

SPECIAL EDITIONS for the Summer

June • July • August 2020

Supporting local business has never been more important.

A small business ourselves, Providence Media is here to help the Rhode Island business community rebound from the pandemic. We're excited to announce our plan for Summer 2020: a series of special editions that highlight how Rhode Islanders can support local businesses throughout the season, and get the most out of summer.

Editorial Content

To best keep our content relevant and empower readers to support local, editorial will be updated as we go to press to include new information about openings.

Content throughout summer editions will include:

- Unique ways to enjoy a Rhody Summer
- Dining out while dining in: take-out, delivery & more
- How to maximize and love your living space
- Work from home tips and creative solutions
- RI businesses stepping up to help communities
- Local retailers on how to lounge in style
- Creating your own backyard paradise
- Virtual Rhody: museums, beaches & more
- Beach-inspired decor and accessories
- Post-Covid Main Streets: RI small businesses rebound and reimagine
- Safe & healthy: pro tips on staying fit and well

For editorial pitches and consideration, please email Elyse@providenceonline.com.

Content and themes subject to change.



Providence

Providence Monthly is merging with East Side Monthly this summer for the ultimate (and only!) city magazine.

Magazine: Providence Monthly

Reach: Mailed to 100% of 02906 (third highest-grossing RI zip code); free controlled saturation in high-traffic locations in Downtown, Federal Hill, West End and Greater Providence

Distribution: 20,000 issues. 70% direct mail, 30% in high traffic locations

Drops	Theme	Ad Deadline
Early June	City living from your couch: How to enjoy the city-state from the comforts of your own home	May 13
Early July	Staycations: how to be in a tourist in your own state	June 11
Early August	The changing city: impact of Covid-19 on business community	July 10

South County

SO Rhode Island has been the leading lifestyle magazine in Southern Rhode Island since 2006, connecting communities from East Greenwich to Westerly.

Magazine: SO Rhode Island / SO Summer

Reach: Free controlled saturation in high-traffic locations in East Greenwich, North Kingstown, Jamestown, Wakefield, South Kingstown, Narragansett, Charlestown, Westerly, and towns and villages in between

Distribution: 15,000 issues in June and August. 25,000 for July

Drops	Theme	Ad Deadline
Early June	Summer at Home: how to soak in the best of South County from your own backyard	May 13
Early July	DOUBLE ISSUE: SO Summer & SO Rhode Island team up for the ultimate summer bucket list	June 11
Early August	Summer Eats: from local restaurants to cooking at home, your essential seasonal food guide	July 10

PROVIDENCE

SO Rhode Island

Advertising Rates

Price is per issue

	1x	3x	6x+
Spot	\$193	\$177	\$158
1/6	\$335	\$290	\$257
1/3	\$589	\$498	\$452
1/2	\$941	\$815	\$705
2/3	\$1,100	\$945	\$865
Full Page	\$1,640	\$1,485	\$1,225
Cover	\$1,890	\$1,735	\$1,475
Business Focus	N/A	N/A	\$215

Price is per issue

	1x	3x	6x+
Spot	\$178	\$160	\$145
1/6	\$290	\$260	\$235
1/3	\$499	\$450	\$412
1/2	\$808	\$735	\$669
2/3	\$988	\$875	\$795
Full Page	\$1,400	\$1,285	\$1,169
Cover	\$1,635	\$1,525	\$1,395

Digital Advertising: Advertising opportunities are available on our e-newsletter, websites, and select social media channels.

10% off for both mags +5% off with auto pay!

Don't Miss our Special Double Issue of
SO Rhode Island SUMMER
Rates start at \$178!
Contact Ann for more details.



About Providence Media

Providence Media has been the leader in local lifestyle since 1975. Our titles include Providence Monthly, East Side Monthly, SO Rhode Island, The Bay, and Hey Rhody. Further magazine schedules and deadlines will be posted as we approach the summer.

