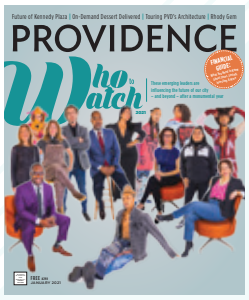
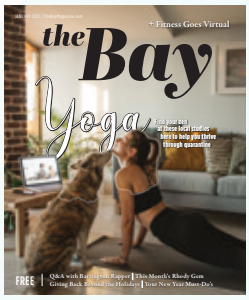
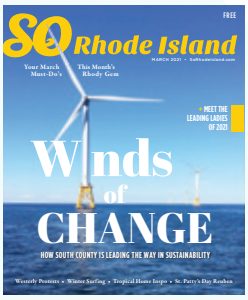
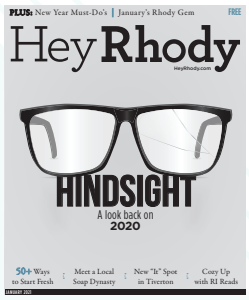
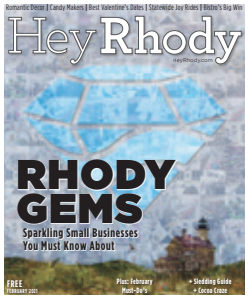








providencemedia



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 2021: a series of editions that highlight how Rhode Islanders can support local businesses throughout the summer and beyond.

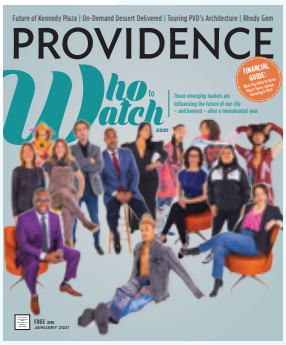
Advertising Inquiries

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

LOCALLY OWNED

Since 1975, we are the largest magazine group in Rhode Island

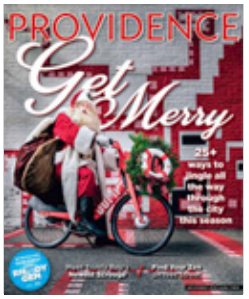
PROVIDENCE MEDIA is the leader in local lifestyle, reaching over 168,000 educated, affluent and engaged readers every month through our free, hyper-local publications. We work hard to find what's new and exciting from greater Providence to South County, to the East Bay and Southeastern Massachusetts. 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 150 RI Press Association Awards, including:

