

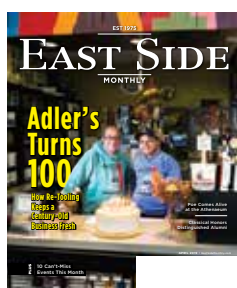
Advertising Inquiries

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, 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.



Award-Winning Editorial

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

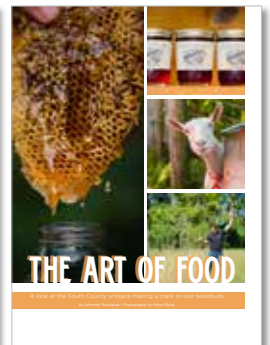
Best Covers



Best Feature Front Page



Photo Series



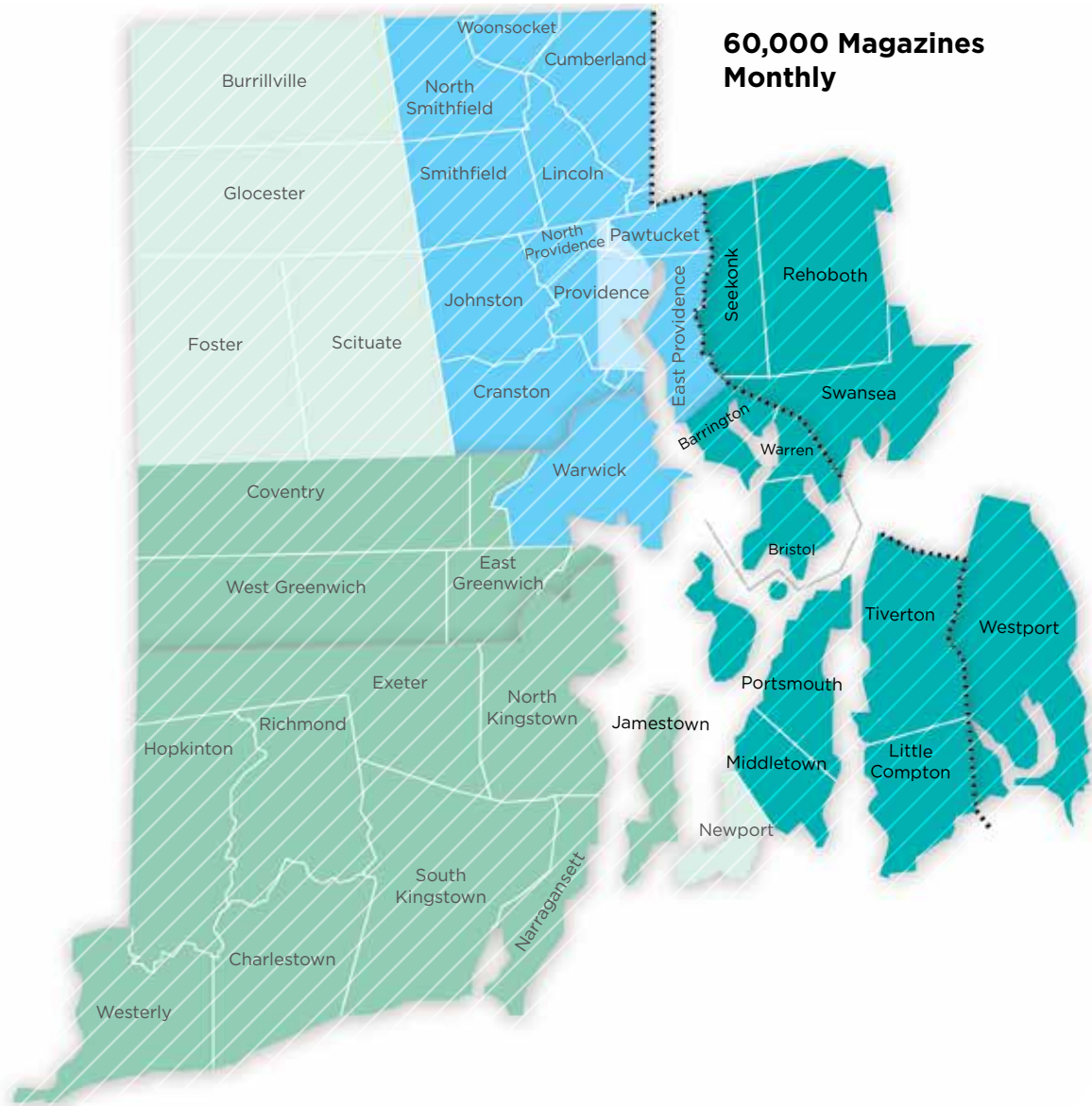
Food and Dining Story



Arts or Entertainment Story



Regional & Statewide Distribution



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	\$1,691	\$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-Newsletter	Medium Rectangle: 300x250*	\$100/week

*Ad sizes are standard IAB (Interactive Advertising 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: March 23
Drops: Early April

SUMMER



The essential guide to summer in the Ocean State

Deadline: May 21
Drops: Mid June

DINING



Over 100 restaurants profiled • locally made food and spirits

Deadline: February 12
Drops: Early March

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 15
Drops: Mid 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

