



COUNTY LINES
MAGAZINE

2018
MEDIA KIT



Your Monthly Guide to the best of Southeastern Pennsylvania and Northern Delaware with engaging editorial, compelling design and a long shelf-life for each issue.



CORE DISTRIBUTION AREA



OUR DISTRIBUTION USES A PROPRIETARY ALGORITHM WITH:

- Targeted direct mail
- Strategic affiliate locations
- Exclusive upscale events
- Hotels
- B&Bs
- Realtors
- Waiting room copies (offices, medical offices, high-end salons & spas)
- Gyms
- Farmer's Markets

OUR READER DEMOGRAPHICS

OUR READERS ARE AFFLUENT, SAVVY AND LOYAL.

Age
35-65+

Gender
70% Female

Household Income
\$150,000+

Home Value
\$500,000+

EACH MONTH WE REACH

80,000+
Readers

15,000
Copies Printed

10,000
Unique Web Visitors

8,000
E-Newsletter Subscribers

17,000
On Social Media



CountyLinesMagazine.com

is the source for local lifestyle coverage for readers eager to discover the best our area has to offer.

JANUARY

Annual Dining Guide

Best of the Best Dining Awards
Chef Profiles
West Chester Dining
Get Fit
Senior Happenings
School Sports Round Up

Ad Deadline: 12/1/17



FEBRUARY

Fine Homes & Design • Education Guide

Dream Home
Home Resource Guide
Kitchens
Realtors' Review
Education Article & Guide
Winter Fitness
Town: Lancaster
Ad Deadline: 1/2/18

MARCH

Home Furnishings • Health

Antiques, Boutiques & Uniques
Bathrooms
Health Guide
Towns: Downingtown & Exton

Ad Deadline: 2/1/18

APRIL

Weddings & Events

Wedding/Event Venues
Home & Garden
Spas & Salons
Dentists
Wedding Style
School Sports/Summer Camps
Towns: Paoli/Newtown Square

Ad Deadline: 3/1/18

MAY

Equestrian Issue

Devon Horse Show
Steeplechase Season
Open House & Garden Tours
Spring Style
Art Gallery Round Up
Gardens & Landscapes
Towns: The Main Line

Ad Deadline: 4/2/18



JUNE

Outdoor Living

Gardens & Landscape Design
Summer Dining & New Bars
School Academic Contests
Towns: West Chester;
Wilmington & 'Burbs

Ad Deadline: 5/1/18



JULY

Guidebook To The Area

Southeastern PA & North DE
Destinations
Performing Arts Guide
School Sports Round Up
Weekend Getaways
Community Resources
Towns: TBD

Ad Deadline: 6/1/18

AUGUST

Guide To The Good Life • Health

Pets & Vets
55+ & Retirement Living
Mark Your Calendar
Wedding & Event Planning
Women's Health & Fitness
Towns: Malvern / Frazer

Ad Deadline: 7/2/18

SEPTEMBER

Celebrating Chester County

Chester County Day
House Tour Preview
Fall Equestrian Events
Fall Style
Home Decor

Ad Deadline: 8/1/18

OCTOBER

Across County Lines • Education Guide

School Open House Guide
Education Article
Fall Gardening
Realtors' Review
Towns: Phoenixville & Beyond

Ad Deadline: 8/31/18



NOVEMBER

Holiday Happenings • 55+ & Retirement

Annual Gift Guide
55+ & Retirement Living
Giving Back
"Fun-Raisers"
Towns: Brandywine Valley

Ad Deadline: 10/1/18

DECEMBER

A County Lines Christmas

Christmas in County Lines
Country
Holiday Shopping Guide
Holiday Trips
Holiday Style
Town: West Chester

Ad Deadline: 11/1/18

Town Focus – 10 times/yr
Schools & Camps – 4 times/yr
55+ & Senior Communities – 3 times/yr
Home of the Month – 6 times/yr
At Home & In the Garden – 8 times/yr

Health/Being Fit – 10 times/yr
Finance/Worth Knowing – 4 times/yr
Theater Spotlight – 4 times/yr
Best Events Guides – 12 times/yr
Style – 4 times/yr
Cars – 4 times/yr

