

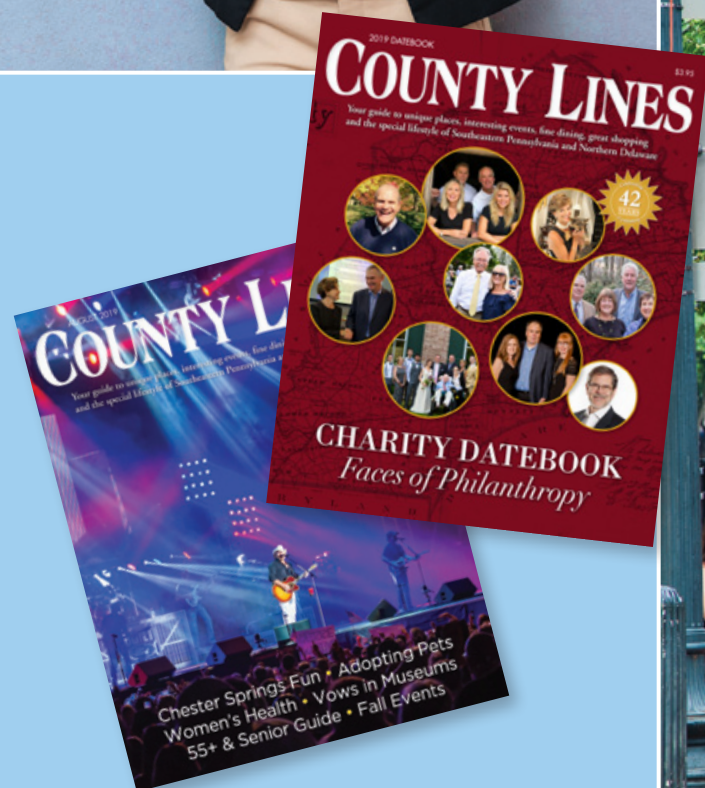
43 YEARS OF HIGHLIGHTING  
THE BEST OF THE DELAWARE VALLEY

COUNTY LINES  
MAGAZINE



# 2020 MEDIA KIT

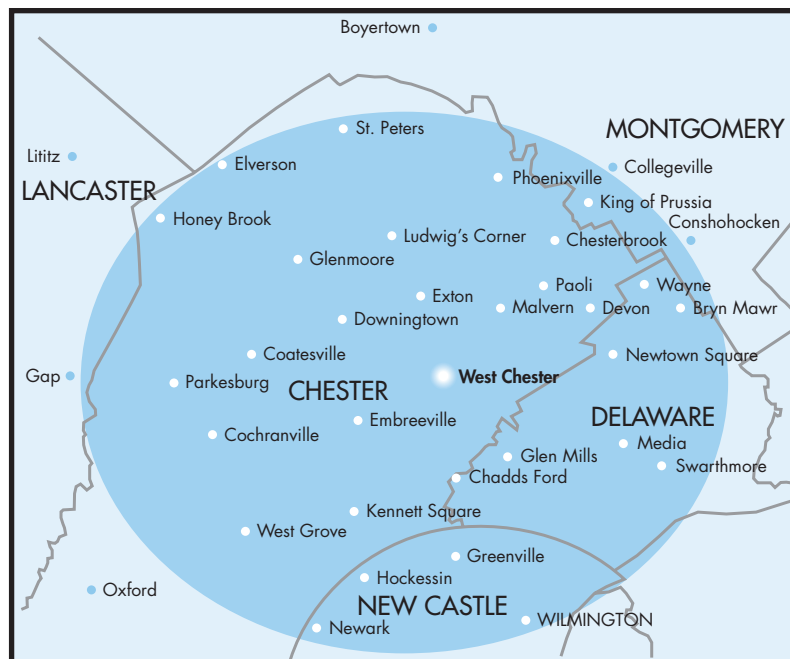
We are the premier Monthly Guide to the best of Southeastern Pennsylvania and Northern Delaware with engaging editorial, compelling design, loyal readership and a long shelf-life for every issue. And have been for over 40 years!



People & Places • Shopping & Dining • Events & History • Health & Wealth • Arts & Style • Homes & Horses



## REACH MORE READERS IN OUR CORE DISTRIBUTION AREA IN CHESTER COUNTY ... AND BEYOND



### OUR DISTRIBUTION USES A PROPRIETARY ALGORITHM WITH—

- Controlled Circulation • Targeted Direct Mail • Strategic Affiliate Locations
- Exclusive Upscale Events (often in swag bags) • New Homeowners
- 2,000+ Public Placement copies (offices, medical offices, salons & spas)
- Farmer's Markets • Hotels • B&Bs • Realtors • Gyms • Subscribers



## PRINT + DIGITAL + SOCIAL

### REACH ONLINE READERS

with our digital issue, website (events, guides, bonus content),  
e-newsletters and blogs. Connect with us on social media!

