

MEDIA KIT

2026

We're an award-winning 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 almost 50 years!



The Brandywine Valley Community

When you advertise with *County Lines*, you're not just buying space. You're joining a special community.

We proudly support and sponsor dozens of local organizations — from the West Chester Film Festival to the Willowdale Steeplechase — and our readers notice. Our commitment means they see us, and our advertisers, as trusted partners who give back.

And the Brandywine Valley isn't standing still. It's one of the fastest-growing regions in the Mid-Atlantic, with new restaurants opening every month, along with thriving medical practices and professional services, and a steady influx of newcomers drawn by the quality of life here. These families, homeowners and professionals are looking for businesses to trust and patronize longterm.

Our readers also love to travel and explore what's new — from weekend getaways around the tri-state area to luxury vacations across the nation and the world. Whether they're dining locally, booking a wellness retreat or planning their next international adventure, they're engaged consumers with the means and motivation to spend.

County Lines puts you directly in front of them.

Almost 50 Years. 80,000 Monthly Readers. Affluent, Loyal, Engaged.

***County Lines* puts your message in front of the region's most desirable audience every single month.**

Trusted: We've been the region's premier lifestyle authority for nearly 50 years. Readers turn to us for relevant, enjoyable, trusted content.

Targeted: Our distribution model puts your ad directly in the hands of affluent households, new homeowners, and community leaders.

Effective: Our advertisers stay with us year after year because our readers respond. They read, save and act on what they see in *County Lines*.

“FROM OUR ADVERTISERS”

“*County Lines* puts us in front of the audience we value.”

Michael Cook, Owner, Walter J. Cook Jeweler

“Stylish, appealing and long shelf-life.”

Holly Gross, Founder, Holly Gross Group

“The perfect platform for our story.”

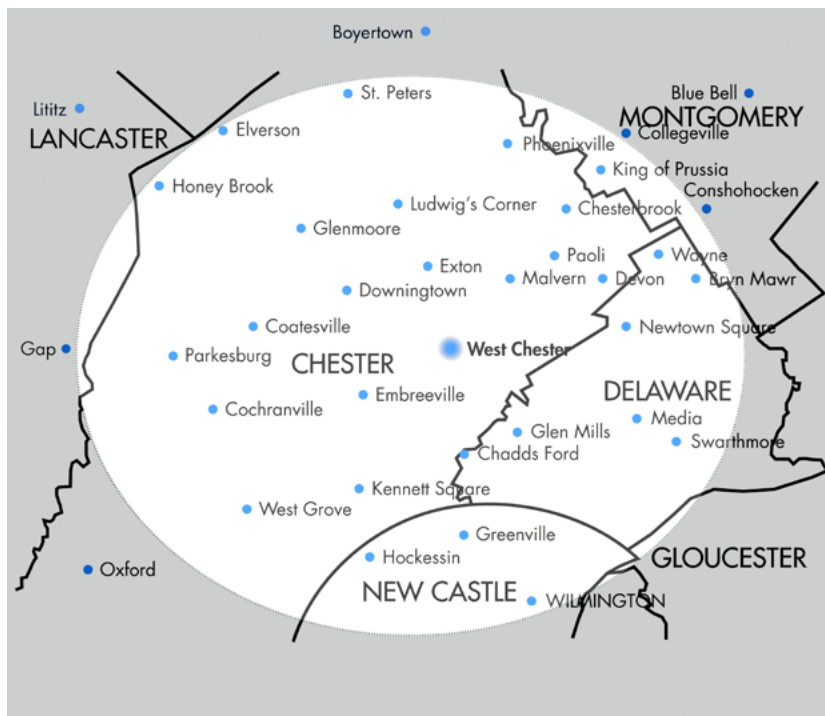
Monica Knauss, Marketing Coordinator, Dunwoody Village



TARGETED DISTRIBUTION THAT REACHES THE RIGHT READERS

For almost 50 years, *County Lines* has refined a distribution strategy to ensure your ad reaches affluent, engaged and loyal readers — exactly the audience you want.

