

# winston-salem MONTHLY

MEDIA KIT 2019

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## WINSTON-SALEM MONTHLY

is the must-read publication for educated, affluent & discerning consumers.

» Minimum Home Value **\$200,000**  
AND Minimum Household Income **\$125,000**

» Readership composed of an upscale demographic.

» 20,000 Magazines Direct Mailed each month.  
Also: Area hotels and b&b's are stocked monthly.

**WINSTON-SALEM MONTHLY** IS THE ONLY LOCAL CITY MAGAZINE WITH **INDEPENDENT EDITORIAL**. WE DO NOT SELL OUR COVERS OR FEATURES.

## audience&distribution



“When it comes to advertising there are many options & places to spend money yet WINSTON-SALEM MONTHLY magazine is THE avenue to reach our customers. It works for us, that is why we have consistently advertised since 2011. WINSTON-SALEM MONTHLY magazine has been one of the best marketing decisions we have made.”

Lee Bowman  
*Hardscape Concepts Inc.*

“As a Winston-Salem native and small business owner, I trust that WINSTON-SALEM MONTHLY magazine does a great job in capturing the essence and nostalgia of the city. The cost of the advertising is reasonable and I believe it contributes to our success.”

Elizabeth G. Johnson  
*Salem Kitchen*

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

## » 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](http://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"		

### winstonsalemmonthly.com

**ADVERTISING DIMENSIONS** Online ads are limited to these sizes and have specific placement spots on the site:

#### AD SIZE

300 x 600 half page  
300 x 250 display  
728 x 90 leaderboard  
200 x 90 tile

200 x 90  
Tile

300 x 250  
Display Ad

728 x 90  
Leaderboard Ad

300 x 600  
Half Page

## » 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

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

### Monthly Advertising Sections

DESIGN & DECOR | ARTS & ENTERTAINMENT

### Gift Guide



### Special Advertising Opportunities

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

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# 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

**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

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

**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.

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

