

Claire Murray's  
**La Vie Claire**

THE ART OF LIVING A CREATIVE LIFE



2009 MEDIA KIT

Home | Garden | Food | Art | Inspiration



## ABOUT CLAIRE MURRAY

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**“What would life be  
if we had no courage to  
attempt anything.”**

**VINCENT VAN GOGH**

Raised by the sea, Claire Murray has always been inspired by the whimsy of mermaids, the sculpture of seashells, the charm of rose-covered cottages, and the allure of lighthouses. Though she grew up on the West Coast, Claire’s professional journey began on Nantucket, where she learned, taught, and revived the art of rug hooking. The island’s seafaring heritage and hydrangea-filled gardens provided the inspiration for her initial designs. What started as a hobby turned into Claire Murray Enterprises, an international hooked rug, home accessory, and apparel company, which today includes sixteen retail stores and a thriving online business. The Claire Murray customer, like Claire herself, lives life with passion and creativity.

To celebrate the well-lived life, in 2004 Claire launched her quarterly magazine, *La Vie Claire*—“the clear life”—in other words, living one’s life with clarity. The title reflects not only the editorial mission of *La Vie Claire*, but Claire Murray’s philosophy: to have the courage to follow your dreams, to surround yourself with people, places, and experiences that inspire, to live life with a purpose and with passion. *La Vie Claire* features talented artists, crafters, creators, and entrepreneurs living their dreams. It takes readers inside homes that embody the creative spirit and transports them to places that leave an indelible imprint on the imagination.

“Keep your fears to yourself, but share your inspiration with others.” This thought, so beautifully framed by Robert Louis Stevenson, reflects the philosophy behind *La Vie Claire* and behind the life-long achievements of its founder, Claire Murray.

*La Vie Claire—The Clear Life. The Clear Choice.*

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## LA VIE CLAIRE READERS

### Demographics

**Audience:** 250,000+

**Readers per copy:** 4.3

**Female:** 95%

**Male:** 5%

**Attended/Graduated College:** 86%

**Median Age:** 52

### Lifestyles

*La Vie Claire* readers, like the Claire Murray customer, are educated, affluent, creative, and well-traveled consumers who appreciate and can afford the finer things in life.

### Passions

Arts, Crafts, Photography

Decorating, Gardening

Cooking, Traveling, Reading

Outdoor Activities

**90%** of our readers say they refer to *La Vie Claire* when making home and garden purchases: *"I cannot tell you how beautiful I think your magazine is. I picked it up in the supermarket in the middle of a very hectic day, and it transported me to a calm place. I will be using your magazine for home decorating ideas. Thank you for the experience of viewing your magazine."*

**85%** of our readers say they refer to *La Vie Claire* when making fine art and craft purchases: *"I just discovered La Vie Claire and had to write to tell you that I'll be cancelling all of my other magazine subscriptions. La Vie Claire is all I need! The high quality of the paper, the photography, the well-written stories—in fact, I even enjoy the unique ads from artists and crafters not just from New England, but from coast to coast. What an inspiration!"*

**82%** of our readers say they refer to *La Vie Claire* when making travel plans: *"I stumbled upon your magazine only a week ago and have been captivated ever since. The cover was everything I dream my garden entrance to be. I have to confess, after reading your magazine, I cancelled my cruise for this fall and have made reservations with an inn that was advertised in your magazine! As a hectic business owner, your magazine took me to a wonderful place of relaxation and contentment. I look forward to receiving the order I placed this evening for all the back copies."*

**75%** of our readers say they collect *La Vie Claire* and plan to keep every issue: *"Earlier today I was in Barnes & Noble buying part of my monthly stack of magazines when I saw your lovely magazine. How absolutely beautiful. I am a photographer and a writer and am fully appreciative of your new publication. The flower photos are breathtaking. Just wanted to let you know that I intend to buy each and every issue."*

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## DISTRIBUTION & CIRCULATION

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**In 2005,  
*La Vie Claire* outsold  
popular titles such  
as *Coastal Living*,  
*Martha Stewart Living*,  
and *Country Living* at  
Borders Books and  
Barnes & Noble.**

### **Paid Subscriptions: 10,000+**

Over 75% of *La Vie Claire* subscribers keep every issue and have purchased the entire set of *La Vie Claire* editions to date.

### **Newsstand Distribution: 60,000+**

*La Vie Claire* is sold at over 10,000 bookstores and newsstands throughout the United States and Canada.