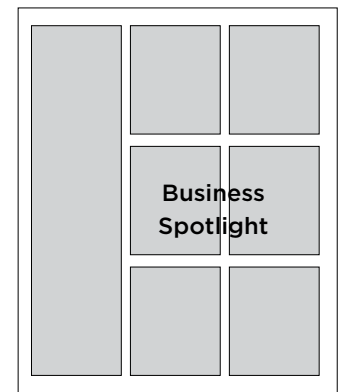
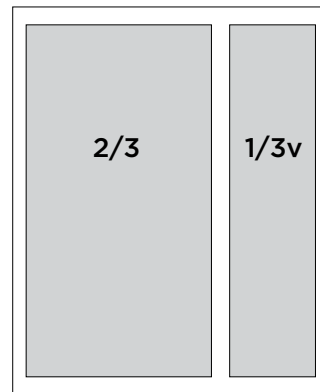
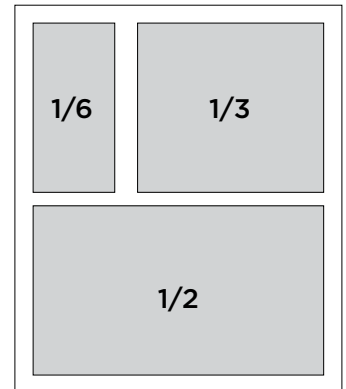
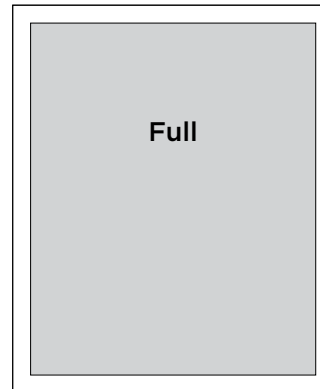
DISCOUNTS AVAILABLE

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

Sizes

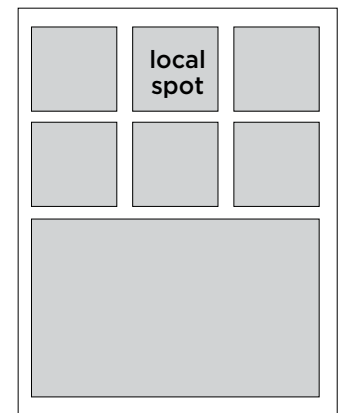
Magazine Trim Size	9"w x 10.875"h
1/6	2.375"w x 4.75"h
1/3	5.125"w x 4.75"h
1/3 Vertical	2.375"w x 9.875"h
1/2	8"w x 4.75"h
2/3 Vertical	5.125"w x 9.875"h
Full (non bleed)	8"w x 9.875"h
Full Bleed*	9.25"w x 11.125"h
Biz Spotlight	2.375"w x 3.0625"h
Local Spot	2.375"w x 2.25"h

**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 Advertising & Planning Calendar 2020*

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



	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
JANUARY	East Side Monthly	December 2	Breaking News	Financial Guide
	Providence Monthly	December 2	Who To Watch	Financial Guide
	The Bay	December 10	Beauty & Wellness	
	SO Rhode Island	December 10	Dining	Financial Guide
FEBRUARY	East Side Monthly	January 2	Hope Street	
	Providence Monthly	January 2	City Love	
	The Bay	January 9	Coffeehouses	
	SO Rhode Island	January 9	Fitness	
	Hey Rhody Dining	February 12	RI Dining Guide	
MARCH	East Side Monthly	January 30	TBD	Leading Ladies
	Providence Monthly	January 30	Home	Leading Ladies
	The Bay	February 6	Art	Leading Ladies
	SO Rhode Island	February 6	Home	Leading Ladies
APRIL	East Side Monthly	March 3	TBD	Summer Camps
	Providence Monthly	March 3	Dining	Summer Camps
	The Bay	March 11	Home	Summer Camps
	SO Rhode Island	March 11	Flower Farms	Summer Camps
	Hey Rhody Home	March 23	RI Home Guide	Summer Camps
MAY	East Side Monthly	April 1	TBD	Summer Camps/Pets
	Providence Monthly	April 1	PawSox	Summer Camps/Pets
	The Bay	April 9	Dining	Summer Camps/Pets
	SO Rhode Island	April 9	Quonset	Summer Camps/Pets
	SO Summer	May 7	Tourist Guide	
JUNE	East Side Monthly	April 29	TBD	
	Providence Monthly	April 29	Summer in City	Summer Camps
	The Bay	May 6	Summer Fun	Summer Camps
	SO Rhode Island	May 6	Summer Fun	Summer Camps
	Hey Rhody Summer	May 21	RI Summer Guide	Summer Camps

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	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
JULY	East Side Monthly	June 4	TBD	
	Providence Monthly	June 4	Bar Scene	
	The Bay	June 11	Outdoors	
	SO Rhode Island	June 11	Jamestown	
AUGUST	East Side Monthly	July 2	TBD	Back to School
	Providence Monthly	July 2	Neighborhoods	Back to School
	The Bay	July 9	TBD	Back to School
	SO Rhode Island	July 9	Dining	Back to School
SEPTEMBER	East Side Monthly	August 3	Politics	Back to School
	Providence Monthly	August 3	Fall Arts Preview	Back to School
	The Bay	August 11	Barrington	Back to School
	SO Rhode Island	August 11	Style	Back to School
	Hey Rhody Fall	August 19	RI Fall Guide	Back to School
OCTOBER	East Side Monthly	September 2	TBD	
	Providence Monthly	September 2	Dining	
	The Bay	September 9	Vineyards	
	SO Rhode Island	September 9	Haunted South County	
NOVEMBER	East Side Monthly	September 29	Politics	
	Providence Monthly	September 29	Politics	
	The Bay	October 7	Thanksgiving	
	SO Rhode Island	October 7	Drinks	
	Hey Rhody Holiday	October 15	RI Holiday Guide	
DECEMBER	East Side Monthly	October 30	Holidays	
	Providence Monthly	October 30	Holidays	
	The Bay	November 6	Holidays	
	SO Rhode Island	November 6	Holidays	

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