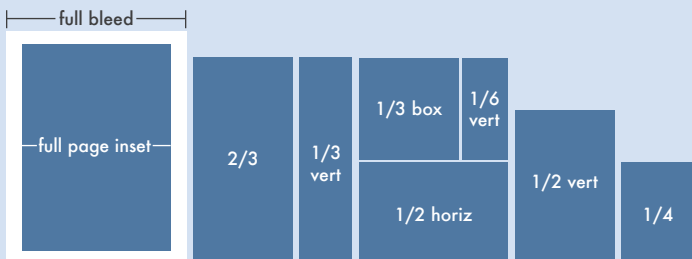
Wine, Beer & Spirits – 10 times/yr
Food News – 10 times/yr
Brandywine Table – 9 times/yr
Sports – 4 times/yr
People & Places – 4 times/yr
Spotlight on Businesses – 8 times/yr

Advertising Rates per insertion (effective Jan. 1, 2018)

Call us for Rates

Print Ad Dimensions (w x h)

	Inches	Picas
Trim Size	8.375 x 10.875	50p3 x 65p3
Full bleed	8.625 x 11.125	51p9 x 66p9
Full page (inset)	7.125 x 10	42p9 x 59p3
2/3	4.75 x 10	28p6 x 59p3
1/2 vertical (two column)	4.75 x 7.375	28p6 x 44p3
1/2 horizontal	7.125 x 4.875	42p9 x 29p3
1/3 box (two column)	4.75 x 4.875	28p6 x 29p3
1/3 vertical	2.5 x 10	15p x 59p3
1/4	3.5 x 4.875	21p x 29p3
1/6 vertical	2.25 x 4.875	13p6 x 29p3



Web Ads (w x h in pixels)

Box	300 x 240
Banner	400 x 120
Skyscraper	120 x 600

Newsletter Ads

Horizontal	250 x 200
Vertical	200 x 275

DISPLAY AD REQUIREMENTS

FILE FORMATS ACCEPTED:

Adobe Acrobat PDF/X-1A

Adobe InDesign - version CS4 or earlier.

QuarkXpress - version 6.5 or earlier.

Adobe Illustrator - version CS4 or earlier.

- Images at least 300 dpi, CMYK or grayscale.
- Embed all fonts. Use PostScript Type1 not made bold or italic in native file's style menu.
- PDFs should originate from: InDesign, QuarkXpress, Illustrator.

WE DO NOT ACCEPT:

- PDFs originated from Microsoft Word or Publisher.
- Images that are low resolution (200 dpi and lower).
- RGB, Pantone (PMS) or spot colors (metallic, fluorescent colors).
- Type bold faced or italicized in application style mode.
- PageMaker, Excel, Lotus, PowerPoint or Publisher documents
- Low resolution digital camera images. Set camera on the largest setting (1600 x 1200 pixels) and use the RAW file format, if available.

PREPARING ADS, COLOR PROOFS

- Document size should be the specified ad size with no additional border/white space. For full bleed ads please make sure crop or registration marks DO NOT fall within the bleed area (cropmarks must be at least 1/8" outside the trim size).
- Full page bleed ads should be created to the trim size of the publication plus bleed.
- For bleed, background should extend at least 1/8" (9 pts) on all four sides of the ad.

* Files that have to be extensively corrected or reformatted to fit our size may be subject to production charges.

TESTIMONIALS

“Walter J Cook Jeweler has been advertising with *County Lines* for as long as I can remember. We have always counted on *County Lines* to place us in front of an audience we value.”

Michael Cook, Owner, Walter J. Cook Jeweler

We have been a fixture on the back cover of *County Lines* for many years. ... I have lost count of the many people who tell us they see our ads and how impressed they are with the high quality of the magazine.”

Chuck Walsh, President, Wall & Walsh, Inc.

Advertising in *County Lines* has greatly increased our exposure to potential residents. Their team is professional and personable. We appreciate the extra coverage we receive in relevant features and calendar events.”

Kenneth Williams, Executive Director, The Devon Senior Living