustainable Times* readers is \$76,000; 22% have yearly incomes of more than \$100,000.
- 65% of *Sustainable Times* readers are private sector managers, university (UW or Edgewood) faculty and staff, or self-employed.
- 53% of *Sustainable Times* readers have lived in their current home for more than 10 years.
- 65% of *Sustainable Times* readers are between 30 and 59 years old:
  - \* 16% are between 20 and 29 years old
  - \* 22% are between 30 and 39
  - \* 24% are between 40 and 49
  - \* 19% are between 50 and 59
  - \* 9% are between 60 and 69
  - \* 10% are either under 20 or over 70.
- 85% of *Sustainable Times* readers regularly buy organic or locally grown food at farmers' markets, local cooperatives, grocery stores (mainly Whole Foods and Metcalfe's) or through CSA farms.
- 90% of *Sustainable Times* readers regularly shop at locally owned and operated businesses.
- 90% of *Sustainable Times* readers regularly eat out at locally owned and operated restaurants.
- Every monthly issue of the *Sustainable Times* is read on average by 25,000 people, for a combined yearly readership of 300,000 people.
- *Sustainable Times* readers give preference to advertisers in the *Sustainable Times* for their purchases: They support the businesses that support the *Sustainable Times*.

The *Sustainable Times* is a community-supported publication with a dedicated and loyal readership. It is funded by advertising and donations from readers.

### ***Sustainable Times***

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# 2011 Advertising Rates

## ART

All rates include **full color** and design services, if needed. Prices are per issue. Accepted electronic formats for ads are JPEG (300 dpi resolution for the correct size) or high-resolution PDF (sized correctly).

## WEBSITE

The *Sustainable Times* is also available online ([www.sustainabletimes.net](http://www.sustainabletimes.net)). Advertisers in the print edition will automatically receive the same ad in the web PDF edition, as well as a link to their homepage, at no extra cost.

## RATES

\* Our rates are straightforward with no gimmicks, no hidden fees and no minimum commitments: We run your ad until you tell us to stop, with no further obligation – it's as simple as that.

\* The *Sustainable Times* offers both low rates and a target audience of well educated readers dedicated to sustainable communities, healthy lifestyles, a clean environment, local businesses and organic food – to name but these.

\* We offer total flexibility: You can change the size and content of your ad every month, or from time to time, or not at all – it's up to you. It's your ad, after all, and has to work for you and your business. Oh, and that's at no extra cost, of course.

## DISCOUNTS

We reward loyalty: A substantial (almost 30% total value) pre-payment discount is available to regular advertisers. Advertisers who pre-pay a whole year receive **two free ads AND two free upgrades to twice the size of their regular ad**: By pre-paying the amount for just 10 ads, you thus receive a value of 14 ads (please see table below for details)! You can use the upgrades at any time of the year or you can extend the run of your regular ads by two months for 14 ads for the price of 10.

## DEADLINES & DISTRIBUTION

The *Sustainable Times* is published monthly, usually the first Wednesday of the month. Advertising deadlines are the preceding Friday. (Please see schedule)

The *Sustainable Times* has a circulation of 10,000 copies and is available at over 350 locations in the Madison area and in the counties of Dane, Iowa, Jefferson, Richland and Sauk.

Size	Rate per issue	Cost per year for 12 ads	Cost per year with pre-payment discount and two free upgrades for 14-ads value
Full page	\$960	\$11,520	\$9,600 for \$13,440 value: you save \$3,840
1/2-page	\$480	\$5,760	\$4,800 for \$6,720 value: you save \$1,920
1/3-page	\$320	\$3,840	\$3,200 for \$4,480 value: you save \$1,280
1/4-page	\$240	\$2,880	\$2,400 for \$3,360 value: you save \$960
1/6-page	\$160	\$1,920	\$1,600 for \$2,240 value: you save \$640
1/8-page	\$120	\$1,440	\$1,200 for \$1,680 value: you save \$480
1/12-page	\$80	\$960	\$800 for \$1,120 value: you save \$320
1/16-page	\$60	\$720	\$600 for \$840 value: you save \$240

