Winston-solem

NOT SELL OUR COVERS OR FEATURES.

MEDIA KIT 2019

Contact Angie Tedder, Sales Manager | atedder@winstonsalemmonthly.com | 336-944-4275 | or your Winston-Salem Journal Account Executive f y O

"When it comes to advertising audience&distribution WINSTON-SALEM) Minimum Home there are many options & Value \$200,000 MONTHLY places to spend money yet AND Minimum is the must-read WINSTON-SALEM MONTHLY Household Income magazine is THE avenue to reach publication for educated, \$125,000 our customers. It works for us, affluent & discerning that is why we have consistently consumers. inston advertised since 2011, WINSTON-SALEM MONTHLY magazine has martha bassett | halloween in huntscre been one of the best marketing winstons decisions we have made. " Insta Lee Bowman Readership Hardscape Concepts Inc. composed of an upscale demographic. > 20,000 Magazines Direct Mailed each month. Also: Area hotels and b&bs "As a Winston-Salem native and are stocked monthly. small business owner. I trust that WINSTON-SALEM MONTHLY ashio magazine does a great job in blaam capturing the essence and nostalgia of the city. The cost WINSTON-SALEM MONTHLY IS THE of the advertising is reasonable and I believe it contributes to ONLY LOCAL CITY MAGAZINE WITH **INDEPENDENT EDITORIAL.** WE DO

our success." Elizabeth G. Johnson Salem Kitchen

deadlines: space reservation 1st, completed materials due 5th of each month prior.

MONTHLY winston-salem

MEDIA KIT 2019

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)) free-standing advertising

ADVERTISING RATES (per month)

r	
1	1
1	1
1	1
1	1
	i.
Full Page Ble	- I
(trim) 8.375" x 1	
(bleed) 8.625" x	11.125"
	i.
	i i
Full Page Live Ima	age Area
7.5" x 10" (no b	

2/3 Page

(vertical) 4.961" x 10"

1/3 Page

(vertical) 2.422" x 10'

1/6 Page (vertical)

2.422 x 4.875"

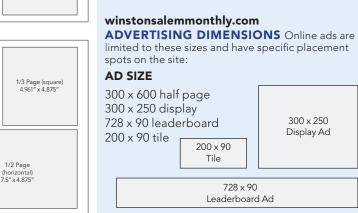
1/2 Page

L							
	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, complimentary graphic design and print to web.

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"	



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"	

Seasonal Advertising Sections

Monthly Advertising Sections

DESIGN & DECOR | ARTS & ENTERTAINMENT

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







Design & Decor VEPERT OFFENDERS Arts & Entertainment 8.5WEDD PAUL LEWIS lave Fun Holiday Shopping Vinter Conce Special Advertising Opportunities

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

deadlines: space reservation 1st, completed materials due 5th of each month prior.

300 x 600

Half Page

editorial calendar

JANUARY Change Issue embracing change, modernization, transitions

FEBRUARY) Love Issue WSM's 150th issue, love & dating

MARCH) Travel Issue daytrips, air B&Bs, inns, staycations

APRIL) Fashion Issue trendsetters, 2019 styles, new retail shops

MAY) Photography Issue local history, photo essays

JUNE) Pet Issue animal adventures, crazy cats, pets making a difference

JULY) Food Issue local dining, chefs, reader recipes

> MAGAZINE READERS SPEND AN AVERAGE OF **43 minutes** of UNDIVIDED ATTENTION WITH EACH ISSUE.

AUGUST) Outdoor Adventures picnic spots, dog days of summer

SEPTEMBER) Arts & Innovation Special Business 40 Closure Commemorative Issue + special content, new discoveries

OCTOBER) Entrepreneur Issue city programs, new businesses, young professionals

NOVEMBER Health & Wellness Issue low stress for the holidays, out of the box health tips

DECEMBER Holiday Issue traditions, seasonal shopping & recipes

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ashion

NNUAL FASHION ISSUE

ADVERTISERS, TAKE NOTE. AMONG ALL MEDIA, DIGITAL OR ANALOG, MAGAZINE READERS ARE LEAST LIKELY TO ENGAGE IN ANOTHER ACTIVITY WHILE READING.

WINSTON-SALEM

MONTHLY metabolic failure in the celebrates life in our city of the people, places and events that make it a unique and vibrant place to live, work and play.