providencemedia

providencemedia 2019 MEDIA KIT

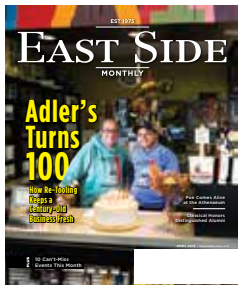
Advertising Inquiries

Contact 401-305-3391 or marketing@providenceonline.com

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 free, hyperlocal 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.



Award-Winning Editorial

Providence Media has received over 100 RI Press Association Awards, including

Best Covers

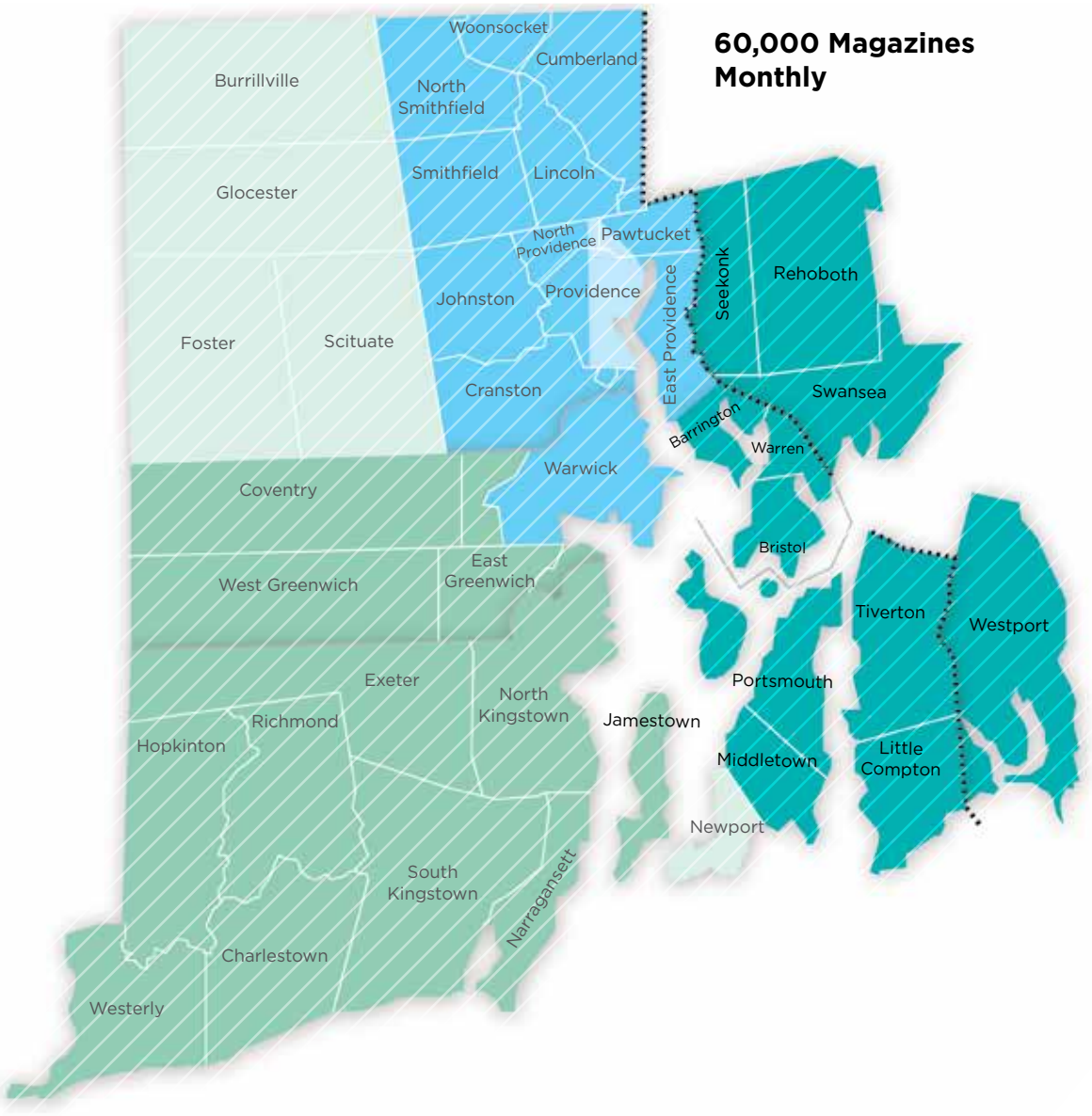
Best Feature Front Page

Photo Series

Food and Dining Story

Arts or Entertainment Story

Regional & Statewide Distribution



60,000 Magazines Monthly

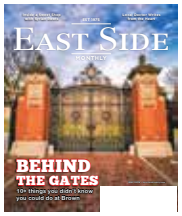
25k

HR

Hey Rhody

The premium statewide free magazine, *Hey Rhody* has 5 specialty issues ranging from seasonal guides to dining and home.