BEST COVERS



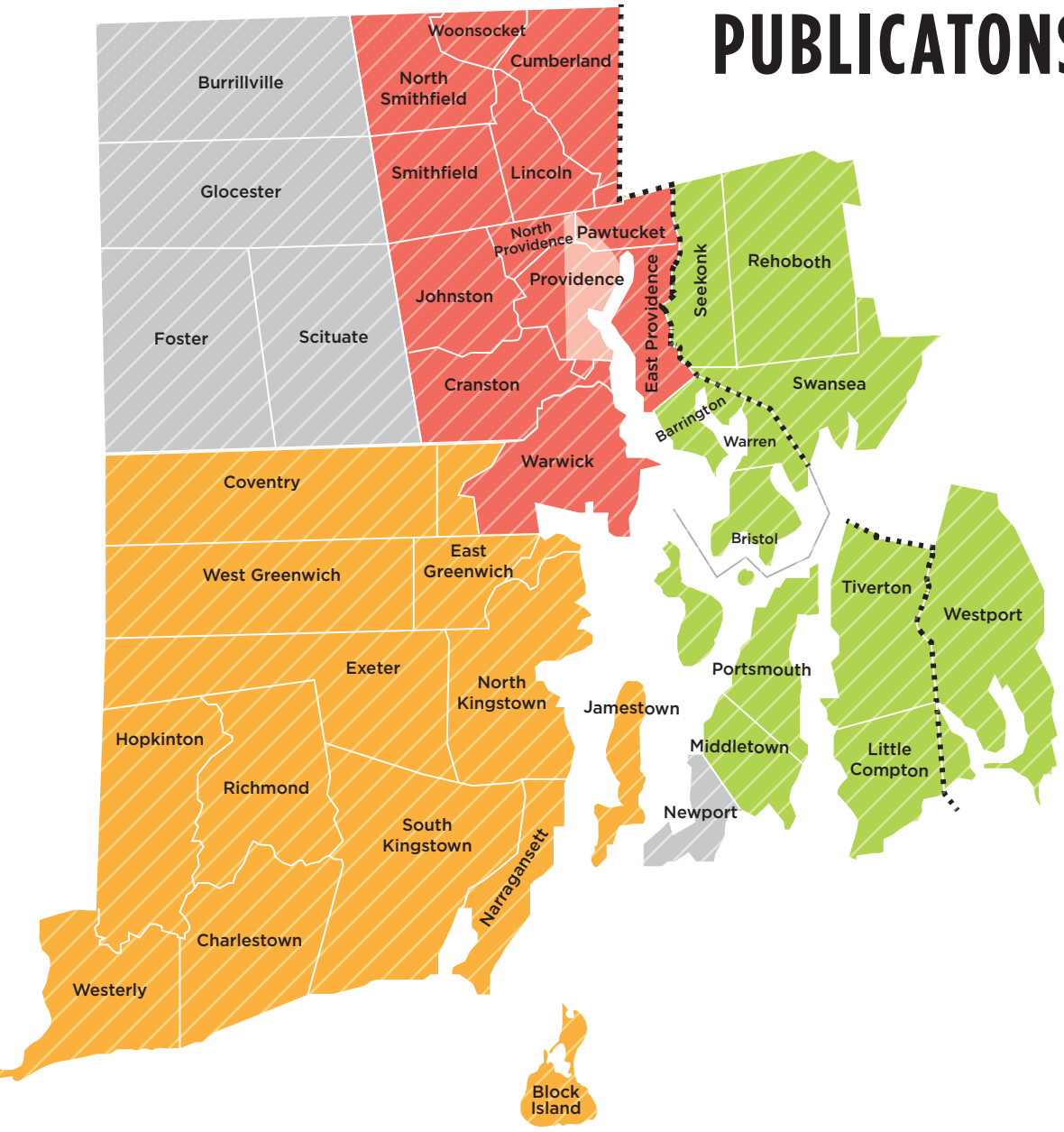
BEST FEATURE FRONT PAGE

PHOTO SERIES

FOOD AND DINING STORY

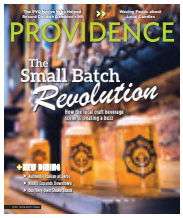
ENTERTAINMENT OR ARTS STORY

Regional & Statewide Distribution



PUBLICATONS | 71,000 Magazines Monthly

24k



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.

15k

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.

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.

Marketplace: Display Ad Pages

Special geographical (i.e., East Greenwich) and thematic (i.e., Back to School) display ad sections can be put together for group rates.

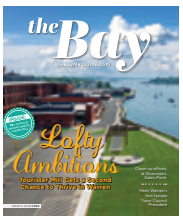
25k

HR

Hey Rhody

Relaunched as a statewide premium monthly, *Hey Rhody* covers the entire state. Special interest issues include HOME, DINING, and seasonal guides.

9k



The Bay

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

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

+5% off with auto pay!

Monthly releases, including 6 highly anticipated specialty publications throughout the year

- HOME in April
- DINING in May
- SUMMER in June
- WEDDINGS in August
- FALL in September
- HOLIDAY in November

For editorial pitches and consideration, please email Elyse@providenceonline.com. Content subject to change.

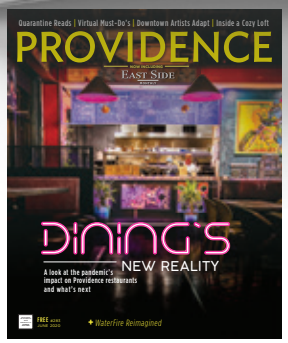
ADVERTISING RATES

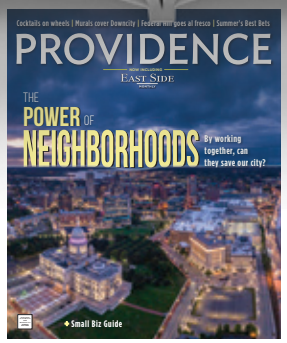
Price is per issue	1x	6x	9x	12x
Spot	$185	$162	$154	$144
1/6	$345	$310	$295	$275
1/3	$588	$525	$500	$470
1/2	$940	$799	$760	$715
2/3	$1100	$935	$890	$835
Full Page	$1,680	$1,428	$1,355	$1,275
Cover	$2,100	$1,785	$1,695	$1,595

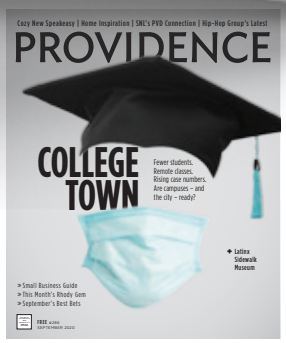
PROVIDENCE MONTHLY

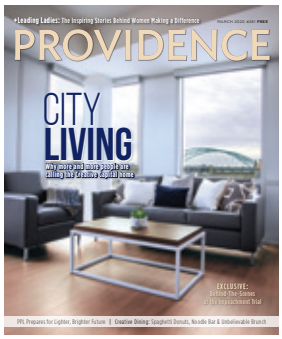
Providence Monthly has merged with East Side Monthly as of May 2020 for the ultimate (and only!) city magazine.

