

Philly Eats Magazine



Media Kit



PRINT RATES

4-COLOR RATES

SIZE	1x	3x	6x	12x
2-Page Spread	\$2,700	\$2,200	\$1,950	\$900
Full Page	\$1,500	\$1,200	\$1,100	\$1,000
1/2 Page	\$900	\$800	\$750	\$600
1/3 Page	\$750	\$650	\$600	\$500
1/4 Page	\$550	\$500	\$450	\$400

PREMIUM POSITIONS

SIZE	1x	3x	6x	12x
Back Cover Inside	\$3,000	\$2,750	\$2,500	\$2,000
Cover Pages	\$3,000	\$2,750	\$2,500	\$2,000
Center Spread	\$3,300	\$2,700	\$2,500	\$2,200
Sequential Ads	\$2,000	\$1,800	\$1,500	\$1,300

<p>Full Page Bleed: 8.625" x 11.125" Trim: 8.25" x 10.625" Live Area: 7.375" x 9.875"</p>		<p>1/3 Page Vertical: 2.283" x 9.875"</p>	<p>1/4 Page Vertical: 3.5" x 4.765"</p> <p>1/2 Page Horizontal: 7.375" x 4.765"</p>	<p>1/3 Page Square: 4.765" x 4.78"</p>
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- **Mechanical Specifications**
Final Trim Size: 8.25" x 10.625"
Binding: Saddle Stitched
Paper Stock: 70 lb. gloss text
Line Screen: 175

- **Preferred File Format:** Press optimized, Acrobat PDF/X-1a compliant files are the preferred format for final artwork.
- **Graphics:** Images must be 300ppi or greater and saved in a TIFF format.

Philly Eats Magazine



DIGITAL RATES

WEBSITE BANNER ADS

300 x 330 - Inside Article Banner - \$200/month

160 x 600 - Mid-page Banner - \$400/month

300 x 330 - Side Banner - \$400/month

(All 300 x 330 banner ads allow for a maximum of three rotations)

DIGITAL ADVERTISING ENHANCEMENTS

● Slideshow

Dynamic, interactive advertisements with nearly unlimited possibilities. A great way to engage a reader. Maximum of six images.

\$400 per insertion

● Audio

Capture the attention of readers with vibrant music or an audio advertisement.

Maximum of 30 seconds of audio.

\$250 per insertion

● Reply Card

This lead generation tool invites the reader to email the client directly with a request for more information or to follow up on a special offer.

\$100 per insertion

● Ad Link

This digital enhancement allows the whole ad to become an active link to the advertiser's website.

\$100 per insertion

● Video

Embed video to spice up ads or editorial content. Readers click an icon on the page to open up video in a pop-up window. Maximum of two minutes of video.

\$500 per insertion

● Digital Only Full-Page Ad

You can purchase a digital only full-page ad in which the ad is only displayed in the digital magazine.

\$400 per insertion

● Belly Band

Philly Eats Magazine will insert a belly band into the digital magazine.

\$150 per insertion

● Blow-in Card

Philly Eats Magazine will insert a blow-in card into the digital magazine.

\$150 per insertion

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COVER STORY OPTIONS

LENGTH

Each awarded cover story is a fixed length and must conform to our word count parameters. If you would like an expanded feature story, you may choose to add additional pages.

Awarded Cover	Word Count	Price
Add 3 Extra Pages (6 total)	1,800-2,000 words	\$1,500
Add 5 Extra Pages (8 total)	2,300-2,500 words	\$2,000

DIGITAL RIGHTS



Philly Eats Magazine recognizes the value a third-party endorsed feature story has as a marketing piece. People don't hire businesses; they hire people. Potential clients look for a professional or brand they know, like and trust. A content marketing piece that humanizes you and your business while sharing insight into your abilities, your feature story will market your businesses in a sophisticated, non-promotional manner. Content marketing is one of the best ways for professionals to demonstrate their abilities and fast-forward the know, like, trust cycle.

With the purchase of the digital rights you will own your feature story and be able to use it as an on-going marketing piece in print and online.

\$1,500

VIDEO OPTION

Philly Eats Magazine will video the interview conducted for your feature story. You will own the video and be able to use it as you please. Additionally, the videos will be posted on the magazine's YouTube channel and to the magazine's website.

