

MONTGOMERY

M A G A Z I N E

The Art of Teaching

County Instructors
Explain How
It's Done



STROKES OF SUMMER

For 58 years county families have defined their summers by the Montgomery County Swim League.



2017 MEDIA KIT

WHERE'S THE
ROMANCE
IN MONTGOMERY COUNTY?



THE
Best OF
Montgomery
County

2017 Ad Rates

	SINGLE ISSUE	3-TIME RATE	6-TIME RATE
BACK COVER	\$2,800	\$2,600	\$2,400
INSIDE BACK COVER	\$2,500	\$2,300	\$2,100
INSIDE FRONT COVER	\$2,500	\$2,300	\$2,100
INSIDE PAGE 1	\$2,500	\$2,300	\$2,100
FULL PAGE	\$2,200	\$2,000	\$1,800
2/3 PAGE	\$1,800	\$1,600	\$1,400
1/2 PAGE	\$1,300	\$1,200	\$1,100
1/3 PAGE	\$950	\$850	\$750
1/4 PAGE	\$800	\$700	\$600
1/6 PAGE	\$600	\$500	\$400

2017 Web Rates

	3-Month	6-Month
Top Banner	\$550	\$860
Large Button	\$340	\$540
Small Button	\$240	\$370

2017 E-newsletter Rates

	3-Month	6-Month
Top Banner	\$300	\$465
Large Button	\$200	\$310
Small Button	\$150	\$230

Circulation and Distribution

Montgomery Magazine is Montgomery County's fastest growing lifestyle magazine and has an estimated readership of 50,000.

The magazine guarantees that 21,000+ copies are mailed to subscribers and prospects and that additional copies are available in select retail stores in Montgomery County.

USPS receipts and a publisher's distribution statement are available from your marketing manager. An independent circulation audit is scheduled for late 2017.

E-Newsletter

Montgomery Magazine has a lively, monthly e-newsletter that extends the magazine's brand and provides advertisers another platform to connect with readers.



Profiles

Who better to tell the story of you and your business than you? After an interview and photo session in your office, *Montgomery Magazine* will write a brief profile and submit it (and the photo) for your approval. Your profile can run in a Special Advertising Section or independently in the magazine. It will also appear online at montgomerymag.com. Deadlines for profiles are one week prior to ad space deadlines.

2017 Profile - Ad Rates

Full page: 260 words plus photo - \$1,995

Half page: 130 words plus photo - \$1,195

2017 Ad Specs

Ad Size	Width x Height
FULL PAGE - (no bleed)	7.5" x 10"
FULL PAGE - (bleed)	8.25" x 10.75" [†]
BACK COVER - (bleed)	8.25" x 8.625" ^{††}
2/3 PAGE - VERTICAL	4.6" x 9.5"
1/2 PAGE - VERTICAL	3.375" x 9.5"
1/2 PAGE - HORIZONTAL	7" x 4.625"
1/3 PAGE - VERTICAL	2.25" x 9.5"
1/3 PAGE - SQUARE	4.6" x 4.625"
1/4 PAGE - VERTICAL	3.375" x 4.625"
1/6 PAGE - VERTICAL	2.25" x 4.625"
1/6 PAGE - HORIZONTAL	4.6" x 2.15"

†Bleed Size

Bleed Size: 8.25" x 10.75" (extend background 1/8" beyond trim on all sides)

Live Area: 7.5" x 10" (recommended to keep all logos/text within Live Area)

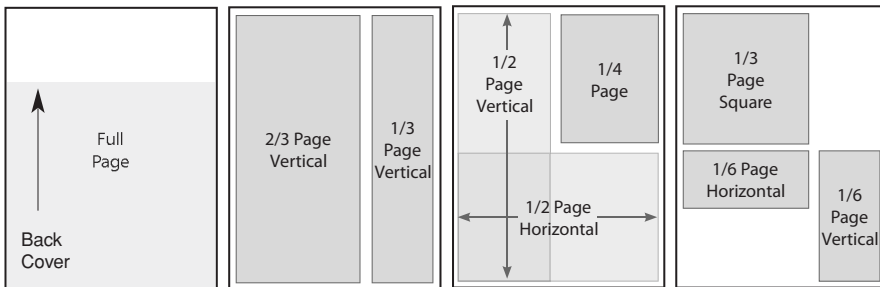
Trim Size: 8" x 10.5"

†† Back cover bleeds .125" on left, right and bottom only.

Web Specs

Top Banner - 675px x 75px Large Button - 190px x 190px

Right Column - 300px x 250px Small Button - 190px x 90px



2017 Deadlines

February/March

Ad Space: January 6
Ad Materials: January 9
Mail Date: January 30

April/May

Ad Space: March 8
Ad Materials: March 10
Mail Date: March 30

June/July

Ad Space: May 5
Ad Materials: May 8
Mail Date: May 30

August/September

Ad Space: July 7
Ad Materials: July 10
Mail Date: July 31

October/November

Ad Space: September 8
Ad Materials: September 11
Mail Date: September 29

December/January

Ad Space: November 8
Ad Materials: November 10
Mail Date: November 29

Ad Design Fees

New Ad:

1/2 page and larger \$145
1/3 page and smaller \$90

Ad Change:

1/2 page and larger \$65
1/3 page and smaller \$55

Design time over 1 hour is billed at \$90 per hour. Ads requiring custom artwork or photo research and usage will be charged accordingly.

Ad Release Fees

1/2 page and larger \$100
1/3 page and smaller \$75

Ad Submissions

We prefer files as high resolution (300 dpi minimum) PDFs, however, we will accept TIFF, EPS, JPG files via Email, CD/DVD or USB Flash Drive. Files too large for email can be sent using a free FTP service such as YouSendIt.com or dropbox.com.

All images must be CMYK format. Black text below 8 pts must be 100% BLACK ONLY – not a CMYK build. Reverse text (white text on dark background) should be 8 pts+ and a bold font.

Please create outlines for all text or embed all fonts.

Added Value

Montgomery Magazine is part of Montgomery County Media Group. The magazine is cross-promoted in its sister publication, *Premier Values Magazine* which reaches 162,000 homes in Montgomery County. All *Montgomery Magazine* advertisers receive additional exposure at premiervaluesonline.com as well as montgomerymag.com.

Reprints

Call 239.541.0104 or email graphics@montgomerymag.com.



Editorial

- Artists
- County Issues
- Entertainment
- Home Improvement
- Local Entrepreneurs
- Real Estate
- Restaurants
- Schools
- Camps
- Sports
- Health
- Interesting People
- Suburbatory

Montgomery Magazine is an engaging lifestyle magazine that celebrates the diversity and unique character – as well as unique characters – of Montgomery County, Maryland. It offers readers and residents infotainment – a splashy combination of lively information and spirited entertainment. *Montgomery Magazine* offers county businesses a direct connection to some of the nation's most discerning customers.

Montgomery Magazine has a unique perspective on the local matters that are most important today.

2017 Special Sections

February/March
Summer Camps / Event and Party Planner

April/May
Home Improvement / Real Estate Showcase

June/July
Outdoor Dining / Senior Services

August/September
Best of Montgomery County Issue

October/November
Financial, Legal and Accounting Services

December/January
Women's Health and Wellness / Private Schools

Special sections are advertorials where all advertisers receive editorial to supplement and complement their ads.

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Covering Montgomery County Since 2005

Contact Doug McDaniel at doug@montgomerymag.com or 301.933.6500