# Distribution (partial list)

## Madison

### University Avenue area

Blue Mountain Café  
Glass Nickel Pizza  
Berkley Running Co.  
Eco Fusion Design  
Vom Fass  
Wisconsin Cutlery  
Ancora Coffee  
Booked for Murder  
Whole Foods

### Hilldale Area:

University Book Store  
Metcalfe's Hilldale  
Fair Indigo  
Great Dane Brewpub  
Knoche's Food Center

### Midvale Boulevard area:

Library  
Nutzy Mutz pet store  
EVP coffee

### Regent Street area:

Regent Street Market  
Froth House  
Indi Cafe  
Budget Bicycle Center  
Cafe ZuZu

### Research Park

UW Sports Medicine  
Wisconsin Energy Conservation Corporation

### Odana Road Area

Steep & Brew

### Mineral Point Road area:

Home Savings Bank  
Otto's restaurant  
EVP Coffee

### Junction Road area:

Steve's Liquor  
Frugal Muse

### Monroe Street area:

Edgewood College 50  
Hue's Art Gallery (across from Wine and Hop)  
Madison Public Library (leave extra

bundle and ask them to send it to  
Bookmobile)  
Brasserie V 25-50  
Wine and Hop Shop 10+  
Victor Allen's 25+ on window shelf  
\*Barriques (25)  
\*Katy's American Indian Arts (25)  
\*Wild Child (10)  
\*Jane Kinney's Flowers (5)  
\*Pizza Brutta (25)

### Watts Road/Gammon Road Area:

The Meeting Grounds Coffee Shop (new name??)  
Adler's Bar  
\*Woodman's  
\*Tabby & Jack's pet shop (631 Struck Street off Watts Road; 25)  
\*Veterinarian's office (in same complex; 25)  
\*Golde's Futons (6701 Seybold Road; 25)

### East Johnson:

Mildred's Sandwich Shop  
Madison Food Mart  
In the Company of Thieves  
\*Burnie's Rock Shop (25)  
Pinkus McBride Market on corner

### Williamson Street:

Machinery Row Bicycle Shop (hard to turn into unless coming off Lake Shore Drive)  
Bon Apetit  
Ground Zero Coffee House  
\*Madison Sourdough (25)  
Nature's Bakery  
Mother Fool's Coffee Shop  
Weary Traveler Restaurant  
Willy Street Co op  
Jamerica (across from Co op)  
Lazy Janes Cafe & Bakery 25  
\*Wilalby's restaurant (across from Ace Hardware)

### Winnebago Street:

Mermaid Cafe (green front) 35

### Atwood Avenue:

\*Alchemy Café (on square where Winnebago and Atwood meet; 50 on rack next to ATM)  
Gail Ambrosius Chocolate Shop 25  
\*Villard & Associates (2158 Atwood

Avenue; 15)  
\*Bad Dog Frida (25; next to Barrymore Theater)  
\*Harmony Bar (25)  
Bunky's 100  
R and Z Bicycle Shop 15  
Café Zoma 10  
Absolutely Art 10  
Glass Nickel Pizza (50)  
\*Goodman Community Center (on Waubesa off Atwood Avenue)  
\*Daisy Café and Cupcake (2827 Atwood Avenue; 25)

### Monona Drive Area:

Crema Cafe in Lakewood Plaza  
\*Happy Bambino (same mall)  
\*Java Cat coffee house (3918 Monona Drive; 25 on table next to entrance)  
\*Habitat ReStore (in Mall at corner of Monona Drive and Cottage Grove Road; 50 on ledge in foyer)  
\*Public Library (50)