### READER DEMOGRAPHICS OUR READERS ARE AFFLUENT, DISCERNING & LOYAL, WITH THE BUYING POWER YOU WANT.

**Age**  
30–65+

**Gender**  
70% Female

**Household Income**  
\$175,000+

**Home Value**  
\$600,000+

### EACH MONTH WE REACH

**80,000+**  
Readers

**15,000**  
Copies Printed

**10,000**  
Unique Web Visitors

**20,000+**  
E-Newsletter Subscribers

**18,000+**  
Social Media Reach



\*New ads are due the 1st of the preceding month.

## 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

SPECIAL AD SECTION: Restaurants



## FEBRUARY

### Fine Homes & Design • Education Guide

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

SPECIAL AD SECTION: Homes; Schools

## MARCH

### Charity Datebook • Health

Faces of Philanthropy  
Datebook Calendar  
Health Guide  
Realtors' Spotlight  
School Sports  
Summer Camps

SPECIAL AD SECTION: Sponsors; Nonprofits

## APRIL

### Weddings & Events

Local Weddings  
Event Venues  
Wedding Style & Lookbook  
Home & Garden  
Spas & Salons  
Dentists  
Towns: Lancaster County

SPECIAL AD SECTION:  
Weddings & Event Venues

## MAY

### Equestrian Issue

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

SPECIAL AD SECTION: Equestrian



## JUNE

### Outdoor Living

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

SPECIAL AD SECTION: Gardens; Dining

## JULY

### Guidebook To The Area

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

SPECIAL AD SECTION:  
Newcomers Guide



## AUGUST

### Guide To The Good Life • Health

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

SPECIAL AD SECTION: Health;  
Retirement Communities

## SEPTEMBER

### Celebrating Chester County

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

SPECIAL AD SECTION: Homes; Horses

## OCTOBER

### Across County Lines • Education Guide

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

SPECIAL AD SECTION: Education

## NOVEMBER

### Holiday Happenings • 55+ & Retirement

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

SPECIAL AD SECTION: Local Gifts;  
Retirement Communities

## DECEMBER

### A County Lines Christmas

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

SPECIAL AD SECTION: Holiday Shopping



\*New ads are due the 1st of the preceding month.

Town Focus – 10 times/yr  
Schools & Camps – 6 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

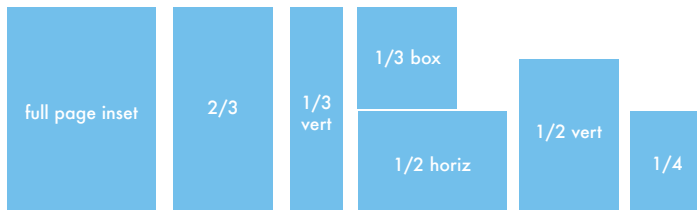
Beer, Wine & Spirits – 10 times/yr  
Food News – 10 times/yr  
Brandywine Table – 9 times/yr  
Sports – 4 times/yr  
Spotlight on Businesses – 4 times/yr

## [Loyal Advertisers Get 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.**
- Frequent advertisers get an ad in our **EVENTS NEWSLETTER for FREE**, linked to your website.
- Restaurants, Schools, Retirement Communities have Guides on our **WEBSITE HOME PAGE all year.**
- Home, Landscape, Style, Wedding, Camp advertisers get **CONSTANT CONTACT BLASTS.**

### 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 9.563	42p x 57p5
2/3	4.563 x 9.563	27p5 x 57p5
1/2 vertical (two column)	4.563 x 7.125	27p4.5 x 42p9
1/2 horizontal	7 x 4.69	42p x 28p2
1/3 box (two column)	4.563 x 4.69	27p5 x 28p2
1/3 vertical	2.19 x 9.563	13p2 x 57p5
1/4	3.375 x 4.69	20p3 x 28p2



### ONLINE PRESENCE & AUDIENCE EXTENSION PACKAGES

#### 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

### Ask Us About Sponsor Content & Get To Know Profiles

### 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.

#### WE CAN CREATE A CUSTOM AD FOR YOU.

### "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

"Our realty group has a long history of success advertising with *County Lines*. We get our message to the right audience in a publication that's stylish and appealing. We value *County Lines* as a unique advertising outlet with a long shelf-life and that's as community minded as we are."

Holly Gross, Founder, Holly Gross Group

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."

Jules Dewey, Regional Director, 5 Star Senior Living - Delaware