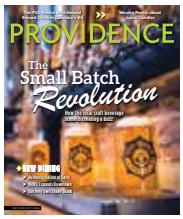
15k



East Side Monthly

For over 40 years, *East Side Monthly* has been committed to issues vital to its vibrant and affluent community. Directly mailed to all of 02906.

16k



Providence Monthly

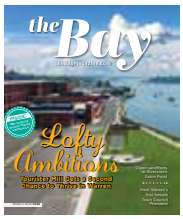
The city's only magazine, *Providence Monthly* has been a must-read source for trends in dining, style, arts and culture since 1996.

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.

11k



The Bay

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

Monthly & Digital Advertising Rates

Monthly Advertising Rates For
East Side Monthly, Providence Monthly, The Bay & SO Rhode Island*

**per pub*

	Open	6x	9x	Annual
1/6	$305	$265	$254	$234
1/3	$535	$464	$447	$412
1/2	$855	$743	$732	$669
2/3	$1,000	$830	$815	$785
Full Page	$1,492	$1,350	$1,288	$1,169
Cover	$1,943	$1,670	$1691	$1,400

Specialty Sizes

	Open	6x	9x	Annual
Local Spot	$175	$162	$154	$144
Marketplace: Display 1/12	$149	$138	$131	$122
Marketplace: Display 1/6	$260	$225	$216	$199
Marketplace: Display 1/3	$454	$395	$380	$350
Business Spotlight		$195		

Marketplace: Display Ad Pages
Special geographical (i.e., East Greenwich) and thematic (i.e., Back to School) display ad sections

Business Spotlights
Business spotlights (paid advertorial stories)

Digital Advertising

Web	Medium Rectangle: 300 x250*	$10/1,000 impressions
Web	Half Page Banner: 300x600*	$10/1,000 impressions
E-Newletter	Medium Rectangle: 300x250*	$100/week

**Ad sizes are standard IAB (Interactive Advtering Bureau) units*

Combination Rates

Any 2 Publications: 10% discount
Any 3 Publications: 15% discount
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.

Camera Ready Inserts

Pre-printed inserts may be inserted in East Side Monthly for $65/thousand. Additional printed available upon request.

Statewide Specialty: Hey Rhody

HOME

Home design inspirations and tips

Deadline: 2020 TBA
Drops: early March

SUMMER

The essential guide to summer in the Ocean State

Deadline: 2020 TBA
Drops: Early June

DINING

Over 100 restaurants profiled • locally made food and spirits

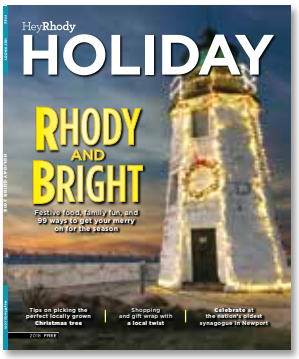
Deadline: July 18
Drops: Early August

FALL

Fall in love with autumn in RI • farm happenings

Deadline: August 19
Drops: Mid September

HOLIDAY



Get in the local spirit • local gift guide

Deadline: October 21
Drops: Early November

Hey Rhody Advertising Rates

	1 Edition	2-3 Editions	4-5 Editions
1/6	$345	$300	$260
1/3	$525	$460	$395
1/2	$820	$720	$625
2/3	$1,100	$895	$785
Full Page	$1,380	$1,200	$1,045
Cover	$1,695	$1,475	$1,275

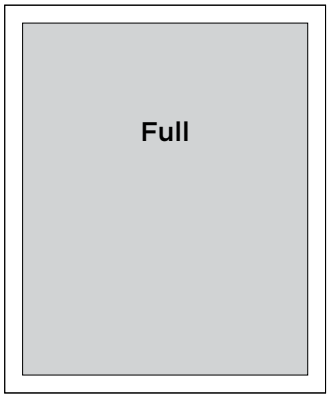
DISCOUNTS AVAILABLE

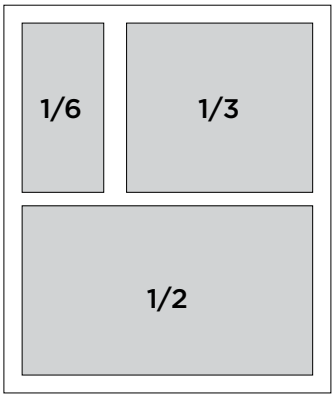
- 5% auto debit
- 10-25% for monthly advertisers *Ask account manager for details*

