

New
in 2012!

**BECAUSE EVERYONE
WANTS TO BE
"IN THE KNOW."**

FROM THE PUBLISHERS OF *Rhode Island*
MONTHLY

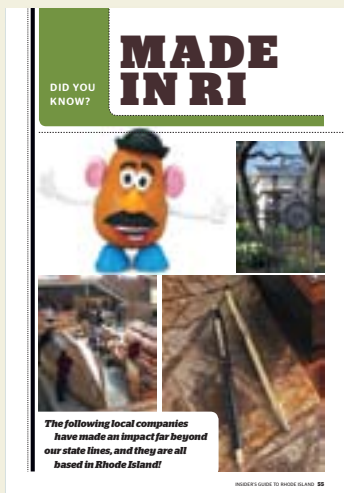
INSIDER'S GUIDE

TO
RHODE
ISLAND™

When traveling for business or pleasure,

the lion's share of our discretionary dollars and leisure time is spent on three things: food, sightseeing and shopping. Consumers don't like feeling uninformed, which is why travelers put great stock in information from knowledgeable, locally trusted insiders when they're away from home. Who dishes the best pizza, seafood and haute cuisine? If I have a few hours of downtime on a business trip, what sights shouldn't I miss and where should I shop?

That's why Rhode Island Monthly Communications has created the **Insider's Guide to Rhode Island**,™ the comprehensive go-to publication for guests staying in all major hotels in Rhode Island and southeastern Massachusetts. Written, designed and produced by the publishers of the award-winning *Rhode Island Monthly* magazine, the **Insider's Guide** features insider tips on the can't miss places to dine, splurge and see while staying in our area. It will also include maps and transportation information.

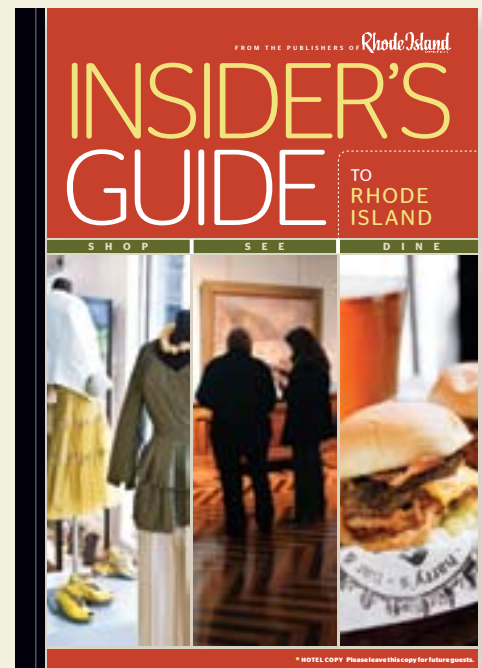


Made in RI

Visitors also like to learn interesting facts about the area in which they are visiting. Most visitors to our state are not aware that some of the nation's best known and most successful organizations have their roots right here in little Rhode Island. We are proud to be the home state of some truly world-class companies and institutions.

The **Made in RI** section of our **Insider's Guide** will celebrate these organizations by sharing the stories of their some-

times humble beginnings, their history and their successes. Our designers have created a very attractive template, and our editors will work with participants to tell their stories in a compelling narrative.



**THE ONLY HARDCOVER
VISITOR'S GUIDE IN AREA HOTELS**



More than One Million Visitors

SAMPLE: MADE IN RI PROFILE A
2-PAGE SPREAD: TEXT 600 words

INSIDER'S GUIDE **MADE IN RI**

Hasbro: Creating Classic Toys for Children of all Ages

Everyone grew up with GI Joe, Mr. Potato Head, the Candy Land board game or Twister. Did you know that Hasbro began right here in Rhode Island?



HASBRO TRACES ITS ORIGIN to an enterprise founded in Providence, Rhode Island, in 1923 by Henry, Hilal, and Herman Hassenfeld, brothers who had emigrated to the United States from Poland. The Hassenfeld brothers engaged in the textile remnant business, selling cloth leftovers. By the mid-1920s they were using them to make hat liners and pencil-box covers. Soon, with eight employees—all family members—they began making the boxes themselves, after realizing their popularity. In 1926 the company incorporated under the name Hassenfeld Brothers Incorporated. Hilal Hassenfeld became involved in other textile ventures, and Henry took control of the new company. Although a paternalistic employer, Henry Hassenfeld was also a tough and shrewd businessman. During the Great Depres-

sion—with 150 employees in 1929 and 200 employees in 1930—Hassenfeld Brothers commanded annual sales of \$500,000 from sales of pencil boxes and cloth zipper pouches filled with school supplies. At that point, however, the company's pencil supplier decided to raise its prices and sell its own boxes at prices lower than Hassenfeld's. Henry Hassenfeld responded with a vow to enter the pencil business himself, and in 1935 Hassenfeld Brothers began manufacturing pencils.

