

Providence Media presents:

# PROVIDENCE MONTHLY & *SO Rhode Island*

## 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 the remainder of 2020: a series of editions that highlight how Rhode Islanders can support local businesses throughout the summer and beyond.

### 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 2020 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](mailto:Elyse@providenceonline.com).  
*Content and themes subject to change.*

## Providence

**Providence Monthly** has merged 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:** 22,000 issues. 65% direct mail, 35% in high traffic locations

## 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

**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



# PROVIDENCE

# SO Rhode Island

## Advertising Rates

Price is per issue	1x	6x	9x	12x
Spot	\$185	\$162	\$154	\$144
1/6	\$335	\$295	\$280	\$265
1/3	\$588	\$515	\$490	\$460
1/2	\$940	\$800	\$755	\$715
2/3	\$1,100	\$940	\$890	\$835
Full Page	\$1,680	\$1,428	\$1,355	\$1,275
Cover	\$2,100	\$1,785	\$1,695	\$1,545
Business Focus	N/A	\$215	N/A	N/A

Price is per issue	1x	6x	9x	12x
Spot	\$178	\$160	\$152	\$143
1/6	\$290	\$260	\$245	\$230
1/3	\$505	\$455	\$430	\$405
1/2	\$805	\$685	\$650	\$610
2/3	\$945	\$810	\$765	\$715
Full Page	\$1,400	\$1,200	\$1,140	\$1,070
Cover	\$1,850	\$1,600	\$1,500	\$1,400

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

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



## 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 Marketing@ProvidenceOnline.com or call 401.305.3391

## 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
Business Focus	2.375"w x 3.0625"h

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

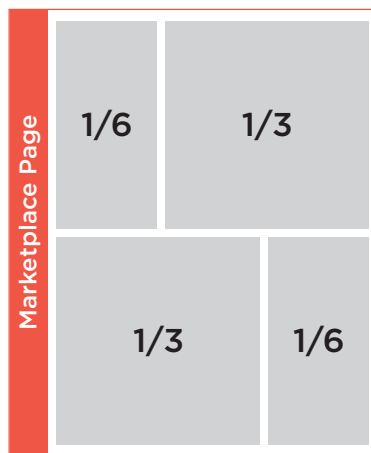
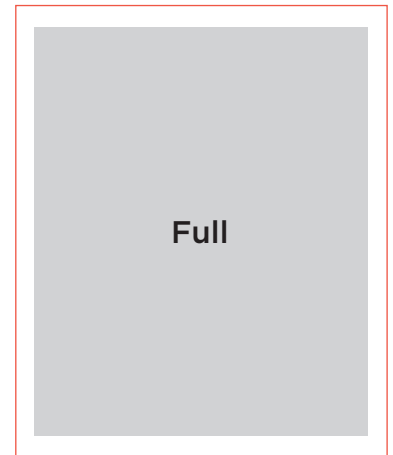
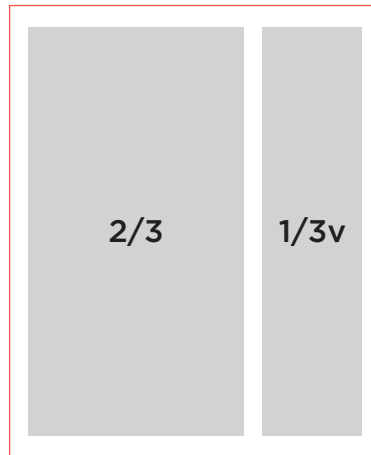
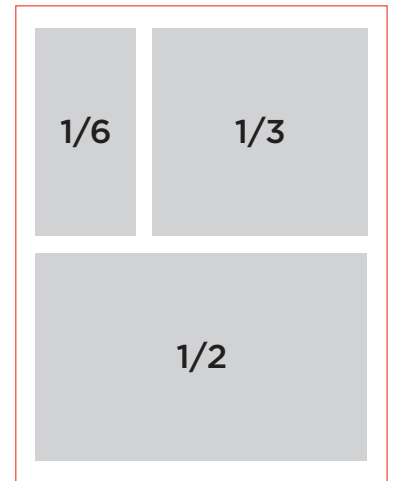
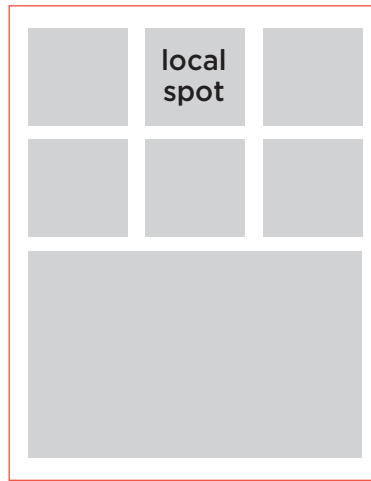
## Requirements

- 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.