Proud Members Of: RI Press Association, Providence Warwick Convention Visitors Bureau, and the following Chambers of Commerce: Block Island, Charlestown, East Bay, East Greenwich, Jamestown, Narragansett, Newport County, North Kingstown, Southern RI, and Westerly-Pawcatuck

For more information or a custom quote, contact Ann@providenceonline.com or call Ann at 401.932.2114

Sizes

Magazine Trim Size	9"w x 10.875"h
Spot	2.375"w x 2.25"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	5.125"w x 9.875"h
Full Non-Bleed	8"w x 9.875"h
Full Bleed*	9.25"w x 3.0625"h
Business Focus	2.375"w x 3.0625"h

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

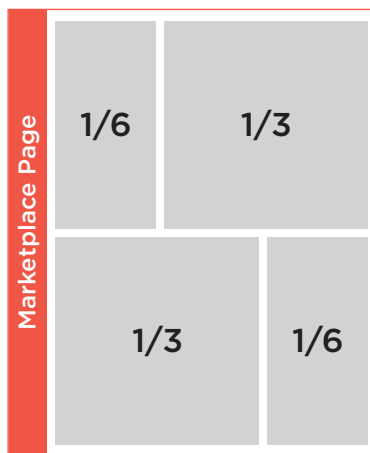
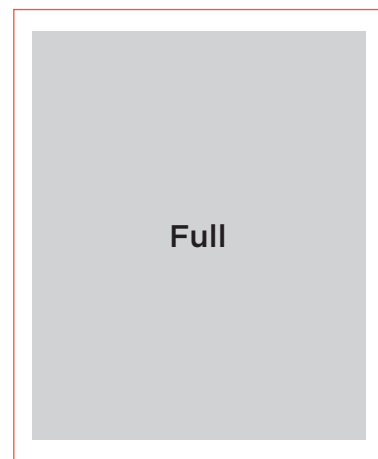
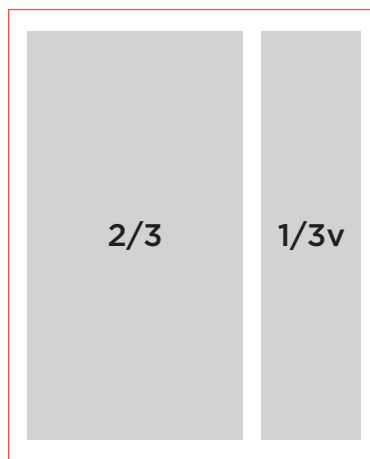
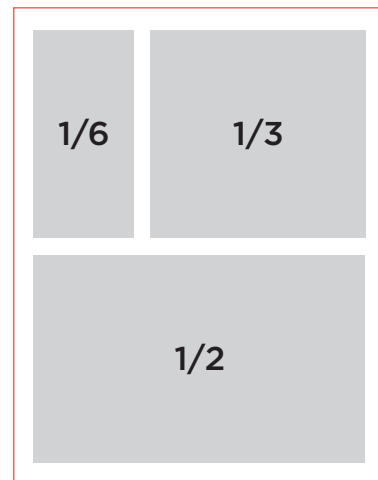
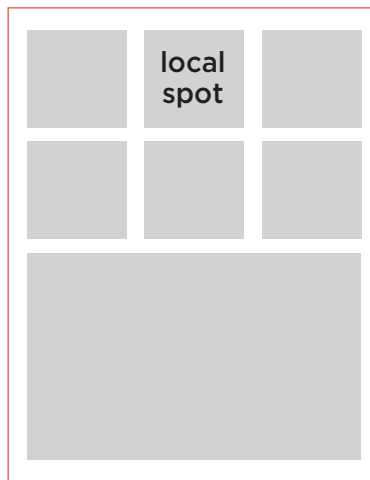
Requirements

- Our preferred file format is PDF
- Images must be 300dpi
- Color mode must be CMYK; RGB and spot colors will not print true to color
- Smallest type: 7pt, 10pt bold for knockout text
- Templates are available upon request.
- Ads accepted via file transfer or email by your sales rep

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.



Special Pages & Rates: Business Spotlight Runs in Providence Monthly with a six month commitment. Includes one business spotlight story within a six-month term.

Marketplace Rates: Advertisers that are grouped on a geographical or thematic page are eligible for 15% off the frequency rate.

Digital Advertising: Advertising opportunities are available on our e-newsletter, websites, and select social media channels.