### **Claire Murray Retail Sales: 10,000+**

*La Vie Claire* is sold through the Claire Murray web site and at the following Claire Murray store locations: Nantucket, MA; Edgartown, MA; Chatham, MA; W. Barnstable, MA; Osterville, MA; Dennis, MA; Freeport, ME; Kittery, ME; Lebanon, NH; Ascutney, VT; Newport, RI; Yorktown, VA; Annapolis, MD; St. Michaels, MD; and Hilton Head, SC.

### **Events & Promotions: 2,500**

Each issue of *La Vie Claire* is distributed to your target audience at various home & garden, food & wine, and art & crafts events held throughout the country.

### **Hotels & Inns: 2,500**

The current issue of *La Vie Claire* is distributed to upscale inns and hotels throughout the country, including The White Elephant, Nantucket, MA; The Jared Coffin House, Nantucket, MA; The Harbor-side Hotel, Edgartown, MA; The Chanler Inn, Newport, RI; The Inn at Castle Hill, Newport, RI; The Chatham Bars Inn, Chatham, MA; The Woodstock Inn, Woodstock, VT; The Equinox Inn, Manchester, VT; The Planters Inn, Charleston, SC.

### **Pass-Along Readership: 4.3 per copy**

### **Readership Per Issue: 250,000+**

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## EDITORIAL CALENDAR

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### Spring 2009

#### THE GARDEN ISSUE

**On Sale:** March 31, 2009

**Space & Material:** February 3, 2009

### Summer 2009

#### BY THE SEA ISSUE

**On Sale:** June 30, 2009

**Space & Material:** May 5, 2009

### Fall 2009

#### ARTS & CRAFTS ISSUE

**On Sale:** September 29, 2009

**Space & Material:** August 4, 2009

### Annual Issue 2010

#### LIFE LESSONS

**On Sale:** January 13, 2009

**Space & Material:** November 10, 2008

*La Vie Claire*—the clear life—  
celebrating lives lived with passion,  
places that inspire, experiences that expand,  
homes and settings that fulfill a vision.

## In Every Issue:

### Style

- **Coastal Cottage** {waterside homes & gardens}
- **Country Cottage** {town & country homes & gardens}

### Inspiration

- **In the Garden** {garden-inspired people, places & products}
- **By the Sea** {sea-inspired people, places & products}

### Passion

- **The Creative Life** {artists, crafters, creators & designers}
- **The Well-Lived Life** {lives lived with passion}

### Journey

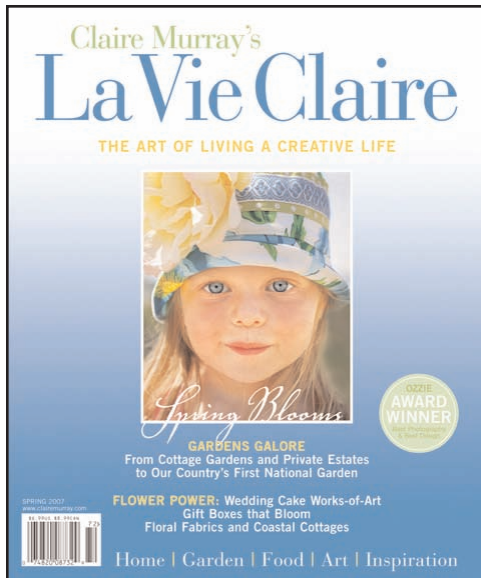
- **Favorite Places** {inspirational places to visit and live}
- **Favorite Palates** {food & wine}

### Discovery

- **Life Lessons** {learning vacations, classes & workshops}
- **The Clear Life** {a parting thought}

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## Advertising that Works

Reach your target audience through *La Vie Claire's* unique advertising package that includes:

- Free web link on [www.clairemurray.com](http://www.clairemurray.com)
- Exposure to Claire Murray customer
- 90 days national newsstand exposure
- Unlimited exposure to *La Vie Claire* collectors
- Unparalleled quality and ad reproduction

## 2009 ADVERTISING RATES

FOUR COLOR	1X	2X	4X
2 Page Spread	\$10,400	\$9,360	\$8,320
Full Page	\$6,500	\$5,850	\$5,200
1/2 Page (Life Lessons)	\$3,900	\$3,510	\$3,120
1/4 Page (Life Lessons)	\$1,950	\$1,755	\$1,560
<b>COVERS</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
Back Cover	\$8,450	\$7,605	\$6,760
Inside Front Cover	\$7,800	\$7,020	\$6,240
Inside Back Cover	\$7,150	\$6,435	\$5,720

Rates are net, per insertion, and include four color.

Preferred positions available. Please check with your sales manager.

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