### Far East Side:

\*Malt House (bar at the corner of East Washington and Milwaukee Street; opens at 4 p.m.; 50 on rack)  
Ale Asylum Hiway 51 (Across from drivers test place)  
Home Savings (East Washington 1 block towards East Town after Hwy 51 lites) on left  
Off the Grid  
Beans n Cream (toward Sun Prairie)

### Madison North Side:

Northport Drive Shopping Center  
Public Library

### Madison Downtown:

### Capital Square Area:

Brocach Irish Pub 10  
Genna's Lounge 5  
Great Dane Brew Pub (50)  
L'Etoile (new location 1 S. Pinckney Street)  
Marigold Kitchen 25  
\*Home Savings Bank (50 on rack)  
\*Fromagination (25)  
\*Ancora Café (112 King Street; 25)  
\*The Haze restaurant (two doors up; 25)  
\*The King and Mane (two doors up again;

## 2011 Deadlines and Publishing Dates

<b>Issue</b>	<b>Advertising deadline</b>	<b>Publishing date</b>
December 2010	Friday, December 3	Wednesday, December 8
January 2011	Friday, December 31	Wednesday, January 5
February 2011	Friday, January 28	Wednesday, February 2
March 2011	Friday, February 25	Wednesday, March 2
April 2011	Friday, April 1	Wednesday, April 6
May 2011	Friday, April 29	Wednesday, May 4
June 2011	Friday, May 27	Wednesday, June 1
July 2011	Friday, July 1	Wednesday, July 6
August 2011	Friday, July 29	Wednesday, August 3
September 2011	Friday, September 2	Wednesday, September 7
October 2011	Friday, September 30	Wednesday, October 5
November 2011	Friday, October 28	Wednesday, November 2
December 2011	Friday, December 2	Wednesday, December 7
January 2012	Friday, December 30	Wednesday, January 4

## Editorial highlights (provisional list)

December 2010:	Eating local
January 2011:	Public transportation issues
February 2011:	Energy production
March 2011:	Community supported agriculture
April 2011:	Green building
May 2011:	Farmers' Markets
June 2011:	Automobile issues
July 2011:	Green business
August 2011:	Recycling
September 2011:	Packaging
October 2011:	Plastics
November 2011:	Sustainable economics
December 2011:	Green gifts
January 2012:	Cosmetics and body care products

### **Plus regular monthly columns and features:**

- Food and artisanal food producers
- health
- transportation
- construction
- agriculture
- cooking with local foods
- energy
- local business
- gardening
- economics
- lifestyle
- conservation
- recycling
- bicycling
- pets
- 'green' products
- beer and brewing
- local restaurants

Sustainable Times

1/4-page vertical

4.35 x 5.35

\$240

Sustainable Times

1/16-page

2.125 x 2.65

\$60

Sustainable Times

1/8-page horizontal

4.35 x 2.65

\$120

Sustainable Times

1/2-page horizontal

8.75 x 5.35

\$480

\* Please refer to the rate sheet for additional information, including publishing dates and deadlines.

\* For more information, contact George Zens at (608) 516-4464 or via e-mail: [g.zens@tds.net](mailto:g.zens@tds.net)

Sustainable Times

1/8-page vertical

2.125 x 5.35

\$120

Sustainable Times

1/4-page horizontal

8.75 x 2.65

\$240

Sustainable Times

Full page

8.75 x 10.75

\$960

Sustainable Times

1/12-page vertical

2.125 x 3.5

\$80

Sustainable Times

1/3-page vertical

4.35 x 7.125

\$320

Sustainable Times

1/6-page horizontal

4.35 x 3.5

\$160

Sustainable Times

1/3-page horizontal

8.75 x 3.5

\$320

Sustainable Times

1/2-page vertical

4.35 x 10.75

\$480

Sustainable Times

1/6- page vertical

2.85 x 5.2

\$160

Sustainable Times

1/12-page square

2.85 x 2.6

\$80