providencemedia

providencemedia 2018 MEDIA KIT

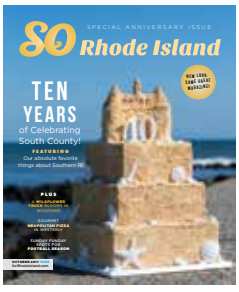
Advertising Inquiries

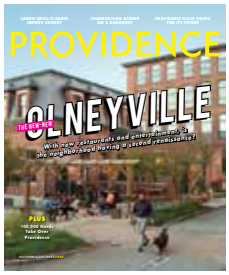
Contact 401-305-3391 or marketing@providenceonline.com

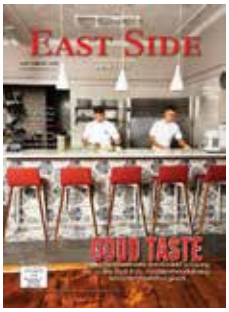
LOCALLY OWNED

Since 1975, we are the largest magazine group in Rhode Island

PROVIDENCE MEDIA is the leader in local lifestyle, reaching over 168,000 educated, affluent and engaged readers every month through our free, hyperlocal publications. We work hard to find what's new and exciting from greater Providence to South County, to the East Bay and Southeastern Massachusetts. We don't just follow the trends – we set them: by being the first to tell you about restaurants that go on to win awards, community members who ascend to be community leaders, and arts and entertainment that become the hottest shows in town. Our readers are pre-qualified patrons of local businesses: We know this because you have to shop local to pick up our magazines. They are out and about, and they're hungry for what's new. **Follow our lead** and reach the locals who know where to go and what to do.







