

OVER 45 YEARS OF HIGHLIGHTING
THE BEST OF THE DELAWARE VALLEY

COUNTY LINES
MAGAZINE



MEDIA KIT 2022

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 45 years!



COUNTY LINES
MAGAZINE

We have Staying Power.
You've Trusted us for over 45 Years.



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



OUR DISTRIBUTION USES A PROPRIETARY ALGORITHM WITH:

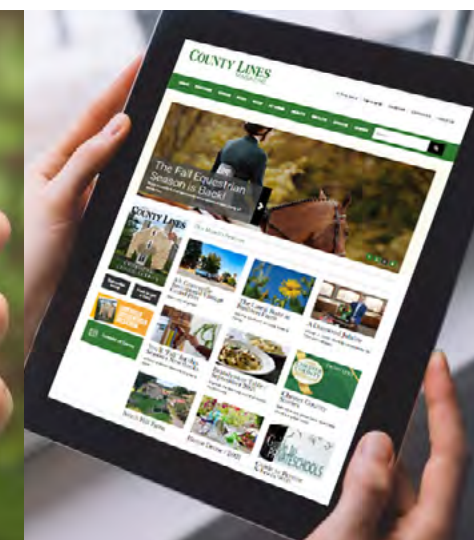
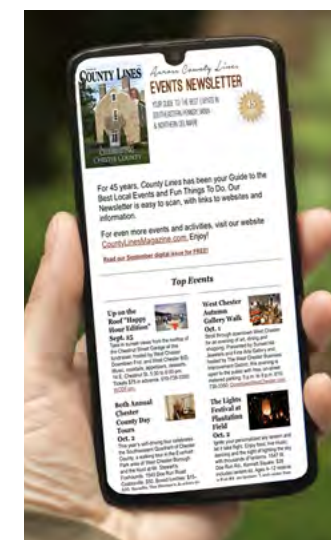
- Controlled Circulation • Targeted Direct Mail • Strategic Affiliate Locations
- Exclusive Upscale Events (often in swag bags) • New Homeowners
- 2,000+ Public Placement copies (offices, medical offices, salons & spas)
- Farmer's Markets • Hotels • B&Bs • Realtors • Gyms • Subscribers

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

Age 30-65+	Household Income \$175,000+
Gender 70% Female	Home Value \$600,000+

EACH MONTH WE REACH

- 80,000+** Readers
- 15,000** Copies Printed
- 10,000** Unique Web Visitors
- 28,000+** 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!

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

For more information on advertising contact us at 610-918-9300; Info@ValleyDel.com. 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

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;
Business Profiles

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

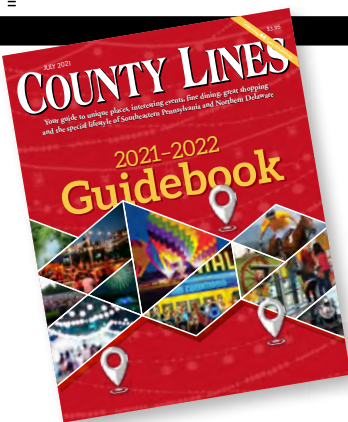


JUNE

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;
Business Profiles

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

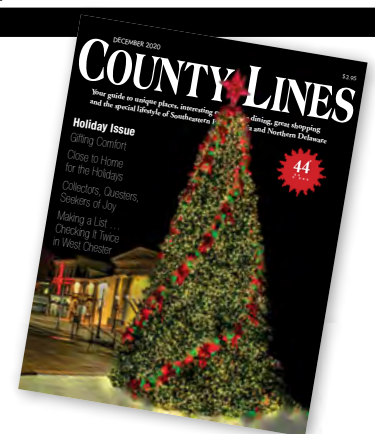
SPECIAL AD SECTION: Local Gifts;
Retirement Communities

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



*** DEADLINE:** 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 – 10 times/yr
Sports – 4 times/yr
Spotlight on Businesses – 4 times/yr