



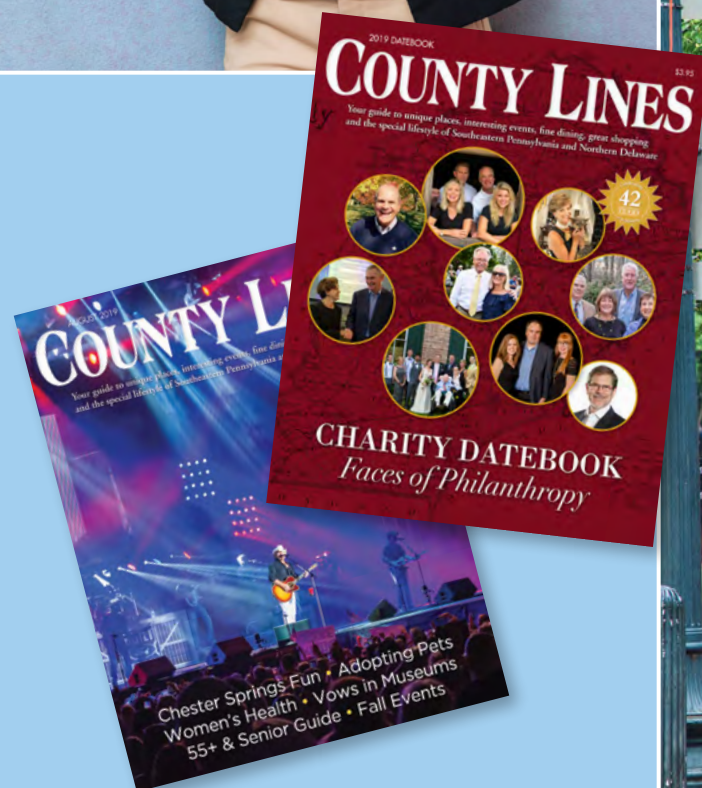
44 YEARS OF HIGHLIGHTING
THE BEST OF THE DELAWARE VALLEY

COUNTY LINES
MAGAZINE



2021 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

[Loyal Advertisers Get Added Value!]

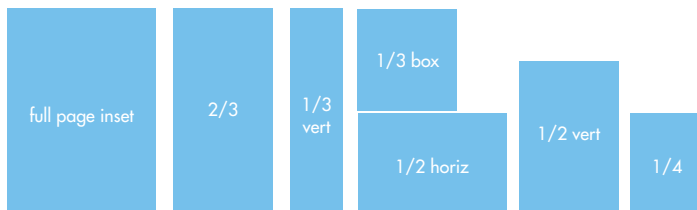
- **SAVE 15% off the 1x rate** by running 6 ads in 12 months.
- **SAVE OVER 25% off the 1x rate** by running 12 ads in 12 months.
- Run 6 print ads and get a **FREE WEB AD** for a month.
- Your ad appears in our **DIGITAL ISSUE for FREE.**
- Frequent advertisers get an ad in our **EVENTS NEWSLETTER for 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.**

Advertising Rates per insertion (effective Jan. 1, 2021)

Color	1x	2x	4x	6x	8x	12x
Full page	\$2,265	\$2,210	\$2,100	\$1,925	\$1,790	\$1,690
2/3	1,695	1,650	1,590	1,440	1,400	1,270
1/2 (vert.)	1,375	1,340	1,300	1,170	1,130	1,030
1/2 (horz.)	1,275	1,240	1,190	1,085	1,060	950
1/3	995	970	930	845	820	745
1/4	785	760	720	665	635	585
Premium Positions	1x	2x	4x	6x	8x	12x
Back Cover	\$3,000	\$2,860	\$2,800	\$2,620	\$2,600	\$2,500
Inside Covers	2,640	2,600	2,425	2,325	2,270	2,195

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; \$150/mo)	Newsletter Ads (\$250/blast)
Box 263 x 210	Horizontal 250 x 200
Banner 360 x 108	Vertical 200 x 275
Skyscraper 120 x 600	

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

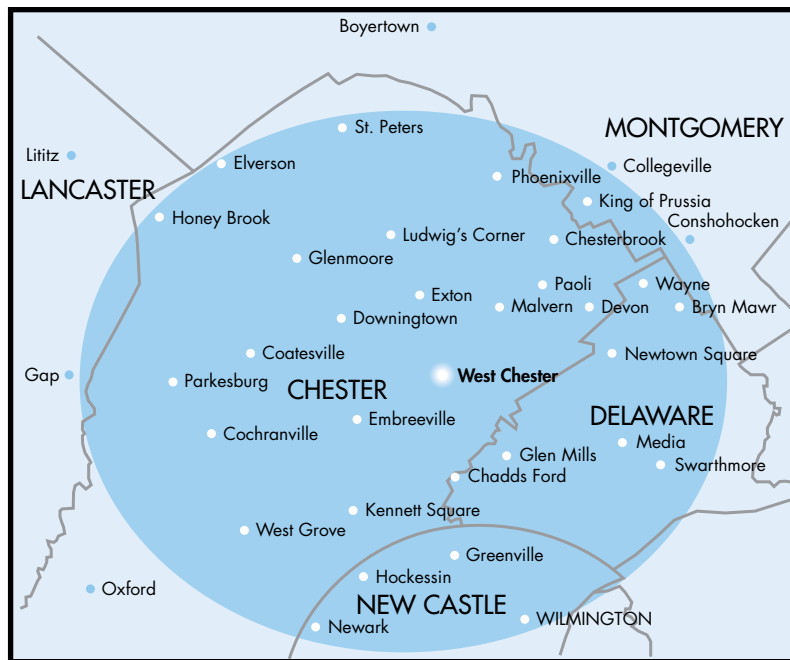
"Our realty group has a long history of success advertising with *County Lines*. We get our message to the right audience in a publication that's stylish and appealing. We value *County Lines* as a unique advertising outlet with a long shelf-life and that's as community minded as we are."

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

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

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



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!

*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