cover **BOOK**







INSPIRING COMMUNITIES TO LIVE THEIR BEST LIVES



CAN'T-MISS MARKETING

front cover program



CONGRATIII ATIONS

You've chosen the most Powerful Way To Market Your Business in the local community.



HOW TO USE

NOW THAT YOU'VE MADE THE DECISION TO PURCHASE A COVER,

WE'D LIKE TO WALK YOU THROUGH THE NEXT STEPS.

step 1

Decide if you want a Location Showcase, a Group Shot, or an Environmental Portrait for your cover photo. Examples of each are included in this book.

step 2

You will be contacted by our photographer and writer to arrange a time for a photo shoot and an interview. Depending on the style of cover you choose, two separate shoots may be necessary to capture images for the story in addition to the cover shot.

step 3A

You will receive a proof of the story text from the writer. Read thoroughly and communicate all desired changes to the writer.

step 3B

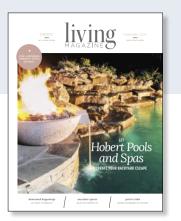
The photos from the shoot that you select will be sent to your assigned Client Services Manager. She will select the appropriate images and put your cover and story into design.

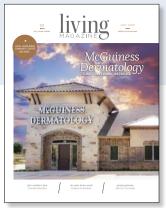
step 4

You will receive a proof of your cover and story layout from your assigned Client Services Manager. Review thoroughly and communicate any corrections.

CLIENT ACKNOWLEDGES THAT THE PUBLISHER RESERVES THE RIGHT TO CONTROL THE LOOK, LAYOUT, AND DESIGN OF ALL ADVERTISING PRODUCTS.

LOCATION SHOWCASE





TIP

To add more interest, shoot at night or change up the angle.

Candid shots are also a great way to showcase the functionality of the location.































TIP

Be sure to allow for plenty of "breathing room" around the subjects to allow for cover text.

Groups should be limited to 3-6 people.





















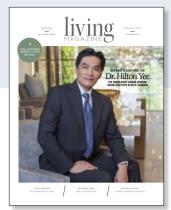






ENVIRONMENTAL PORTRAIT





TIP

When choosing a location, try to find an area that is free from visual disruption.

Studio portraits are a great choice for those looking for a "cleaner" look.



























Thank You for choosing Living Magazine

LEARN MORE ABOUT WHAT MAKES LIVING MAGAZINE UNIOUE!

livingmagazine.net

