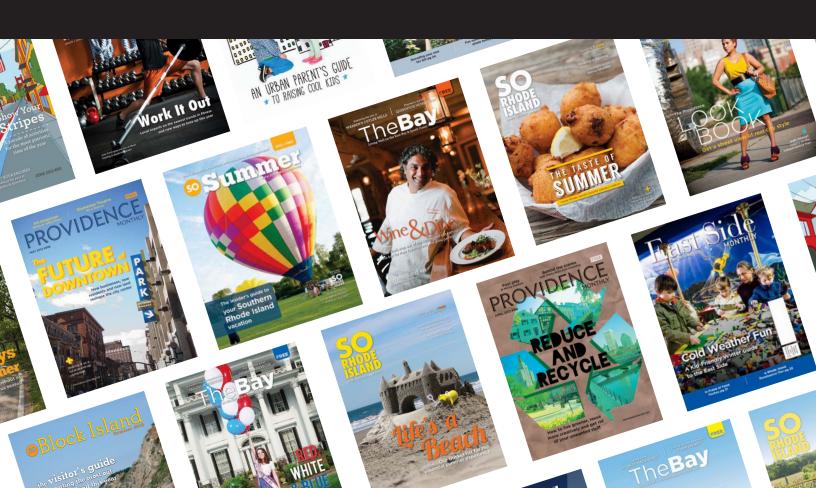




providence **media**

2013-2014 MEDIA KIT

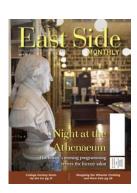


LOCALLY OWNED Since 1975, we are the largest magazine group in Rhode Island



PROVIDENCE MEDIA is the leader in local lifestyle, reaching over 168,000 educated, affluent and engaged readers every month through our portfolio of free, hyper-local 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.

100% Verified Circulation









PRINT

Four monthly magazines in Rhode Island

- Award-winning editorial and design
 - 65,000 total monthly distribution



DIGITAL

Four websites • Over 25,000 social media followers • Bi-weekly e-newsletter



EXPERIENTIAL

Branded event management



CUSTOM PUBLISHING

Creative services that tell your story



Desirable Audience

92%

MAKE BUYING

DECISIONS AS A RESULT

OF READING

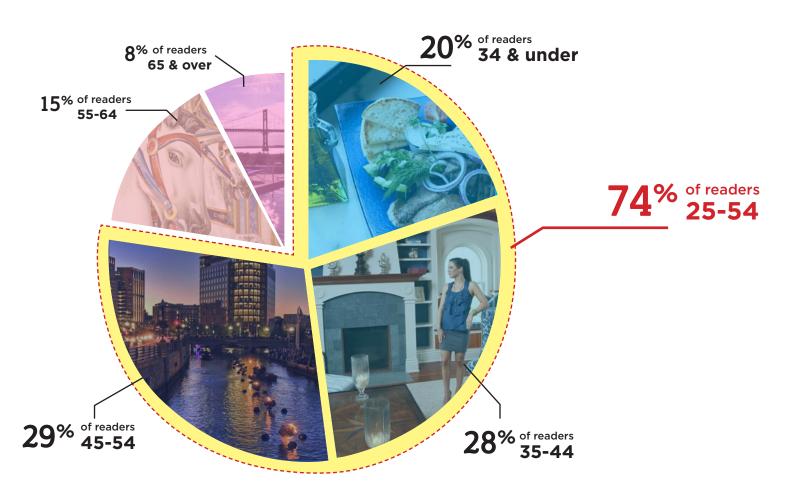


40% HAVE AN HHI OVER \$100,000

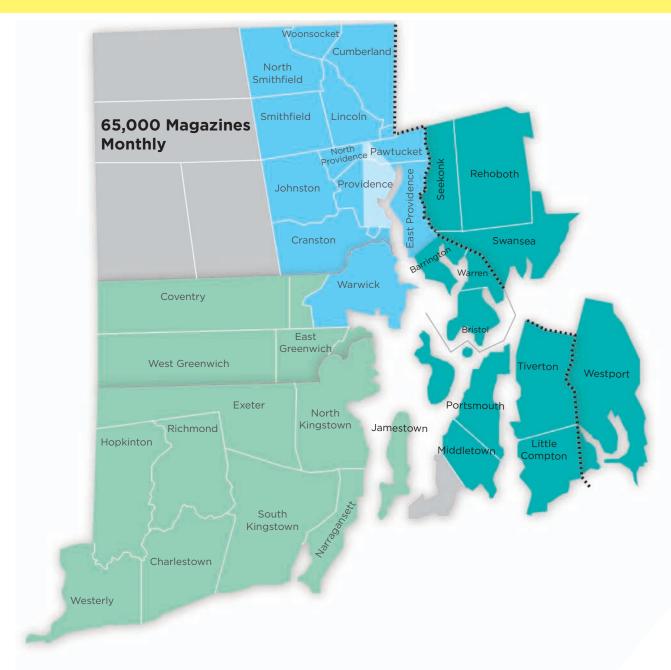


58% MALE 42%

Total Monthly Readership: 168,000



Distribution







East Side Monthly

For nearly 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.

