









# MEDIA KIT | 2024

## PRINT AD RATES & SIZES

6X 3X 1X	<b>\$3,042</b> <b>\$3,436</b> <b>\$3,825</b>	<b>COVER</b> T 8.25" x 10.5" B 8.5" x 10.75" L 7.75" x 10"	
6X 3X 1X	<b>\$2,555</b> <b>\$2,885</b> <b>\$3,215</b>	<b>FULL PAGE</b> T 8.25" x 10.5" B 8.5" x 10.75" L 7.75" x 10"	
6X 3X 1X	<b>\$1,929</b> <b>\$2,181</b> <b>\$2,425</b>	<b>2/3 PAGE</b> 4.85" x 9.6"	
6X 3X 1X	<b>\$1,549</b> <b>\$1,749</b> <b>\$1,950</b>	<b>1/2 PAGE</b> H 7.375" x 4.7" V 4.85" x 7.15"	
6X 3X 1X	<b>\$1,057</b> <b>\$1,230</b> <b>\$1,375</b>	<b>1/3 PAGE</b> H 4.85" x 4.7" V 2.325" x 9.6"	
6X 3X 1X	<b>\$839</b> <b>\$971</b> <b>\$1,085</b>	<b>1/4 PAGE</b> H 4.85" x 3.48" V 2.325" x 7.15"	
6X 3X 1X	<b>\$602</b> <b>\$680</b> <b>\$760</b>	<b>1/6 PAGE</b> H 4.85" x 2.25" V 2.325" x 4.7"	
6X 3X 1X	<b>\$315</b> <b>\$356</b> <b>\$395</b>	<b>1/12 PAGE</b> 2.325" x 2.25"	

T = trim, B = bleed, L = live area.

## WEB AD RATES & SIZES

12X 6X 3X 1X	<b>\$90</b> <b>\$115</b> <b>\$125</b> <b>\$135</b>	<b>LEADERBOARD</b> 710 x 150 pixels
12X 6X 3X 1X	<b>\$50</b> <b>\$60</b> <b>\$65</b> <b>\$75</b>	<b>SIDEBAR</b> 300 x 250 pixels

Website ads are run-of-site. Prices shown are per month. Contact us for more custom pricing and options.

## EDITORIAL CALENDAR

### JANUARY/FEBRUARY

Health + Housing Resource Guide

### MARCH/APRIL

Finance + Travel

### MAY/JUNE

Home & Garden + Outdoors + Housing

### JULY/AUGUST

Arts + Food & Drink

### SEPTEMBER/OCTOBER

Grandparenting + Fitness

### NOVEMBER/DECEMBER

Housing + Music + Holiday

## AD DETAILS

All print ads include color. All dimensions are width x height. H = horizontal, V = vertical.