



## editorial calendar

issue	editorial	special ad sections
january	Up & Comers	JM Brides Money Matters Healthy Choices
february	Love	Home Improvement Valentines/Sweetest Day Menu Guide – Great Eating in the Area
march	Family & Neighbors	Easter/Passover Homes/Real Estate Lawn & Garden
april	Best of Johnstown	Progress 2011 Environment/Earth Day/Go Green Golf
may	Beautiful People	Boating/Water Sports Car Care Mothers/Fathers Day Planes, Trains & Automobiles
june	Best Places to Work	Senior Living Thunder in the Valley Parenting & Our Children – An Investment in our future!
july	Summer Leisure	Fairs & Festivals July 4th Holiday Outdoor Living Law & Order
august	Real Estate	Real Estate of Homes & Realtors
september	Great Outdoors	Life-Long Learning – from preschool to college Medical Professionals Fall Home Improvement
october	Health & Wellness	Breast Cancer Awareness & Prevention Hunting/Fishing/Outdoors Women's Interest – Advertorials Full Page Special Rates
november	Giving Thanks	Food/Cooking Holiday Entertaining Holiday Gift Ideas Skiing/Mountain Sports
december	Holiday Style	Holiday Entertaining Holiday Gift Ideas New Year's Eve Religion/Spirituality

## top reasons magazines make a difference

**Magazine advertising moves readers to action, including visiting and searching on the web:** More than half of readers took action or had a more favorable opinion about the advertiser in response to magazine ads, according to Affinity Research. Numerous studies prove that magazine advertising drives web visits and searches more than other media.

**Magazine advertising improves advertising ROI:** Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

**Magazine advertising sells – and it delivers results consistently:** Several studies show that magazines are the strongest driver of purchase intent and boost other media's effectiveness. What's more, magazines deliver results more consistently throughout the purchase funnel than TV or the Internet.

**Magazines reach the most desirable consumers:** Across major demographic groups, the combination of the top 25 magazines delivers more rating points than the top 25 TV shows. In addition, heavy magazine readers are likely to be among the highest spenders across most product categories.

**Magazine audiences accumulate faster than you think – and with lasting impact:** The average monthly magazine accumulates approximately 60% of its audience within a month's time. In addition, consumers refer to magazines multiple times, even saving them, giving advertisers the opportunity for multiple exposures.

**Magazines supply credibility:** Consumers trust and believe magazine advertising more than advertising in other media. In addition, consumers turn to magazines as a source for information on new products.

Sources: Starcom; Northwestern University Magazine Reader Experience Study; Affinity Research; How Media Measure Up; Documenting the Role of Magazines in the Mix; ROI for DTC; ROI for Kraft; Measuring the Mix; What Drives Automotive Sales; American Advertising Federation (AAF) Study; Retail Advertising and Marketing Association (RAMA) Study; Measuring Media Effectiveness; Dynamic Logic; Ephron on Media; Initiative; MRI Fall 2006; Roper; Hearst Engagement Factor Study

# advertising rates & information

## ad rates

	12x	6-11x	Open
Back Cover	\$1,262	\$1,909	\$3,080
Inside Front Cover	\$1,090	\$1,909	\$3,080
Inside Back Cover	\$1,090	\$1,909	\$3,080
Page One*	\$1,090	\$1,650	\$2,676
Page Two	\$1,025	\$1,650	\$2,676
Page Three	\$1,025	\$1,650	\$2,676
Full Page	\$915	\$1,389	\$2,242
2/3 Page	\$710	\$1,075	\$1,725
1/2 Page (H or V)	\$600	\$920	\$1,475
1/3 Pg (Sq or V)	\$475	\$725	\$1,164
1/6 Pg (H or V)	\$340	\$530	\$835
1/12 Page	\$315	—	—

## multiple page rates\*\*

2 Pages	\$1,373	\$2,035	\$3,287
3 Pages	\$1,747	\$2,626	\$4,216
4 Pages	\$1,893	\$2,863	\$4,600

## website rates

12 months	9 months	6 months	3 months
\$105	\$154	\$184	\$210

## ad deadlines

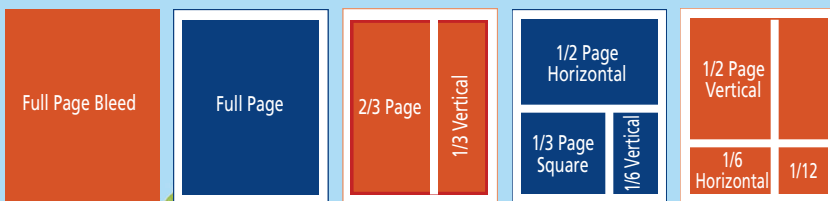
Issue	Advertising Space/Copy	Magazine available
January	Mon., November 30	Thurs., December 24
February	Mon., January 4	Thurs., January 28
March	Mon., February 1	Thurs., February 25
April	Mon., March 1	Thurs., March 25
May	Mon., April 5	Thurs., April 29
June	Mon., May 3	Thurs., May 27
July	Mon., May 31	Thurs., June 24
August	Mon., July 5	Thurs., July 29
September	Mon., August 2	Thurs., August 26
October	Mon., August 30	Thurs., September 23
November	Mon., October 4	Thurs., October 28
December	Mon., November 1	Thurs., November 15

## ad size specifications

Trim Size:	8.125" x 10.75"	1/3 page square:	4.625" x 4.75"
Full page bleed:	8.375" x 11"	1/3 page vertical:	2.25" x 9.875"
Full page:	7" x 9.875"	1/6 page horizontal:	4.625" x 2.375"
2/3 page:	4.625" x 9.875"	1/6 page vertical:	2.25" x 4.75"
1/2 page horizontal:	7" x 4.75"	1/12 page:	2.375" x 2.25"
1/2 page vertical:	4.625" x 7.375"		

\* Page One is opposite inside front cover.

\*\* For advertisers running more than one page per issue.



Call us about the **CUSTOM SIZES** available to fit all your advertising needs! Other designs and options available.

## artwork requirements

High quality print PDF is the preferred format. Also accepted are collected Quark files and flat photoshop files.

Finished ads are to be supplied in CMYK, with all fonts embedded at 300 dpi.

All digital files **MUST** be a minimum of 300 dpi. Most website images are 72 dpi, a resolution not suitable for print advertising.

All digital images are preferred in .tif format, however, .eps and .jpg formats will also be accepted.

All vector images (Illustrator or Freehand) must be saved as an .eps with all text converted to paths or outlines.

Word documents will not be accepted for final output.

Ads sent in camera ready are subject to final approval by the publisher.

Production and design services are provided as a customer service, therefore no agency discount is allowed.

Advertisers are allowed one set of changes free of charge. Each client change made after the second proof will be charged \$125 for each additional proof and must be accompanied by a signed contract.

## did you know?

Johnstown Magazine produces brochures, marketing material and other custom designed publications.

Call 814.532.5162 for your customized quote.

## for information regarding: advertising

Mary Anne Rizzo

814.532.5162 or marizzo@johnstownmag.com

## subscriptions

814.532.5003

## production

Sarah Kochinski

814.532.5171 or skochinski@johnstownmag.com

# JOHNSTOWN

magazine

www.johnstownmag.com

425 Locust Street

Johnstown, PA 15901