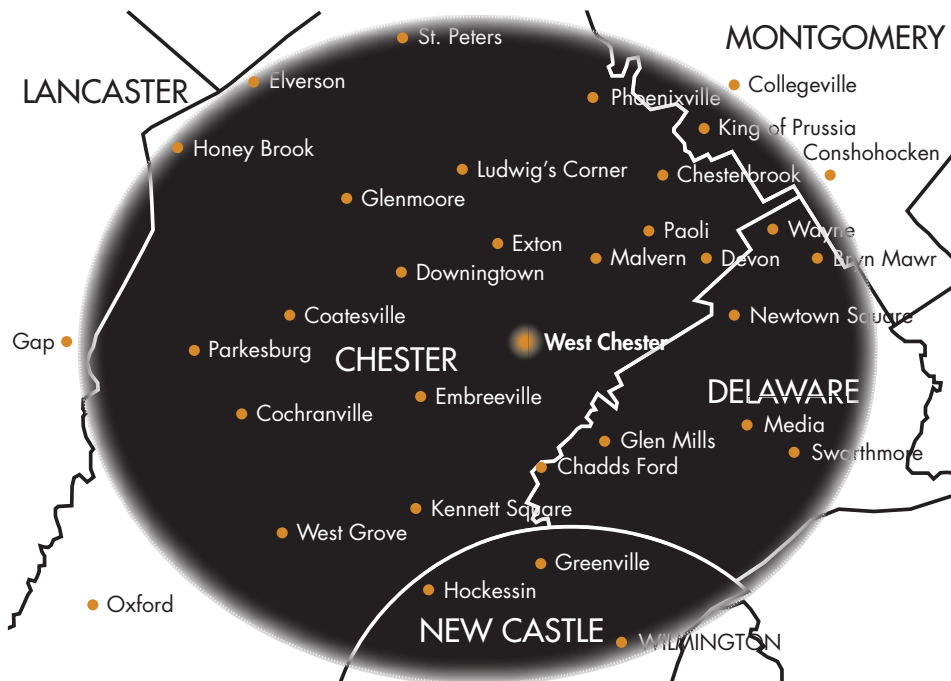


CORE DISTRIBUTION AREA



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
Social Media Reach



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



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

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

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.

