



CORE DISTRIBUTION AREA



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
Social Media Reach



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



CountyLinesMagazine.com

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

For more information on advertising contact us at 610-918-9300 CountyLinesMagazine.com

JANUARY

Annual Dining Guide

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

Ad Deadline: 11/30/18



FEBRUARY

Fine Homes & Design • Education Guide

- Home Resource Guide
- Kitchens & Baths
- Education Article & Guide
- Winter Fitness
- Towns: Downingtown & Exton

Ad Deadline: 1/2/19

MARCH

Home • Health • Datebook

- Dream Home
- Realtors' Review
- Health Guide
- Datebook Calendar
- Focus Profiles

Ad Deadline: 2/1/19

APRIL

Weddings & Events

- Wedding/Event Venues
- Home & Garden
- Spas & Salons
- Dentists
- Wedding Style
- School Sports/Summer Camps
- Towns: Lancaster County

Ad Deadline: 3/1/19

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: 4/1/19



JUNE

Outdoor Living

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

Ad Deadline: 5/1/19



JULY

Guidebook To The Area

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

Ad Deadline: 5/31/19

AUGUST

Guide To The Good Life • Health

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

Ad Deadline: 7/1/19

SEPTEMBER

Celebrating Chester County

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

Ad Deadline: 8/1/19

OCTOBER

Across County Lines • Education Guide

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

Ad Deadline: 8/30/19



NOVEMBER

Holiday Happenings • 55+ & Retirement

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

Ad Deadline: 10/1/19

DECEMBER

A County Lines Christmas

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

Ad Deadline: 11/1/19

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

- Health/Be 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

- Beer, Wine & Spirits - 10 times/yr
- Food News - 10 times/yr
- Brandywine Table - 9 times/yr
- Sports - 4 times/yr
- Spotlight on Businesses - 4 times/yr



Added Value!

- SAVE 15% off the 1x rate by running 6 ads in 12 months.
- SAVE OVER 25% off the 1x rate by running 12 ads in 12 months.
- Run 6 print ads and get a FREE WEB AD for a month.
- Your ad appears in our DIGITAL ISSUE for FREE.
- Advertisers get an ad in our EVENTS NEWSLETTER for FREE, linked to your website.
- Schools and Retirement Communities have Guides on our WEBSITE HOME PAGE all year.
- Home, Landscape, Style, Wedding, Camp advertisers get CONSTANT CONTACT BLASTS.

DISPLAY AD REQUIREMENTS

FILE FORMATS ACCEPTED

Adobe Acrobat PDF/X-1A, InDesign (version CS4 or earlier)
 Adobe Illustrator (version CS4 or earlier) – embed hi-res images, outline all fonts.
 QuarkXpress - version 6.5 or earlier.

WE DO NOT ACCEPT

- PDFs originated from Microsoft Word or Publisher.
- Images that are low resolution (200DPI and lower).
- RGB, Pantone (PMS) or spot colors (metallic, fluorescent colors).
- Type bolded or italicized in application style mode.
- PageMaker, Excel, Lotus, PowerPoint or Publisher documents

PREPARING ADS, COLOR PROOFS

- Document size must be the specified ad size with no additional border/white space. For full bleed ads, crop or registration marks must be at least 1/8" OUTSIDE the trim size.
- Full page bleed ads require extra 1/8"/9pts on all sides, in addition to trim size.

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

Print Ad Dimensions (w x h)

	Inches	Picas
Trim Size	8.25 x 10.5	49p6 x 63p
Full bleed	8.5 x 10.75	51p x 64p6
Full page (inset)	7 x 9.5625	42p x 57p4.5
2/3	4.5625 x 9.5625	27p4.5 x 57p4.5
1/2 vertical (two column)	4.5625 x 7.125	27p4.5 x 42p9
1/2 horizontal	7 x 4.6875	42p x 28p1.5
1/3 box (two column)	4.5625 x 4.6875	27p4.5 x 28p1.5
1/3 vertical	2.1875 x 9.5625	13p1.5 x 57p4.5
1/4	3.375 x 4.6875	20p3 x 28p1.5



Web Ads (w x h in pixels)

Box	263 x 210
Banner	360 x 108
Skyscraper	120 x 600

Newsletter Ads

Horizontal	250 x 200
Vertical	200 x 275

FROM OUR ADVERTISERS

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



COUNTY LINES
MAGAZINE

2019
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.