Award-Winning Editorial

Providence Media has received over 100 RI Press Association Awards, including

Best Covers

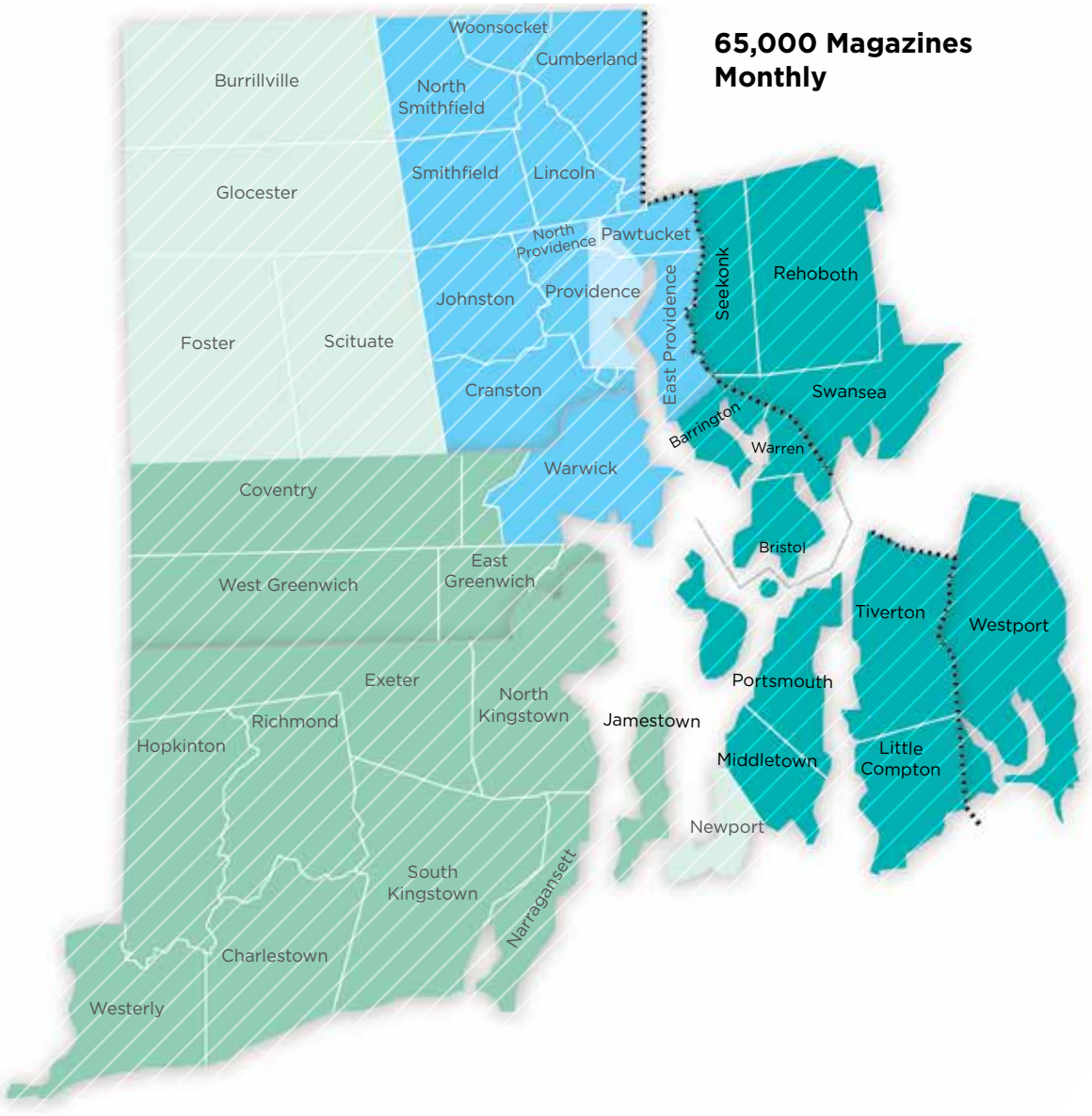
Best Feature Front Page

Photo Series

Food and Dining Story

Arts or Entertainment Story

Regional & Statewide Distribution



65,000 Magazines Monthly

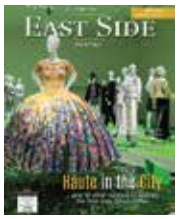
25k

HR

Hey Rhody

The premium statewide free magazine, *Hey Rhody* has 5 specialty issues ranging from seasonal guides to dining and home.

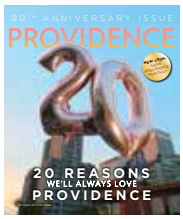
16k



East Side Monthly

For over 40 years, *East Side Monthly* has been committed to issues vital to its vibrant and affluent community. Directly mailed to all of 02906.

18k



Providence Monthly

The city's only magazine, *Providence Monthly* has been a must-read source for trends in dining, style, arts and culture since 1996.

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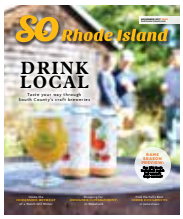


SO Rhode Island

With a focus on home, style, dining, the arts and family fun, *SO Rhode Island* is the community's indispensable monthly guide to the good life.

13k

The Bay

The Bay offers in-depth coverage of arts and culture, dining, home and personal style and events in the East Bay.

Monthly & Digital Advertising Rates

Monthly Advertising Rates For
East Side Monthly, Providence Monthly, The Bay & SO Rhode Island*

**per pub*

	Open	6x	9x	Annual
1/6	$305	$265	$254	$234
1/3	$535	$464	$447	$412
1/2	$855	$743	$732	$669
2/3	$1,000	$830	$815	$785
Full Page	$1,492	$1,350	$1,288	$1,169
Cover	$1,943	$1,670	$1691	$1,400

Specialty Sizes

	Open	6x	9x	Annual
Local Spot	$175	$162	$154	$144
Marketplace: Display 1/12	$149	$138	$131	$122
Marketplace: Display 1/6	$260	$225	$216	$199
Marketplace: Display 1/3	$454	$395	$380	$350
Business Spotlight		$195		