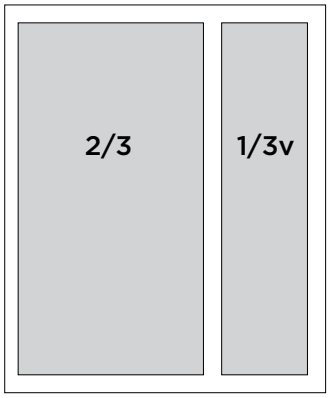
Sizes

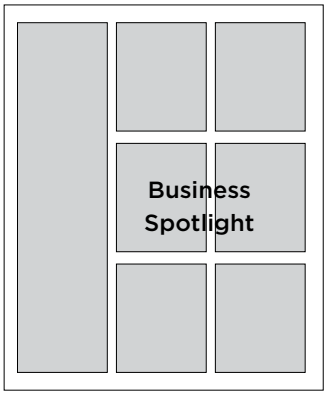
Magazine Trim Size	9”w x 10.875”h
1/6	2.375”w x 4.75”h
1/3	5.125”w x 4.75”h
1/3 Vertical	2.375”w x 9.875”h
1/2	8”w x 4.75”h
2/3 Vertical	5.125”w x 9.875”h
Full (non bleed)	8”w x 9.875”h
Full Bleed*	9.25”w x 11.125”h
Biz Spotlight	2.375”w x 3.0625”h
Local Spot	2.375”w x 2.25”h

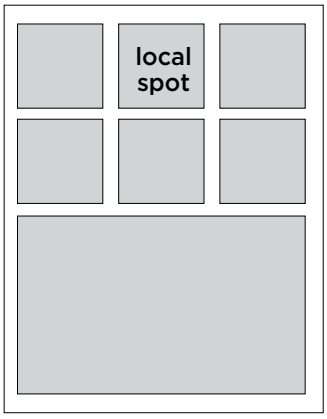
**Please ask your sales rep for the full page template for more instructions*











Requirements

- Our preferred file format is PDF
- Images must be 300dpi
- Please refrain from using rich black in your ad; only use regular black (c0m0y0k100)
- Color mode must be CMYK, RGB and spot colors will not print true to color
- Smallest type for newsprint is 8pt, 12pt bold for knockout text
- Templates are available upon request. Please supply your ad on a disk or via email to your sales representative

Advertising Design Policy

In-house, agency quality work is available at no extra charge to contract advertisers for ads running in Providence Media products.

Unflattened, unprotected PDFs of ads may be purchased for $75 per ad. Additional ad changes or formats are available at an additional charge. Original InDesign files cannot be provided, as they may contain fonts and images that are licensed to Providence Media.

Providence Media 2019 Production & Planning Calendar

	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
AUGUST	East Side Monthly	July 3	TBD	
	Providence Monthly	July 8	Art	
	The Bay	July 10	Ice Cream	
	SO Rhode Island	July 15	BBQ	
	Hey Rhody	July 18	Dining Guide	
SEPTEMBER	East Side Monthly	July 31	TBD	
	Providence Monthly	August 5	Shopping	
	The Bay	August 8	Education	
	SO Rhode Island	August 13	Local Giveaways	
	Hey Rhody	August 19	Fall Guide	
OCTOBER	East Side Monthly	September 3	TBD	
	Providence Monthly	September 5	Home	
	The Bay	September 10	Hope & Main	
	SO Rhode Island	September 13	Farms	
NOVEMBER	East Side Monthly	September 30	TBD	
	Providence Monthly	October 3	Neighborhood Guide	
	The Bay	October 9	Community	
	SO Rhode Island	October 15	Cocktails	
	Hey Rhody	October 21	Holiday Guide	
DECEMBER	East Side Monthly	October 30	TBD	
	Providence Monthly	November 4	Holidays	
	The Bay	November 7	Holidays	
	SO Rhode Island	November 12	Holidays	

Providence Media 2019 Production & Planning Calendar

Sponsored content deadline is two week prior to display ads. (Subject to change)

	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
FEBRUARY	East Side Monthly	January 2	Providence Preservation	
	The Bay	January 7	Spas	
	Providence Monthly	January 10	Entertainment	
	SO Rhode Island	January 15	Live Music	
MARCH	East Side Monthly	January 28	TBD	
	The Bay	January 31	Community	
	Providence Monthly	February 5	Dining	
	SO Rhode Island	February 8	Coffee Shops	
APRIL	East Side Monthly	March 1	TBD	
	The Bay	March 6	Cocktails	
	Providence Monthly	March 12	City News	
	SO Rhode Island	March 15	Small Business	
MAY	East Side Monthly	March 29	TBD	
	The Bay	April 2	Shopping	
	Providence Monthly	April 5	Craft Business	
	SO Rhode Island	April 15	Home	
	SO Summer	April 18	Tourist Summer Guide	
JUNE	East Side Monthly	April 30	TBA	
	The Bay	May 2	Fourth of July	
	Providence Monthly	May 7	Summer	
	SO Rhode Island	May 15	Summer	
	Hey Rhody	May 16	Summer Guide	
JULY	East Side Monthly	May 29	TBA	
	The Bay	May 31	Summer	
	Providence Monthly	June 5	Outdoors	
	SO Rhode Island	June 13	Community	