



# MEDIA KIT 2023



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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 46 years!

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**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
- 3,000+ Public Placement copies (offices, medical offices, salons & spas)
- Farmer's Markets • Hotels • B&Bs • Realtors • 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**
- ✓ **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!

We are the Source each Month for Relevant, Credible Content for an Engaged, Local Audience.

## • JANUARY

### Annual Dining Guide

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

**SPECIAL AD TARGETS:** Restaurants, Chef Profiles



## • FEBRUARY

### Fine Homes & Design

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

**SPECIAL AD TARGETS:** Homes, Schools

## • MARCH

### Charity Datebook

- Health
- Faces of Philanthropy
- Datebook Calendar
- Health Guide + Medical Experts
- School Sports
- Summer Camps
- Women's Focus

**SPECIAL AD TARGETS:** Sponsors, Nonprofits, Business Profiles/Chester County Stories

## • APRIL

### Weddings & Events

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

**SPECIAL AD TARGETS:** Weddings & Event Venues

## • MAY

### Equestrian Issue

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

**SPECIAL AD TARGETS:** Equestrian, Gardens

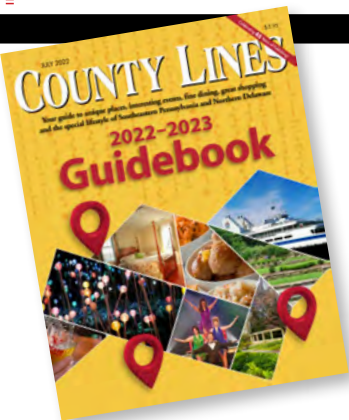


## • JUNE

### Outdoor Living

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

**SPECIAL AD TARGETS:** Gardens, Dining, Outdoor Oasis



## • JULY

### Guidebook To The Area 2023

- Southeastern PA & North DE
- Performing Arts Guide
- Weekend Getaways
- Local Attractions
- School Sports Round Up
- Towns: NJ Beaches

**SPECIAL AD TARGETS:** Newcomers Guide

## • AUGUST

### Guide To The Good Life

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

**SPECIAL AD TARGETS:** Health, Retirement Communities

## • SEPTEMBER

### Celebrating Chester County

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

**SPECIAL AD TARGETS:** Homes, Horses, Business Profiles/Chester County Stories

## • OCTOBER

### Across County Lines

- Education Guide
- Guided Tour to our Area
- School Open House Guide
- Education Feature
- Fall Gardening
- Realtors' Spotlight
- Towns: Phoenixville & Beyond

**SPECIAL AD TARGETS:** Education

## • NOVEMBER

### Holiday Happenings

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

**SPECIAL AD TARGETS:** Local Gifts, Retirement Communities

## • DECEMBER

### A County Lines Christmas

- Christmas in County Lines Country
- Holiday Shopping Guide
- Holiday Trips & Travel, Cruises
- Holiday Fun & Local Events
- Holiday Style
- Town: West Chester

**SPECIAL AD TARGETS:** Holiday Shopping, Holiday Entertainment



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

ALL SPECIALTY GUIDES get extra email distribution.

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 – 6 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