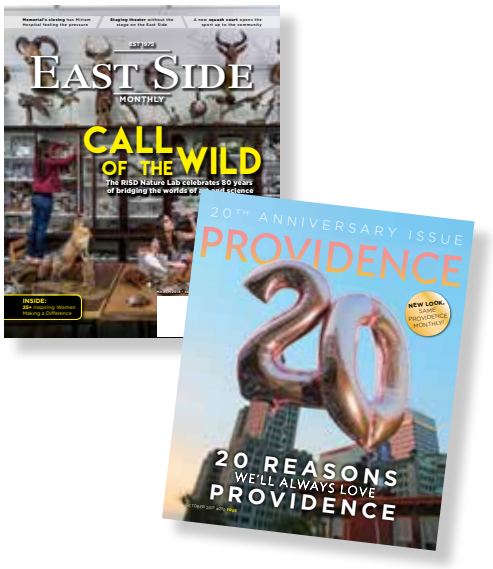
Marketplace: Display Ad Pages
Special geographical (i.e., East Greenwich) and thematic (i.e., Back to School) display ad sections

Business Spotlights
Business spotlights (paid advertorial stories)

Digital Advertising

Web	Medium Rectangle: 300 x250*	$10/1,000 impressions
Web	Half Page Banner: 300x600*	$10/1,000 impressions
E-Newletter	Medium Rectangle: 300x250*	$100/week

**Ad sizes are standard IAB (Interactive Advtering Bureau) units*



Combination Rates

Any 2 Publications: 10% discount
Any 3 Publications: 15% discount
All 4 Publications: 20% discount

Discounts apply to total billing charge including color and special placement. Advertising must appear within the same month. Contracts not fulfilled will be short rated to the earned rate.

Camera Ready Inserts

Pre-printed inserts may be inserted in East Side Monthly for $65/thousand. Additional printed available upon request.

Statewide Specialty: Hey Rhody

HOME

Home design inspirations and tips

Stay tuned for 2019 deadlines/drop date

SUMMER

The essential guide to summer in the Ocean State

Stay tuned for 2019 deadlines/drop date

DINING

Over 100 restaurants profiled • locally made food and spirits

Deadline: July 16
Drops: Early August

FALL

Fall in love with autumn in RI • farm happenings

Deadline: August 17
Drops: Mid September

HOLIDAY

Get in the local spirit • local gift guide

Deadline: October 18
Drops: Early November

Hey Rhody Advertising Rates

	1 Edition	2-3 Editions	4-5 Editions
1/6	$345	$300	$260
1/3	$525	$460	$395
1/2	$820	$720	$625
2/3	$1,100	$895	$785
Full Page	$1,380	$1,200	$1,045
Cover	$1,695	$1,475	$1,275

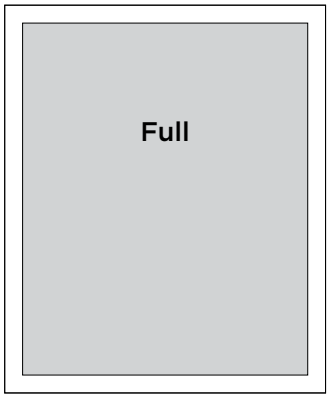
DISCOUNTS AVAILABLE

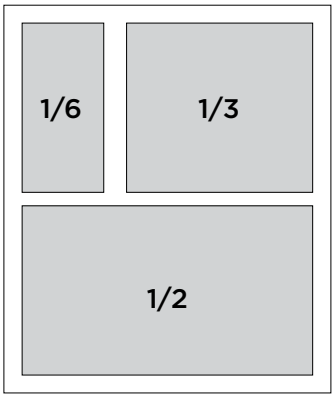
- 5% auto debit
- 10-25% for monthly advertisers *Ask account manager for details*