18k



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.

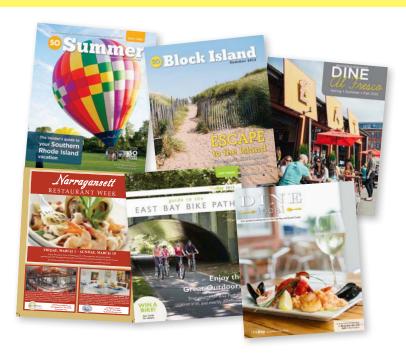
14.5k



The Bay

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

More Than Monthly



SEASONAL & ANNUAL PUBLICATIONS

Providence Media produces visitor's guides and other seasonal publications spotlighting different areas of the state, including **So Summer** and **So Block Island**, our annual tourism guides to South County and Block Island; our **Guide to the East Bay Bike Path**; and **Dine Al Fresco**, our directory of outdoor dining around Providence.

CUSTOM PUBLICATIONS

Providence Media works with a range of clients to produce on-demand publications promoting events and organizations, including *Look*, our twice-annual magazine for StyleWeek Northeast; *Reflections of Hope*, the Gloria Gemma Breast Cancer Resource Foundation's yearbook; and the official program for the **Rhode Island Spring Flower & Garden Show**.



CELEBRATE PROVIDENCE COCKTAIL WEEK WATCH

EVENTS

Providence Media organizes parties, fundraisers and other events throughout the year, including our annual 10 to Watch Party, honoring our January list of Providence's emerging leaders; Celebrate Pink, an awareness and outreach event with the Gloria Gemma Breast Cancer Foundation; and Providence Cocktail Week, a celebration of the art, aesthetic and appreciation of the cocktail.

	Open	6X	9X	Annual	Color
Spot	-	110	102	92	+50
1/8 Page	250	210	200	180	+50
1/4 Page	425	357	340	306	+100
1/2 Page	740	630	620	558	+100
Full Page	1365	1225	1165	1048	+100
Glossy Page [*]	1905	1638	1560	1404	

^{*}Glossy pages not available in East Side Monthly.

Award-Winning Editorial

Recipient of over 50 RI Press Association Awards. Our magazines swept the Food & Dining category, winning all three places in 2013.









Business Spotlights

Business focuses (paid advertorial endorsements) are available in all publications with a five-month commitment. Rates start at \$230 per color ad.

debit*

Marketplace Rates

Special geographical (i.e. East Greenwich) and thematic (i.e. Dining in Downtown) sections are available throughout the year. If you're interested in a specific page, ask your sales rep. Additional 15% discount applies.

Web Advertising

Web advertising is available on all of our sites at \$10 per 1,000 impressions.

*Pre-payment and Automatic Debit Discount

Additional 5% discount is available when a contract is paid in advance or automatically debited each month prior to publish date.

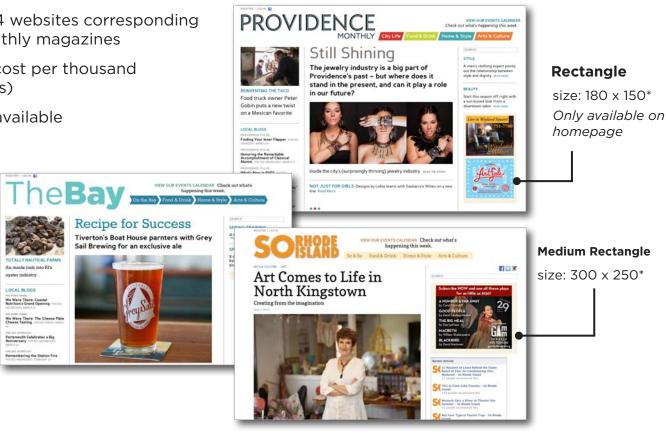
Combination Rates

Any 2 Publications
Any 3 Publications
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.