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: 24,000 issues.
65% direct mail, 35% in high traffic locations









+5% off with auto pay!

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

SO Rhode Island

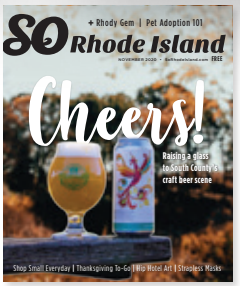
SO Rhode Island has been the leading lifestyle magazine in Southern Rhode Island since 2006, connecting communities from East Greenwich to Westerly.

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

DOUBLE ISSUE for SUMMER 2021

SO Rhode Island and *SO Summer* have joined forces for a special double issue edition this summer. Debuting in early July, the magazine will offer town by town highlights of all that Southern Rhode Island has to offer throughout the season.

For editorial pitches and consideration, please email Elyse@providenceonline.com. Content subject to change.



+5% off with auto pay!

Advertising Rates

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

the Bay

The Bay magazine celebrates the vibrant culture, culinary scene, home life, style, events and creative spirit in the East Bay and surrounding communities.

Magazine: *The Bay magazine*
Reach: In high traffic, highly desirable locations throughout the area. Our readers are pre-qualified patrons of local businesses: You have to shop local to pick up our magazines.
Distribution: 9,000 issues

+5% off with auto pay!

Advertising Rates

Price is per issue	1x	6x	9x	12x
Spot	$175	$162	$154	$130
1/6	$275	$240	$225	$210
1/3	$480	$420	$400	$370
1/2	$770	$670	$660	$600
2/3	$900	$750	$730	$710
Full Page	$1,340	$1,215	$1,160	$1,050
Cover	$1,750	$1,500	$1,520	$1,260

Providence Media presents:

DIGITAL MARKETING SOLUTIONS

We're all in this together, Rhody!

This is a challenging time for every business in Rhode Island.

As a trusted media leader for 45 years, Providence Media is here to help with affordable, results-oriented solutions. Through our expansive digital network and resources, we can offer customized marketing communications at any budget.

Hey Rhody E-Newsletter

About Providence Media Digital Solutions

Providence Media's suite of websites have:
***30,000+** Unique Vistors per month average
***49,500+** Pageviews per month average
- HeyRhody.com
- ProvidenceOnline.com
- SoRhodeIsland.com
- TheBayMagazine.com

*based on 2019 calendar year

HEY RHODY NEWSLETTER
3x per week
8,500+ email subscribers
Sent Monday, Wednesday and Friday

FACEBOOK
Collectively, Providence Media reaches over 36,000 followers on our 4 Facebook pages:
- Facebook.com/**HeyRhody**
- Facebook.com/**PVDMonthly**
- Facebook.com/**TheBayMagazine**
- Facebook.com/**SoRhodeIslandMag**

INSTAGRAM
Collectively, Providence Media reaches over 18,000 followers on our 3 Instagram accounts:
@HeyRhody @PVDMonthly @So_RIMag

TWITTER
Collectively, Providence Media reaches over 17,900 followers on our 4 Twitter accounts:
@HeyRhody @PVDMonthly @So_RIMag @TheBayMag

Digital Display Advertising:

Website Display Advertising
Inline Rectangle 300 x 250px: $10 CPM
Wide Skyscraper 300 x 600px: $15 CPM
CPM: Cost per 1,000 Impressions

Hey Rhody Newsletter
Inline Rectangle 300 x 250px: $125/Run*
Full Width 600 x 250px: $200/Run*
***Run = 3 Newsletter Days.** To be used within 30 days of purchase date and scheduled at time of purchase

Sponsored Post Advertising:

Facebook: $250 | All 4 accounts, 1 post/account *36,000+ followers*
Instagram: $150 | All 3 accounts, 1 post/account *14,500+ followers*

SPONSORED CONTENT PACKAGE: $600
Websites | Newsletter | Instagram | Facebook
350 word article copywritten to suit by our editorial team
Featured on our home page for 1 month, published (abridged) in newsletter 1x during the first week of publishing with link to full article, sponsored article shared 1x by each Instagram and Facebook account within the month of publishing.