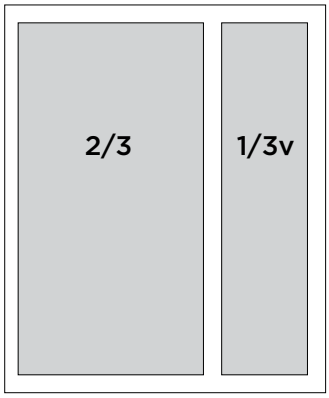
Sizes

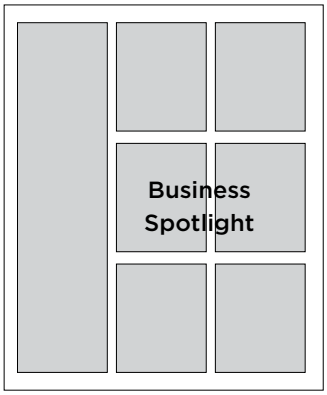
Magazine Trim Size	9”w x 10.875”h
1/6	2.375”w x 4.75”h
1/3	5.125”w x 4.75”h
1/3 Vertical	2.375”w x 9.875”h
1/2	8”w x 4.75”h
2/3 Vertical	5.125”w x 9.875”h
Full (non bleed)	8”w x 9.875”h
Full Bleed*	9.25”w x 11.125”h
Biz Spotlight	2.375”w x 3.0625”h
Local Spot	2.375”w x 2.25”h

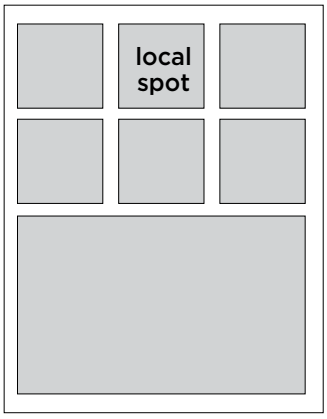
Please ask your sales rep for the full page template for more instructions











Requirements

- Our preferred file format is PDF
- Images must be 300dpi
- Please refrain from using rich black in your ad; only use regular black (c0m0y0k100)
- Color mode must be CMYK, RGB and spot colors will not print true to color
- Smallest type for newsprint is 8pt, 12pt bold for knockout text
- Templates are available upon request. Please supply your ad on a disk or via email to your sales representative

Advertising Design Policy

In-house, agency quality work is available at no extra charge to contract advertisers for ads running in Providence Media products.

Unflattened, unprotected PDFs of ads may be purchased for $75 per ad. Additional ad changes or formats are available at an additional charge. Original InDesign files cannot be provided, as they may contain fonts and images that are licensed to Providence Media.

Providence Media 2018 Production & Planning Calendar

(Subject to change)

	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
JULY	East Side Monthly	Fri. June 1	TBD	
	Providence Monthly	Wed. June 6	Dining	
	The Bay	Fri. June 8	Summer	
	SO Rhode Island	Wed. June 13	On the Water	
AUGUST	East Side Monthly	Fri. June 29	TBD	Back to School
	Providence Monthly	Tue. July 3	TBD	Back to School
	The Bay	Fri. July 6	TBD	Back to School
	SO Rhode Island	Wed. July 11	TBD	Back to School
	Hey Rhody	Mon. July 16	Dining Guide	
SEPTEMBER	East Side Monthly	Fri. August 3	TBD	Back to School
	Providence Monthly	Wed. August 8	TBD	Back to School
	The Bay	Fri. August 10	TBD	Back to School
	SO Rhode Island	Wed. August 20	TBD	Back to School
	Hey Rhody	Mon. August 20	Fall Guide	Back to School
OCTOBER	East Side Monthly	Fri. August 31	TBD	Back to School
	Providence Monthly	Wed. September 5	TBD	Back to School
	The Bay	Fri. September 7	TBD	Back to School
	SO Rhode Island	Wed. September 12	TBD	Back to School
NOVEMBER	East Side Monthly	Fri. September 28	TBD	
	Providence Monthly	Wed. October 3	TBD	
	The Bay	Fri. October 5	TBD	
	SO Rhode Island	Wed. October 10	TBD	
	Hey Rhody	Mon. October 22	Holiday Guide	
DECEMBER	East Side Monthly	Fri. November 2	TBD	
	Providence Monthly	Wed. November 7	TBD	
	The Bay	Fri. November 9	TBD	
	SO Rhode Island	Tue. November 13	TBD	