Online

- A suite of 4 websites corresponding to our monthly magazines
- \$10 CPM (cost per thousand impressions)
- Two sizes available



Email



- Pulse is our bimonthly e-newsletter roundup of dining, arts & entertainment and happenings
- \$150 one week; \$250 month

RhodyBites.com



- Customized dining profiles on RhodyBites.com
- \$500 annually

Sizes

Magazine	Trim	Size	10'	'x13.5"

Full Page Bleed*_____10.5" x 14"

1/2 Page H_____9" x 5.875"

1/2 Page V______4.375" x 12"

1/4 Page_____4.375" x 5.875"

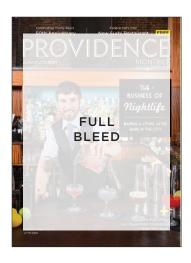
1/8 Page H_____4.375" x 2.875"

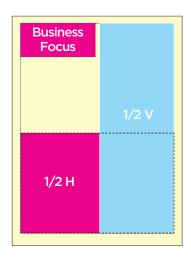
1/8 Page V_____2.125" x 5.875"

Business Focus______4.37" x 2.125"

Spot______2.125" x 2.875"

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



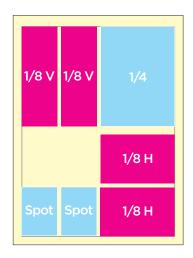


Requirements

Adobe PDF is preferred. Images must be 300dpi. Please refrain from using rich black in your ad; only use regular black (c0m0y0k100). Smallest type for newsprint is 8pt, 12pt for knockout text. Templates are available upon request. Please supply your ad on a disk or via email to your sales representative.

Advertising Design

In-house, agency quality work is available at no extra charge to contract advertisers.



*Glossy deadlines are one week prior

	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
JANUARY	East Side Monthly	Wed. November 27	TBD	
	Providence Monthly	Wed. December 4	Ten to Watch	LOOK Magazine
	The Bay	Fri. December 3	Adult Education	
	SO Rhode Island	Tue. December 10	Fitness	
FEBRUARY	East Side Monthly	Fri. January 3	TBD	Flower Show
	Providence Monthly	Tue. January 7	Fitness	Flower Show
	The Bay	Fri. January 10	Kids	Flower Show
	SO Rhode Island	Tue. January 14	Comfort Food	Flower Show
MARCH	East Side Monthly	Fri. January 31	TBD	
	Providence Monthly	Tue. February 4	Home	
	The Bay	Fri. February 7	Beauty	
	SO Rhode Island	Tue. February 11	Home	
APRIL	East Side Monthly	Fri. February 28	TBD	Camp Guide
	Providence Monthly	Tue. March 4	Kids	Camp Guide
	The Bay	Fri. March 7	Local News	Camp Guide
	SO Rhode Island	Tue. March 11	Great Teachers	Camp Guide
	East Side Monthly	Fri. April 4	TBD	Camp Guide
MAY	Providence Monthly	Tue. April 8	Local Artists	Camp Guide
	The Bay	Fri. April 11	Endangered Coastlines	Camp Guide
	SO Rhode Island	Tue. April 15	Local Spirits	Camp Guide
JUNE	East Side Monthly	Fri. May 2	TBD	Camp, Al Fresco Guide
	Providence Monthly	Tue. May 6	Summer Guide	Camp, Al Fresco Guide
	The Bay	Fri. May 9	Summer Guide	Camp, Bike Path Guide
	SO Rhode Island	Tue. May 13	Summer Guide	Camp, SO Block Island

*Glossy deadlines are one week prior

AD DEADLINE* **PUBLICATION COVER STORY** SPECIAL SECTION East Side Monthly Fri. May 30 TBD Providence Monthly Tue. June 3 Superlatives The Bay Fri. June 6 Clam Shacks Dine Local SO Rhode Island Tue. June 10 Dining East Side Monthly Fri. July 7 TBD Back to School Providence Monthly Tue. July 8 Relationships Back to School, LOOK Back to School The Bay Fri. July 11 Gardens Back to School SO Rhode Island Tue. July 15 Gardens SEPTEMBER Fri. August 1 East Side Monthly TBD Back to School Providence Monthly Tue. August 5 Elections Back to School Fri. August 7 Fashion Back to School The Bay SO Rhode Island My South County Back to School Tue. August 12 BER East Side Monthly Fri. September 5 **TBD** BTS, Gloria Gemma Providence Monthly Tue. September 9 Fashion BTS, Gloria Gemma The Bay Fri. September 12 Dining BTS, Gloria Gemma SO Rhode Island Tue. September 16 Consignment BTS, Gloria Gemma East Side Monthly Fri. October 3 TBD Gift Guide Providence Monthly Tue. October 7 Gift Guide Dining Fri. October 10 Music Gift Guide The Bay SO Rhode Island Tue. October 14 URI Gift Guide East Side Monthly Fri. October 31 **TBD** Providence Monthly Tue. November 4 Holidays The Bay Fri. November 7 Holidays SO Rhode Island Tue. November 11 Holidays