

# MEDIA KIT

## 2024

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 47 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, museums, gardens, 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!

## • 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: Coatesville & Western Chester County

**SPECIAL AD TARGETS:** Homes, Schools

## • MARCH

### Focus on Women • Health

Profiles  
Philanthropy Datebook  
Women's Health Guide  
Women Authors  
Women in History  
School Sports  
Summer Camps  
**SPECIAL AD TARGETS:** Sponsors, Women-Owned Businesses, Business Profiles/Chester County Stories

## • APRIL

### Outdoor Living

Awesome Outdoor Spaces  
Gardens & Landscape Design  
Spring Garden  
Dentists  
Towns: Lancaster County

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

## • 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

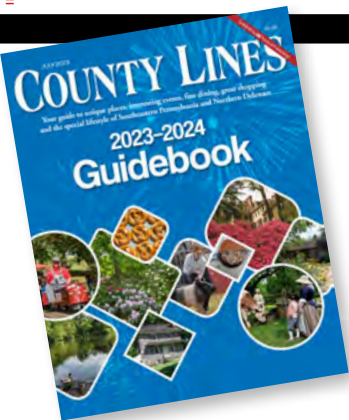


## • JUNE

### Weddings & Events

Local Weddings  
Event Venues  
Wedding Style & Lookbook  
Spas & Salons  
Summer Dining & New Bars  
School Academic Contests  
Towns: West Chester; Wilmington Area

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



## • JULY

### Area Guidebook 2024

Southeastern PA & N. DE  
Performing Arts Guide  
Weekend Getaways  
Local Attractions  
School Sports Round Up  
Towns: Harrisburg & Dover, DE

**SPECIAL AD TARGETS:**  
Newcomers Guide, Attractions

## • AUGUST

### Guide To The Good Life • Children's Health

Pets & Vets  
55+ & Retirement Living  
Mark Your Calendar  
Children's Health  
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  
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 – 3 times/yr