



## Editorial Guidelines

*Times of the Islands and RSW Living* are a magazine that captures the true essence of Southwest Florida living. It is a high-quality, intriguing publication that captures the beauty, style and spirit of coastal life; a magazine with vision and substance that appeals not only to residents of Sanibel, Captiva and Southwest Florida, but to vacationers as well—anyone who shares a passion for the coastal mystique and lifestyle.

### Circulation and Distribution

The publication has a projected circulation of 20,000 with total readership reaching 200,000. In addition to newsstands, bookstores, retail outlets and paid subscribers, *Times of the Islands and RSW Living* is distributed to a variety of local and national retail and service establishments that address the needs of visitors, travelers and residents.

- *Times of the Islands'* paid subscribers represent a large and very qualified magazine audience in Southwest Florida. Our complimentary "in room" distribution **reaches 95 percent of all seasonal visitors** to the Lee County barrier islands, and we are approved **on board reading material on several international and domestic airlines**, servicing Florida.

### Editorial Focus

We are looking for exciting, fresh material on subjects that cover anything pertaining to coastal living.

Topics include:

- Who's who and what's new
- Theatre, music and the arts
- Design and architecture
- Tropical gardening and native plants
- Environmental and community issues
- Exotic island getaways
- Cuisine and entertaining
- History and folklore
- Boating, fishing and water activities

### Features, Short Features and Departments

Features should run approximately 1,500 to 2,000 words. Photographs and illustrations are welcome. Short features or departments should be approximately 300 to 1000 words. All submissions should be on a PC-compatible in MS Word for Windows to be submitted to [editor@toti.com](mailto:editor@toti.com).

### Themed Issues

In the past year we have developed a theme structure for the 6 issues:

**January/February –On the Water** –celebrating the beauty, mystery and people that are involved

Editorial deadline-Oct. 1 in our Gulf of Mexico environment

**March/April –In Bloom** –Focusing on the birth of Spring and all the beauty it brings...

Editorial deadline-Dec. 1 from landscaping to activities

**May/June –Art Appreciation** –A showcasing of all the local and visiting artistic

Editorial deadline-Feb. 1 talents in our area

**July/August –Call of the Wildlife** –A view and education about all the wildlife and conservation

Editorial deadline-Apr. 1 that southwest Florida offers

**September/October –Habitats/Design** –The burst of interest in different habitats and the evolving

Editorial deadline-June 1 talents of local designers from jewelry to handbags

**November/December –On the Gourmet Travel** –Tantalizing your tastebuds and showing you

Editorial deadline-Aug. 1 places that you will have to visit

Please send outlines or ideas to the editor at [editor@toti.com](mailto:editor@toti.com) or P. O. Box 1227, Sanibel Island, Florida 33957