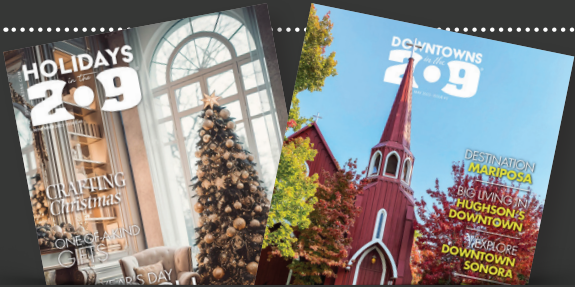


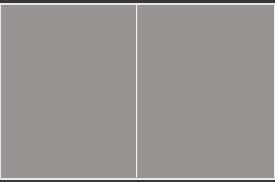


Issue 55      Issue 56      Issue 57      Issue 58      Issue 59      Issue 60

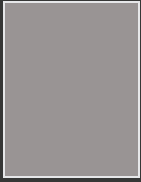


OUR OTHER  
**SPECIAL EDITIONS**  
ASK FOR MORE DETAILS

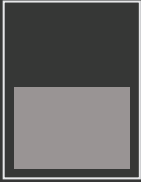
AD SIZES



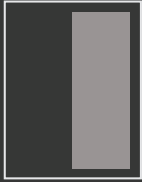
**DOUBLE TRUCK BLEED**  
BLEED: **17.2" x 11.13"**  
TRIM: **16.8" x 10.9"**  
SAFE ZONE: **14.8" x 9.9"**



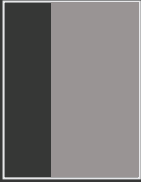
**FULL PAGE BLEED**  
BLEED: **8.6" x 11.13"**  
TRIM: **8.4" x 10.9"**  
SAFE ZONE: **7.4" x 9.9"**



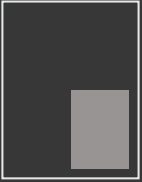
**HALF HORIZONTAL**  
**7.4" x 4.9"**



**HALF VERTICAL**  
**3.6" x 9.9"**



**2/3 PAGE**  
BLEED: **5.7" x 11.13"**  
TRIM: **5.6" x 10.9"**  
SAFETY: **4.6" x 9.9"**



**QUARTER**  
**3.6" X 4.9"**

SUBMITTING PHOTOGRAPHS OR ARTWORK

PHOTOGRAPHS

Must be taken at a high resolution (300 dpi) or be scanned at 300 dpi.

LINE ART

Must be scanned at 1000 dpi and must be either JPEG, EPS or TIFF format.

COLORS

Use only process colors (cyan, magenta, yellow and black). All spot colors or pantone colors need to be converted to CMYK.

TYPE

Black type must be 100% black only – not CMYK. Borders and rules should be 1 point or heavier. No coupon borders permitted (i.e. perforated).

DIGITAL PREPARATION OF PHOTOGRAPHS

All images must be at a full resolution of 300 dpi.

Place all images at 100%. (Enlarging your image will decrease the overall resolution and quality.) Images should be converted to CMYK and converted from JPEG to EPS or TIFF format. All alterations should be made in Photoshop. Photographs should be sharp and have a good contrast range. (light to dark).



MAGAZINE

209MAGAZINE.COM

MEDIA PLANNER





WELCOME TO

# 209<sup>®</sup>

MAGAZINE

**EACH 209 ISSUE** brings our communities closer together with local stories of artists, book authors, amazing restaurant features, adventure and travel destinations. Published six times per year this magazine offers our readers the most out of where we live.

209 MAGAZINE EDITORIAL FEATURES

- Navigator** Travel and Destinations
- Flavors** What's Cooking in the 209,  
Dining & Wine
- Book Review** Book review and featured local author
- Look Back** A visit back to a historical time  
and place
- Full of Life** Health segment that elevates  
day-to-day living
- A Place Called Home** Home and Garden features
- In the Know** Readers get the need-to-know news  
about trends, issues and what's happening in our region.  
Stories will include news about the arts, business and  
finance and philanthropy
- Charity Corner** 209 Magazine gives back in each  
issue with a local non-profit organization
- Marketplace** A look at unique products from  
the 209 area



BUYING INTENT

In the next 12 months, readers of 209 Magazine plan to make the following purchases:

65% WOMEN'S APPAREL

22% JEWELRY

75% DINING/ENTERTAINMENT

49% MEDICAL SERVICES

35% HEALTH CLUB/EXERCISE

55% MEN'S APPAREL

30% HOME IMPROVEMENT/SUPPLIES

31% AUTOMOBILE PURCHASES

59% VACATIONS/ TRAVEL

52% HOME FURNISHINGS

67% Frequently purchase products &  
services from ads seen in 209 Magazine  
43% of readers keep each issue for one  
month or more

SOURCE: CVC 2022 AUDIT REPORT

# WHY CHOOSE 209 MAGAZINE?



ISSUE DATES AND DEADLINES

- February/March Edition**  
Close Date/Materials Due: January 25, 2024
- April/May Edition**  
Close Date/Materials Due: March 21, 2024
- June/July Edition**  
Close Date/Materials Due: May 23, 2024
- August/September Edition - Best of 209**  
Close Date/Materials Due: July 18, 2024
- October/November Edition**  
Close Date/Materials Due: September 19, 2024
- December/January Edition**  
Close Date/Materials Due: November 21, 2024

RATE CARD

AD SIZE	OPEN	3X	6X
FULL PAGE	\$1,950	\$1,650	\$1,350
2/3 PAGE	\$1,475	\$1,200	\$1,025
1/2 PAGE	\$1,200	\$995	\$825
1/4 PAGE	\$600	\$500	\$400
BACK COVER	\$2,750	\$2,300	\$1,975
INSIDE COVER	\$2,500	\$2,200	\$1,800
2-PAGE ADVERTORIAL	\$4,000		

209 MAGAZINE REACHES OVER  
**100,000\*** ACTIVE, INFLUENTIAL AND  
ENGAGED READERS WITH EACH ISSUE.

**10,367** PAID SUBSCRIBERS

209 MAGAZINE IS  
READILY AVAILABLE AT

- AUTO DEALERSHIP WAITING ROOMS
- GROCERY STORES
- RETAIL LOCATIONS
- RESTAURANTS
- GOLF COURSES

AND **MANY OTHER** LOCATIONS.

CONTACT YOUR AD REP FOR MORE INFORMATION.

\*SOURCE: CVC 2022 AUDIT REPORT

209 MAGAZINE READER PROFILE

GENDER

Women **60%**  
Men **40%**

EDUCATION

College Educated **68%**

AGE

Over 35 **83%**

INCOME

over 75K Annually **57%**

SOURCE: CVC 2022 AUDIT REPORT

