

winston-salem MONTHLY

Contact your Winston-Salem Journal Account Executive or 336-727-7492

MEDIA KIT 2021



WINSTON-SALEM MONTHLY celebrates life in our city — the people, places, and events that make it a unique and vibrant place to live, work, and play. **Winston-Salem Monthly** is the must-read publication for educated, affluent, and discerning consumers.

In an age of interruption, magazines engage and captivate.

Advertisers, take note. Among all media, digital or analog, magazine readers are least likely to engage in another activity while reading. Magazine readers spend an average of 43 minutes of undivided attention with each issue.

subscriptions available for \$36 per year

» audience & distribution

WINSTON-SALEM MONTHLY readership is composed of an upscale demographic.

- › Minimum home value **\$200,000** AND minimum household income **\$125,000**
- › **20,000 magazines** are direct mailed monthly: to affluent homeowners in Forsyth County and surrounding areas. **Also:** Area hotels and b&bs are stocked monthly.

JANUARY › THE CHANGE ISSUE
stories of hope | movers & shakers | what to expect in 2021

FEBRUARY › HOME & GARDEN
front porches | house plants we love | kitchen & baths

MARCH › THE WOMEN'S ISSUE
5 women to watch | Q&A with female leaders | legacy foundation

APRIL › THE PET ISSUE
service dogs | llamas | pet insurance

MAY › THE ENTREPRENEUR ISSUE
reach | hustle ws | young professionals

JUNE › THE JUNETEETH ISSUE
history | black theatre festival | w-s urban league

JULY › THE FOOD ISSUE
meat madness | gin & tonics | chocolate

AUGUST › THE OUTDOOR ISSUE
picnic spots | butterflies & bugs | geocaching

SEPTEMBER › ARTS & INNOVATION
performance groups | w-s poets | musicians

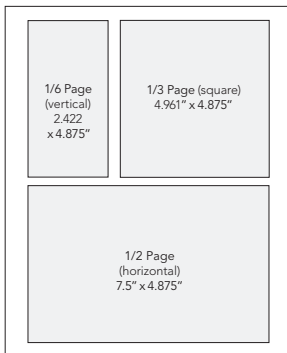
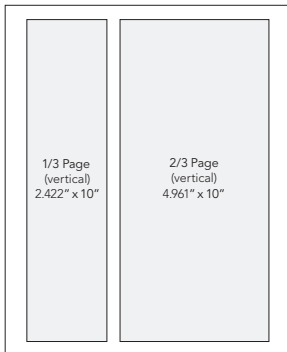
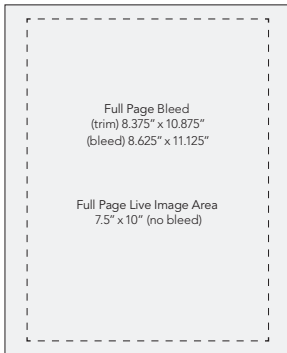
OCTOBER › THE NONPROFIT ISSUE
habitat | artistscorp | bee geek

NOVEMBER › HEALTH & WELLNESS
organ donation | psychology | hiking for health

DECEMBER › THE HOLIDAY ISSUE
holiday traditions | seasonal shopping | recipes



free-standing advertising



ADVERTISING RATES (per month)

AD SIZE	12X	6X	3X	1X
2 page spread	\$4160	\$4750	\$5340	\$5930
Full page	\$2315	\$2650	\$2975	\$3305
2/3 page	\$1955	\$2230	\$2505	\$2780
1/2 page	\$1470	\$1680	\$1885	\$2090
1/3 page	\$985	\$1125	\$1265	\$1400
1/6 page	\$665	\$760	\$850	\$940

Note: All rates include website presence on winstonsalemmonthly.com, full-color, and print to web. Design fees may apply

ADVERTISING DIMENSIONS

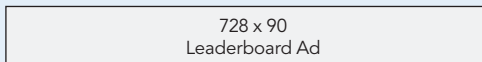
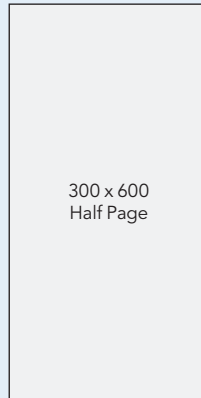
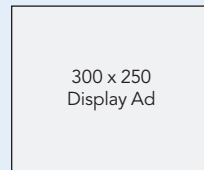
AD SIZE	WIDTH	HEIGHT	WIDTH	HEIGHT
Two page spread bleed:	17"	11.125"	trim: 16.75"	10.875"
Full page bleed	8.625"	11.125"	trim: 8.375"	10.875"
Full page no bleed:	7.5"	10"		
2/3 page vertical	4.96"	10"		
1/2 page horizontal	7.5"	4.875"		
1/3 page square	4.96"	4.875"		
1/3 page vertical	2.422"	10"		
1/6 page vertical	2.422"	4.875"		

WINSTONSALEMMONTHLY.COM

100% Share of Voice Sponsorships

*One ad position available per size

320x50 Mobile Ad	\$300 per month
920x600 Reveal Banner	\$400 per month
728x90, 300x600, 300x250	\$200 per month



Seasonal & monthly full-color, vibrant ads in a special themed advertising~only section.

ADVERTISING RATES/DIMENSIONS (for themed advertising gangs)

AD SIZE	1X	2X	3X +	WIDTH	HEIGHT
Full page	\$2020	\$1620	\$1220	7.5"	9.75"
1/2 page horizontal	\$1020	\$820	\$620	7.5"	4.5"
1/4 page	\$520	\$420	\$320	3.69"	4.5"



Monthly Advertising Sections

DESIGN & DECOR | ARTS & ENTERTAINMENT

Seasonal Advertising Sections

- FEBRUARY | Valentine's Day
- APRIL | Easter
- MAY | Mom/Dad/Grad
- JUNE | Mom/Dad/Grad
- AUGUST | Back-To-School
- NOVEMBER | Holiday
- DECEMBER | Holiday

Deadlines:

	SPACE RESERVATION	AD FINAL
January	Fri. Dec. 4, 2020	Fri. Dec 10, 2020
February	Mon. Jan. 4, 2021	Mon. Jan. 11, 2021
March	Fri. February 5, 2021	Thurs. Feb. 11, 2021
April	Fri. March 5, 2021	Thurs. March 11, 2021
May	Fri. April 2, 2021	Fri., April 9, 2021
June	Mon. May 3, 2021	Mon. May 10, 2021
July	Fri. June 4, 2021	Thurs. June 10, 2021
August	Fri. July 2, 2021	Mon. July 12, 2021
September	Fri. Aug. 6, 2021	Thurs. Aug. 12, 2021
October	Fri. Sept. 3, 2021	Fri. Sept.10, 2021
November	Fri. Oct. 1, 2021	Mon. Oct. 11, 2021
December	Wed. Nov. 3, 2021	Thurs. Nov. 11, 2021

Special Advertising Opportunities
8-Page Supplemental Publications,
Special Sections, Inserts & Overruns Available.
Contact for quote.