\$2,495



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FEATURE RATES

FEATURE STORY

Want to tell a story without having it sound like an ad? With a feature story in **Philly Eats Magazine**, you are able to present a very human story. Let us introduce you to our readers, so they have the chance to know you, trust you and like you. Our third-party endorsement inspires credibility and confidence in your abilities.

Included in most of our feature stories is the right to reuse your feature as an on-going marketing tool with the complete digital rights to your feature story.

StoryOne Page (With 1/2 Page Ad.....	\$1,495
One Page	\$2,495
Two Pages.....	\$2,995
Four Pages.....	\$4,595
Six Pages	\$5,995
Eight Pages	\$7,495

FEATURE STORY VIDEO INTERVIEW

Target Market Media will bring a videographer to your office. You will recreate the interview conducted for your feature story on film. You will own the video and be able to use it as you please. Additionally, the videos will be posted on the magazine's YouTube channel and to the magazine's website.

\$2,495

INTERACTIVE DIGITAL FEATURE STORY

The interactive digital feature story is a conversion of your print feature story into a flipbook technology. You will be given an active link that **Philly Eats Magazine** will host for at least 12 months

Basic Flipbook.....	\$500
Upgraded Flipbook.....	\$1,000

EXTRA MAGAZINES

Featured subjects may purchase additional magazines to be mailed in bulk to their office or to be mailed directly to a supplied list of recipients.

Extra magazines cost \$7.95 each and are subject to tax and shipping charges.



Philly Eats Magazine

FEATURE STORY UPGRADE OPTIONS

LENGTH

Each awarded feature story is a fixed length and must conform to our word count parameters. If you would like an expanded feature story, you may choose to add additional pages. This is the ideal opportunity to share more about your career, your practice and future endeavors.

Awarded Feature	Word Count	Price
Add 1 Extra Page	800-1,000	\$500
Add 3 Extra Page	1,400-1,500	\$1,500
Add 5 Extra Page	2,200-2,400	\$2,000
Add 7 Extra Page	3,000-3,200	\$2,500

DIGITAL RIGHTS

Philly Eats Magazine recognizes the value a third-party endorsed feature story has as a marketing piece. People don't hire businesses; they hire people. Potential clients look for a professional or brand they know, like and trust. A content marketing piece that humanizes you and your business while sharing insight into your abilities, your feature story will market your business in a sophisticated, non-promotional manner. Content marketing is one of the best ways for professionals to demonstrate their abilities and fast-forward the know, like, trust cycle.

With the purchase of the digital rights you will own your feature story and be able to use it as an on-going marketing piece in print and online.

\$1,500

EXTRA MAGAZINES

Featured subjects may purchase additional magazines to be mailed in bulk to their office or a supplied list of recipients. Extra magazines are subject to local sales tax.

\$7.95 each

FEATURE STORY VIDEO INTERVIEW

Philly Eats Magazine will video to your interview. You will recreate the interview conducted for your feature story in a video format. You will own the video and be able to use it as you please. Additionally, the videos will be posted on the magazine's YouTube channel and to the magazine's website.

\$2,495

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FEATURE STORY UPGRADE OPTIONS

INTERACTIVE DIGITAL FEATURE STORY

The interactive digital feature story is a conversion of your print feature story into a flipbook technology. You will be given an active link that **Philly Eats Magazine** will host for 12 months. Additionally, you will be given all files to host the flipbook on your own server. You will have the choice between a basic flipbook and an upgraded flipbook. The upgraded flipbook allows you to add any of the following options to your flipbook: custom digital cover, custom digital back cover, audio option, video option, slideshow option and pop-up card.

Basic Flipbook.....	\$500
Upgraded Flipbook.....	\$1,000

FEATURE STORY PACKAGE

Philly Eats Magazine has bundled together all options into one package at a discounted rate. Understanding the value our products can have individually and collectively for our clients, we believe this is the best value.

- Feature Story
- Video Interview
- Interactive Digital Feature Story
- Custom Cover for Flipbook
- Custom Back Cover for Flipbook
- Slideshow Integrated in Flipbook
- Pop-Up Card in Flipbook
- Reply Card in Flipbook
- 50 Extra Magazines
- High & Low Resolution PDF
- Print Ready PDF
- Word Version for SEO
- PDF of Award Emblem
- Press Release
- Congratulatory Letter

4-page feature	\$2,595
6-page feature	\$2,995
8-page feature	\$3,995



Philly Eats Magazine



ADVERTISING SPONSORSHIPS

EDUCATION-BASED MARKETING SPONSORSHIP

For select clients, with the purchase of a half-page advertisement, they will have the right to submit a column for each issue their ad appears in. Columns are subject to **Philly Eats Magazine's** editorial standards as well as the magazine deadlines. These are exclusive sponsorships. There will only be one sponsor for each editorial column.