During the late 1930s the Hassenfeld Brothers began to manufacture toys, an extension of the company's line of school supplies.

By 1942, as demand for school supplies tapered off,



the company had become primarily a toy company, although it continued its large, profitable pencil business. Hilal Hassenfeld died in 1943, at which point Henry Hassenfeld became CEO and his



son, Merrill Hassenfeld, became president.

After the war Merrill Hassenfeld began marketing a girls makeup kit after seeing his four-year-old daughter play with candy as though it were lipstick and rouge. In 1952, the company introduced its still-classic Mr. Potato Head, the first toy to be advertised on television. In 1954 Hassenfeld became a major licensee for Disney characters. By 1960, revenues hit \$12 million, and Hassenfeld Brothers had become one of the largest private toy companies in the nation.

Henry Hassenfeld died in 1960. Merrill Hassenfeld then assumed full control of the parent company. In 1961 Hassenfeld Brothers (Canada) Ltd., now Hasbro Canada Inc., was founded. Hassenfeld Brothers seemed to defy the vagaries of the toy

business in the early 1960s, when it introduced what would become one of its most famous and successful product lines. According to author Marvin Kaye in *A Toy is Born*, the company conceived G.I. Joe in 1963 when a licensing agent suggested a merchandise tie-in with a television program about the U.S. Marine Corps called "The Lieutenant." The company liked the idea of a military doll, but did not want to pin its fate on a TV show that might prove short-lived; so it went ahead and created its own concept, and in 1964 Hassenfeld unleashed G.I. Joe, a foot-high "action figure" with articulated joints.

The company changed its name to Hasbro Industries in 1968—it had sold its toys under the Hasbro trade name for some time—and went public. Only a small portion of Hasbro stock went on the open market, however; the majority stake remained in the hands of the Hassenfeld family. At the same time, Hasbro decided that it could no longer ignore the public's growing disapproval of war toys, which was fueled by disillusionment with the Vietnam War. In 1969 G.I. Joe, still the company's leading moneymaker, was

repackaged in a less militaristic "adventure" motif, with a different range of accessories.

Hasbro discontinued G.I. Joe in 1975 because of the rising price of plastic, which was caused by rising crude oil prices. By 1977—the year Hasbro acquired Peanuts cartoon characters licensing rights—the company suffered \$2.5 million in losses and carried a heavy debt. Merrill Hassenfeld died at age 61. The concept was rove short-lived; so it went ahead and created its own concept, and in 1964 Hassenfeld unleashed G.I. Joe, a foot-high "action figure" with articulated joints.

Hasbro, Inc.
1027 Newport Ave., Pawtucket
401-431-8697; hasbro.com



More Than One Million Affluent Visitors

The **Insider's Guide to Rhode Island™** is the only hardcover guide placed in the rooms of the area's most popular hotels including the Westin, Hotel Providence, the Renaissance, the Hyatt Regency Newport and Hotel Viking, and many others. Such prominent placement in approximately 6,000 hotel rooms means that your Made in RI profile will be seen by **more than one million visitors** throughout the year.

Additional Advertiser Benefits

FREE Made in RI participants are offered copy writing assistance, and an attractive design template. Logos and images/artwork to be provided by advertisers.

FREE All participants will benefit from having their **Made in RI** profiles appear in the digital edition of Insider's Guide to Rhode Island, which will be posted on RIMonthly.com for one full year, a site that receives an average of 31,000 unique users each month.

Rhode Island Visitors Economic Contribution:

Source: IHS Global Insight Study 2010, (Visitors coming from at least 50 miles away)

- Shopping: \$465 million
- Food: \$665 million
- Entertainment: \$762 million

SAMPLE: MADE IN RI PROFILE B FULL PAGE: TEXT 200 words

INSIDER'S GUIDE **MADE IN RI**

Since 1846, A. T. Cross Crafting Quality Writing Instruments in the Town of Lincoln

A.T. Cross is known for its quality writing instruments. Did you know they produce timepieces, business accessories and sunglasses also?

THE A. T. CROSS COMPANY IS A major international manufacturer of fine writing instruments, timepieces, and personal accessories. Cross products are sold to the consumer gift market through fine stores worldwide. Writing instruments, timepieces, and personal accessories are sold to the business gift market via a network of companies specializing in recognition programs.



its own, it all began with Richard Cross, who founded the company the same year both the Smithsonian and the sewing machine were born, just as Samuel Morse's magnetic telegraph pushed Westward and America braced for a war with Mexico.

Cross family sold the company to an employee, Walter R. Boss, who led our growth into the company you know today.