BOOST YOUR POST FOR ADDED ENGAGEMENT!

Get extra value by adding display advertising to your package

WEB
Inline Rectangle: $10 CPM
Wide Skyscraper: $15 CPM

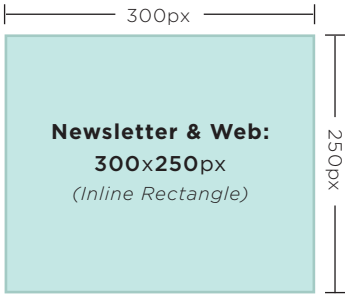
NEWSLETTER
Inline Rectangle: $75/Run
Full Width: $150/Run

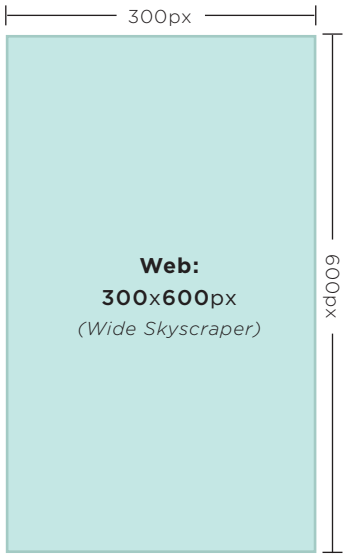
DIGITAL DISPLAY AD SPECS

All display advertising design is complimentary and can be used throughout all Providence Media titles. Additional fees may apply to use design in non-Providence Media products. See your marketing manager for details.

Providence Media is RI's leading lifestyle magazine publisher. We produce four monthly titles: Hey Rhody, Providence Monthly, SO Rhode Island, and The Bay magazine. As well as our summer seasonal magazine So Summer.

Specifications:





Advertiser to provide

- URL link
- Logo and relevant images in hi-res format
- All social media handles
- Tagline or call to action

Do you want to grow your SOCIAL MEDIA PRESENCE?

Let's start with one simple fact:
Your business needs a social media presence.

It doesn't matter if you run a small local shop or a big national company. Social media is an essential piece of your business marketing strategy.

Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales. Social media is not a passing trend.

Our Social Media Consultant will help your business:

- Increase traffic (both foot & digital)
- Increase engagement
- Optimize your engagement strategies
- Optimize brand awareness
- Grow your audience

Packages starting at just $500/month

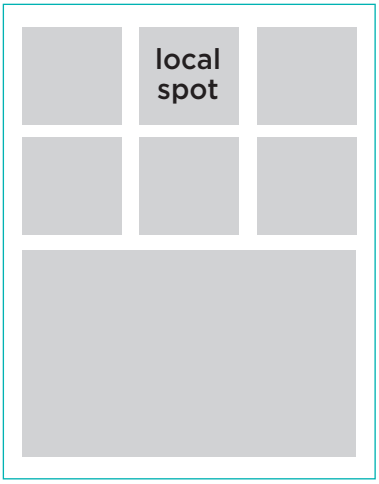
For details or a custom quote
Contact Sascha: 401.749.8646 | Sascha@ProvidenceOnline.com

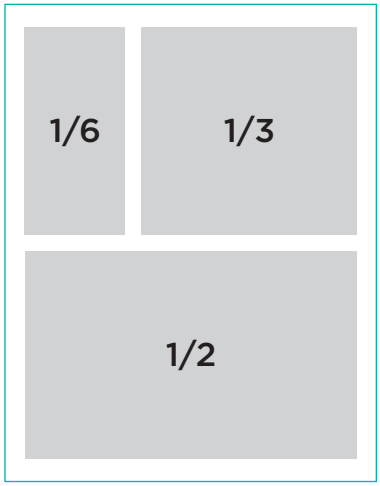
Sizes

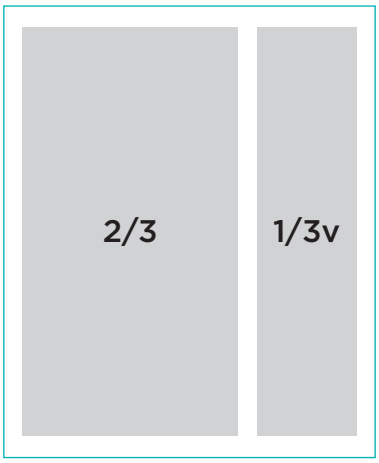
Magazine Trim Size	9”w x 10.875”h
Spot	2.375”w x 2.25”h
1/6	2.375”w x 4.75”h
1/3	5.125”w x 4.75”h
1/3 Vertical	2.375”w x 9.875”h
1/2	8”w x 4.75”h
2/3	5.125”w x 9.875”h
Full Non-Bleed	8”w x 9.875”h
Full Bleed*	9.25”w x 11.125”h

