

HeyRhody

Hey Rhody is an upscale state-wide monthly magazine with strategic statewide distribution. With a focus on major in-demand lifestyle themes and subjects, Hey Rhody is curated and designed for a longer shelf-life:

Perfect Bound with Matte Cover Finish

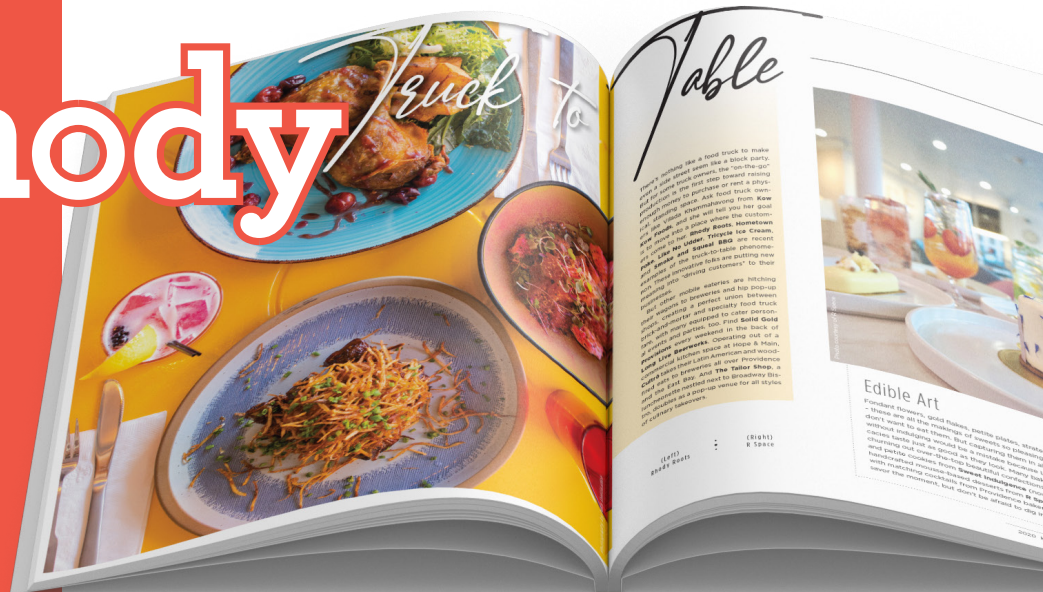
High-Impact Photography & Original Content

Designed to Interest Local Enthusiasts & Influencers

Distributed at Locally Owned, High-Traffic Markets & Destinations

Engages & Empowers Local-Buying Readers

Free Comprehensive Guides – Content is Unmatched & Accessible



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 up-to-date information in an ever changing time. *

September: Fall Guide

October: Haunted Rhode Island

November: Holiday Guide

December: Handmade Holiday

January: New Year, New You

February: Romantic Rhody Getaways

*Cover content is subject to change



ADVERTISING RATES

Price is per issue

	1x	6x	9x	12x
Spot	\$185	\$162	\$154	\$144
1/6	\$345	\$310	\$295	\$275
1/3	\$588	\$525	\$500	\$470
1/2	\$940	\$799	\$760	\$715
2/3	\$1100	\$935	\$890	\$835
Full Page	\$1,680	\$1,428	\$1,355	\$1,275
Cover	\$2,100	\$1,785	\$1,695	\$1,595

Distribution: 25,000 copies



+5% off with auto pay!

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 11.125"h

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

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

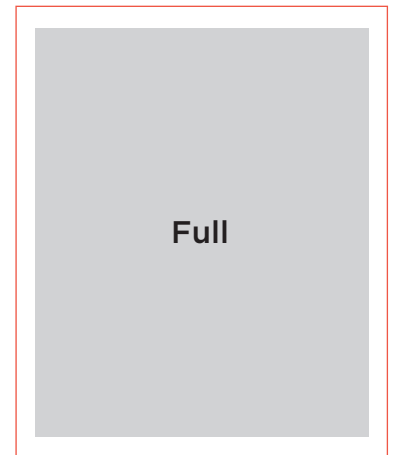
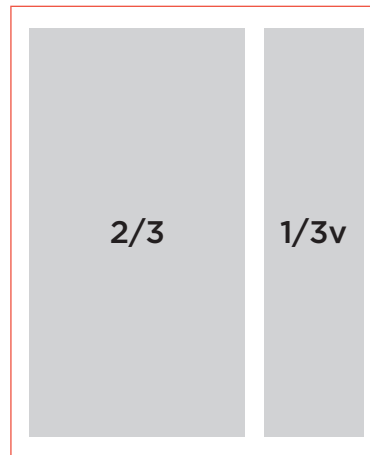
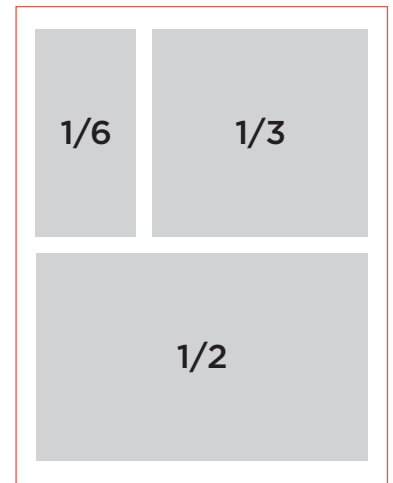
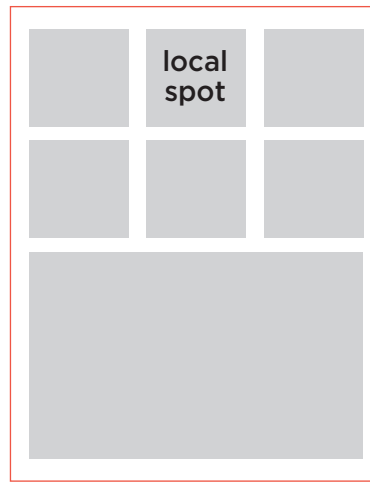
Requirements

- 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.



About Providence Media

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

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

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.