A. T. Cross Company
One Albion Rd., Lincoln
401-333-1200, cross.com



A. T. Cross Company is listed on the Nasdaq Stock Market LLC* under the symbol ATX.

For more than 158 years, Cross has re-invented writing instruments, combining design ingenuity with jewelry-quality craftsmanship. We were America's first manufacturer of quality writing instruments, and that means that we've been making pens people use, depend on and enjoy for a long time.

While our history is a story all

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SAMPLE: MADE IN RI PROFILE C HALF PAGE: TEXT 150 words

Brown University: About Two and a Half Centuries of History

Brown University's mission is to serve the community, the nation, and the world.

BROWN WAS FOUNDED IN 1764—THE THIRD COLLEGE in New England and the seventh in America. Brown was the first Ivy League school to accept students from all religious affiliations, a testament to the spirit of openness that still typifies Brown today.

Originally located in Warren, Rhode Island and called the College of Rhode Island, Brown moved to its current spot overlooking Providence on College Hill in 1770 and was renamed in 1804 in recognition of a \$5,000 gift from Nicholas Brown.

Women were first admitted to Brown in 1891. The Women's College was later renamed Pembroke College before merging with Brown in 1971.

The first master's degrees were granted in 1888 and the first doctorates in 1889. The first M.D. degrees of the modern era were presented in 1975 to a graduating class of 58 students.



Undergraduate education changed dramatically in 1970 with the introduction of what has become known as the Brown Curriculum. The idea for this change came from a report written by undergraduates Ira Magaziner '69 and Elliot E. Maxwell '68, as part of a GISP (Group Independent Study Project) that examined education at Brown.

Brown University
45 Prospect St., Box 1876, Providence
401-863-2378, brown.edu



CVS Caremark: Creating a Better Future in Health Care Since 1963

CVS Caremark are leaders in both prescriptions and health services and make their customers a priority.

THE COMBINED HISTORY OF CVS CAREMARK AND its business units is one of innovation and leadership. It began with the opening of our first retail store in 1963 and has continued ever since, with pioneering efforts in both the PBM and health clinic industries. Despite our disparate beginnings, we are united by our shared passion for customer service and a commitment to creating a better future in health care. With the merger of CVS Corporation and Caremark Rx, Inc., we've become an integrated provider of prescriptions and related health services with an unmatched breadth of capabilities. We're the market leader in multiple categories and able to provide payors and patients with solutions that no pharmacy retailer or pharmacy benefit manager on its own could offer. It's "The Power of One."



Our capabilities include industry-leading clinical and health management programs, specialty pharmacy expertise, leadership in retail clinics, customer service excellence, and our deep knowledge of the consumer gained through the more than four million customers who visit our stores daily.

CVS Caremark
695 George Washington Hwy., Lincoln
401-334-2040, caremark.com

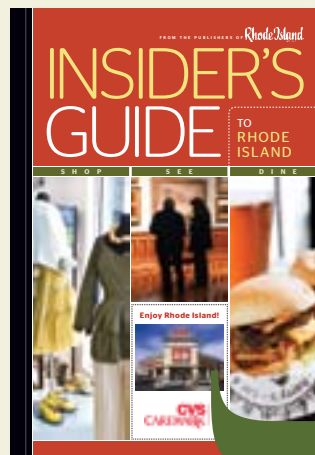


INSIDER'S GUIDE TO RHODE ISLAND 59

FREE All participants will have their digital edition profile link to their website, if applicable.

FREE Made in RI participants will be incorporated into the "Rhode Island Trivia" segment of our new travel-related app or mobile website for **smartphones**. See back page for more details.

Annual advertisers in *Rhode Island Monthly* magazine: See your account executive regarding a special rate incentive for placing your **Made in RI** profile in **Insider's Guide**, in addition to your magazine advertising schedule.



Made in RI participants may purchase additional copies of this **unique hardcover publication** for distribution at their discretion. The front cover of these copies can be **customized** to incorporate one photograph and the company logo.



Insider's Guide to Rhode Island™ is the go-to guide to discover the best places to eat, the hottest spots for unique gifts, where in Rhode Island to spend a few hours when visiting on a business trip, and more from our editors in the know.

Reach Visitors on their Smartphones



We are developing a **travel-related app or mobile website** for smartphones. It will serve as a user-friendly, interactive, pocket companion to the hardcover **Insider's Guide to Rhode Island™**. This will be marketed heavily to visitors via all of our travel-related publications, including the **Insider's Guide**.

All **Insider's Guide** print advertisers will be featured within at no cost and will also have the opportunity to upgrade to an enhanced presence.

More details to follow...

Insider's Guide to Rhode Island™ advertising deadlines

Ad Close:	October 14, 2011
Ad Materials Due:	November 4, 2011
Publication Date:	Spring 2012

For a comprehensive presentation of advertising opportunities, please contact your Rhode Island Monthly account executive or Kieran Keating, associate publisher/sales, at kkeating@rimonthly.com or 401-649-4888.