Sponsorship Includes

- Half-page horizontal advertisement
- Right to submit column
- Digital rights to printed columns
- Contributing Editor emblem
- Printed articles published on website
- Bio page on website for published writers
- Exclusivity to category for 12-insertion sponsors

6 insertions\$750 per insertion

12 insertions\$650 per insertion

PREMIUM OPTIONS

In addition to the basic sponsorship package, clients can upgrade their sponsorship to include any of the following premium options to create a bigger impact. These costs are in addition to the base sponsorship price. No further discounts apply.

Full-Page Advertisement - \$500 per insertion

Instead of a half-page advertisement in the magazine, sponsors can purchase a full-page advertisement. With double to space in the magazine your marketing message will making a larger impact on readers each month.

Premium Full-Page Placement - \$1,000 per insertion

If you upgrade your half-page advertisement to a full page, you also have the option to reserve a premium advertising position. Please note that these are exclusive and may not be available.

Two-Page Column - \$750 per insertion

The editorial sponsorship is for a one-page article in the magazine. Sponsors can upgrade their sponsorship to a two-page article. With the extra page, contributing editors will have room to cover more elaborate topics in detail.

E-Newsletter - \$100 per insertion

Following the publication of your article, Tee Up will convert your article into a newsletter that can be distributed to your contacts and referral sources. The article will be designed as a magazine newsletter.

Video Tips - \$2,495

Philly Eats Magazine will video a series of clips. These video tips will be displayed on the magazine's YouTube channel and the magazine's website. The contributing editor will also receive the video files.

Flipbook Portfolio - \$200

Philly Eats Magazine will convert your columns into a flipbook with every article from the year along with a page intro with your biography and headshot. You can display this flipbook on your website and social media sites.



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ADVERTISING SPONSORSHIPS

TABLE OF CONTENTS

By sponsoring the Table of Contents, you will receive branding on one of the most-used pages of the magazine. As the exclusive advertiser on this premium page, the sponsor will receive a discounted rate. Sponsor has the choice between one advertisement on the table of contents or three sequential one-third vertical ads, beginning on the table of contents.

- One-third page ad \$750 per insertion
- Sequential ads..... \$1,750 per insertion

RULES OF THE GAME

Your sponsorship will give you the exclusive branding on one of the most popular sections in the magazine. As a sponsor, your logo and contact information will appear on the Rules of the Game Section in a unique design for the top and bottom banners. Your logo will also be placed on the local edition's online Rules of the Game submission page.

- Basic sponsorship \$500 per insertion
- Sponsorship with full-page ad \$1,500 per insertion

19th HOLE

Your sponsorship will give you the exclusive branding opportunities on one of the most popular sections in the magazine. As a sponsor, your logo and contact information will appear on the Out on the Town spread. Your logo will also be placed on the local edition's online event submission page.

- Basic sponsorship \$500 per insertion
- Sponsorship with full-page ad \$1,500 per insertion

RELEVANT TOPICS

Each magazine is localized with editorial sections about and for the local industry. Your sponsorship will give you the exclusive right to submit topics or select contributors for the section you sponsor. The sponsor will receive their logo and contact information on the designed section page as well as on the online section.

- Basic sponsorship \$750 per insertion
- Sponsorship with full-page ad \$1,550 per insertion

MONTHLY PROFILE

Your sponsorship will give you the exclusive right to select the honoree for the monthly profile you sponsor. The awarded recipient will receive a profile in the issue, designed with your logo. Additionally, the sponsor will have the opportunity to present the award to the profiled professional. There are a variety of levels for this sponsorship, select the opportunity that fits your marketing needs.

- 1-page profile & half-page ad \$1,250 per insertion
- 1-page profile & full-page ad..... \$1,750 per insertion
- 2-page profile & full-page ad..... \$2,250 per insertion

COVER FEATURE

Your sponsorship will give you the exclusive right to present the monthly cover feature with their award and to be a part of the selection committee. The cover feature will receive a feature within the issue, followed by the sponsor's full-page congratulatory ad. **\$2,500 per insertion**