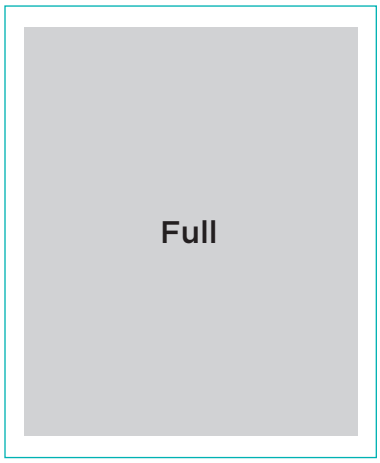
*Please ask your sales rep for the full page template for more instructions

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.

Providence Media Advertising & Planning Calendar 2021*

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

	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
JANUARY	Providence Monthly	December 1	Who to Watch	
	SO Rhode Island	December 4	Health Food	
	The Bay	December 9	Yoga	
	Hey Rhody	December 14	Wellness (or Health)	**Financial Guide**
FEBRUARY	Providence Monthly	December 31	Black History Month	
	SO Rhode Island	January 5	Date Ideas	
	The Bay	January 8	Dinner Dates	
	Hey Rhody	January 13	Pets	**TBD**
MARCH	Providence Monthly	February 1	Coffee: Local Roasters	**Leading Ladies** Summer Camps
	SO Rhode Island	February 4	Going Green	**Leading Ladies** Summer Camps
	The Bay	February 9	St. Patrick's: Exploring Newport's History	**Leading Ladies** Summer Camps
	Hey Rhody	February 12	Region Spotlight	**Leading Ladies** Summer Camps
APRIL	Providence Monthly	March 1	Urban Farms	**Summer Camps**
	SO Rhode Island	March 4	Flower Farms	**Summer Camps**
	The Bay	March 9	Town Focus: Tiverton	**Summer Camps**
	Hey Rhody	March 12	Home & Garden	**Real Estate** Summer Camps
MAY	Providence Monthly	April 1	Shop Small	**Summer Camps**
	SO Rhode Island	April 6	Family Fun	**Summer Camps**
	The Bay	April 9	Brunch	**Summer Camps**
	Hey Rhody	April 14	Dining Issue	**Summer Camps**
JUNE	Providence Monthly	April 30	Pride: Celebrate & Support LGBTQ+	**Summer Camps**
	SO Rhode Island	May 5	Boating	**Summer Camps**
	The Bay	May 10	Day Trip: Quintessential Summer Day	**Summer Camps**
	Hey Rhody	May 13	Summer Issue	**Summer Camps**

Providence Media Advertising & Planning Calendar 2021*

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

	PUBLICATION	AD DEADLINE*	COVER STORY	SPECIAL SECTION
JULY	Providence Monthly	June 1	Summer	**Summer Camps**
	SO Rhode Island	June 4	Summer	**Summer Camps**
	The Bay	June 9	Summer	**Summer Camps**
	Hey Rhody	June 14	Arts & Culture	**Summer Camps**
AUGUST	Providence Monthly	July 1	BBQ: A Good Ol' American Fave	**Back To School**
	SO Rhode Island	July 6	Theater	**Back To School**
	The Bay	July 9	Pets	**Back To School**
	Hey Rhody	July 14	Wedding Issue	**Back To School**
SEPTEMBER	Providence Monthly	August 2	Focus: Valley Neighborhood	**Back To School**
	SO Rhode Island	August 5	Pets	**Back To School**
	The Bay	August 10	New Dining	**Back To School**
	Hey Rhody	August 13	Fall Issue	**Back To School**
OCTOBER	Providence Monthly	September 1	Local Music	**Back To School**
	SO Rhode Island	September 6	New Dining	**Back To School**
	The Bay	September 9	Home Inspiration	**Back To School**
	Hey Rhody	September 14	Home	**Real Estate Guide** Back To School
NOVEMBER	Providence Monthly	October 1	New Dining	
	SO Rhode Island	October 6	Town Focus: Matunuck	
	The Bay	October 11	Bay Area Music	
	Hey Rhody	October 14	Holiday Issue	
DECEMBER	Providence Monthly	November 1	Holiday	
	SO Rhode Island	November 4	Holiday	
	The Bay	November 9	Holiday	
	Hey Rhody	November 12	Shop Small	**Rhody Gems**