

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.



Gregory Enns and Allen Osteen

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.

As the company grew, so did its portfolio. Today, it produces multiple titles.

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