

DOCUMENTING THE TREASURE COAST WITH LOCAL OWNERSHIP AND LASTING PERSPECTIVE

In 2006, **Gregory Enns** and **Allen Osteen** saw an opportunity on Florida's Treasure Coast. While the region was growing rapidly, it lacked a polished, regional publication dedicated exclusively to telling its story. They envisioned a magazine that would go beyond headlines — one that would explore local history, profile business leaders, highlight cultural institutions and capture the evolving identity of St. Lucie, Martin and Indian River counties.

That vision became **Indian River Magazine**. Established in Fort Pierce and headquartered at 308 Avenue A, the publication was built with a clear commitment: remain locally owned and locally focused. Nearly twenty years later, *Indian River Magazine* stands as one of the last locally owned media companies serving the Treasure Coast.

Local ownership has shaped the company's character from the beginning. Decisions about editorial direction and business strategy are made within the community, not from a distant corporate office. That perspective allows the publication to respond to regional priorities, celebrate local milestones and maintain long-standing relationships with readers and advertisers alike.

The flagship publication, *Indian River Magazine*, blends in-depth features, historical storytelling and community profiles. It has become known for thoughtful reporting and visually engaging layouts that highlight the region's people and places.



Space Coast Living; *Port St. Lucie Magazine*; *Fort Pierce Magazine*; the official Sunrise Theatre playbill; and the St. Lucie Travel Guide. Each publication reflects the company's emphasis on strong writing, quality photography and refined design.



Gregory Enns and Allen Osteen

In addition to its regular publications, *Indian River Magazine* has developed a reputation for custom publishing. The company specializes in commemorative and anniversary editions that preserve institutional history in magazine format. Past anniversary projects have highlighted Indian River State College, the Sunrise Theatre, the City of Vero Beach, the City of Sebastian and Martin County. These editions often involve extensive research, archival photography and in-depth interviews, resulting in keepsake publications that document important milestones.

Advertising services are a central component of the company's offerings. *Indian River Magazine* provides complimentary ad design for both print and online placements, ensuring professional presentation for its clients. By combining print circulation with a digital presence at indianrivermagazine.com, advertisers receive extended visibility that reaches readers across multiple platforms.

The publication's commitment to excellence has earned recognition from the

Florida Magazine Association, underscoring its reputation for quality journalism and design. Awards and professional acknowledgment reflect the consistent standards the company maintains.

At its core, *Indian River Magazine* exists to tell the Treasure Coast's story — past, present and future. It chronicles growth, celebrates achievements and highlights the individuals and organizations shaping the region. As media consolidation continues nationwide, its status as a locally owned publisher remains a defining strength.

From its founding in 2006 to today, *Indian River Magazine* has remained true to its original mission: serve the Treasure Coast with integrity, depth and pride. By preserving the stories of today, it helps build the historical record of tomorrow.

COMPANY OVERVIEW



The Treasure Coast's leading magazine

Business Name: Indian River Magazine

Year established: 2006

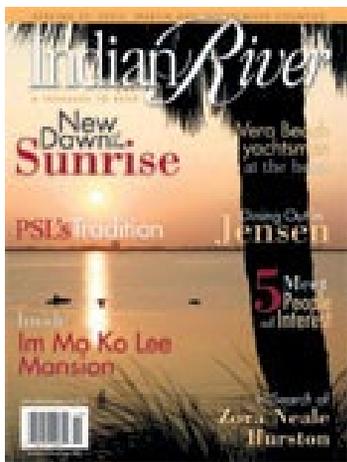
Market: St. Lucie, Martin and Indian River counties

Address: 308 Avenue A, Fort Pierce

Website: indianrivermagazine.com

Products/Services Provided:

Regional magazine publishing; multiple magazine titles including *Treasure Coast Business Magazine*, *Space Coast Living*, *Port St. Lucie Magazine* and *Fort Pierce Magazine*; Sunrise Theatre playbill; St. Lucie Travel Guide; advertising services with complimentary ad design for print and web; custom publications; commemorative and anniversary editions



As the company grew, so did its portfolio. Today, it produces multiple titles serving diverse audiences across the east coast of Florida. These include *Treasure Coast Business Magazine*, focusing on economic development and professional leadership;