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)
- Farmers Markets • Hotels • B&Bs • Realtors • Subscribers

EACH MONTH WE REACH:

- ✓ 80,000+ Readers
- ✓ 15,000 Copies Printed
- ✓ 10,000 Unique Web Visitors
- ✓ 25,000+ E-Newsletter Subscribers
- ✓ 18,000+ Social Media Reach

Distribution Channels

Controlled Circulation: Focused delivery to high-income households and loyal subscribers

Targeted Direct Mail: Community leaders, business owners, new homeowners of \$600k+ homes

Strategic Affiliate Locations: Upscale shops, restaurants, equestrian events, farmers markets

Public Placement: Waiting rooms, spas, gyms, hotels, B&Bs, museums, gardens

New Homeowners Outreach: Shared with relocation groups + HR departments at major employers

Bonus Reach at Signature Events

Copies distributed at high-profile, high-income events like:

- Devon Horse Show
- Chester County Day
- Taste of Phoenixville
- Winterthur Point-to-Point

READER DEMOGRAPHICS

Our readers are out and about — dining, shopping, attending cultural events, supporting local businesses, and investing in their homes and lifestyles.

Age 30–65+

Gender 70% Female

Household Income \$175,000+

Home Value \$600,000+

Our readers are where your customers are — and our proprietary algorithm makes sure your ad reaches them every month.

MORE THAN JUST AN AD: ADDED VALUE FOR ADVERTISERS

Not only do you get readers and reach, but you also get extra ROI the more you advertise with us.

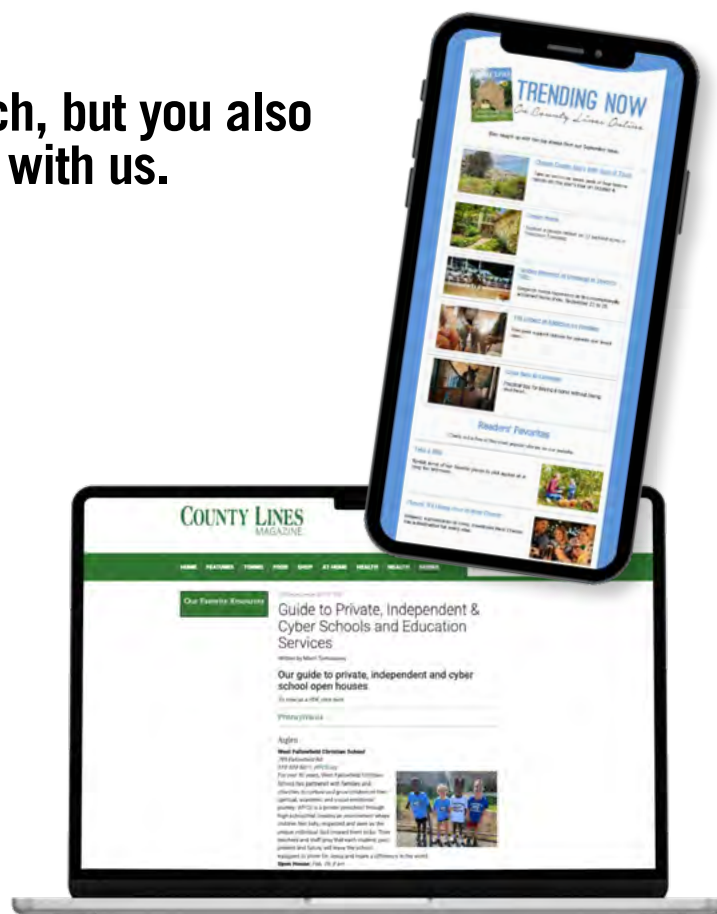
Discounts for Frequency – Save 15% when running 6 ads, 25%+ when running 12 ads in a year.

Digital Bonus: Every print ad appears in our digital edition on ISSUU —linked to your site (free).

Event Newsletter Boost: Frequent advertisers get featured in our Events e-newsletter (\$250 value, free).

Web & Guide Listings: Restaurants, Schools, and Retirement Communities get year-round visibility on *CountyLinesMagazine.com*.

Extra Perks: From Constant Contact blasts to Guide placement, loyal advertisers enjoy built-in bonuses and exposure.



Be Part of Something Bigger

When you advertise with *County Lines*, you're aligning with a trusted brand that has been part of the Brandywine Valley for nearly 50 years. Our readers know us, love us and engage with us, and they extend that trust to our advertisers.

Respected Presence: *County Lines* is anticipated each month, saved and shared in homes and businesses.

Long Shelf-Life: Our magazine is read, saved and kept as a reference — meaning your ad works harder, longer.

Community Halo: Readers see our advertisers as fellow supporters of local culture, nonprofits, events and community.



EDITORIAL CALENDAR

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

• JANUARY

Annual Dining Guide

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

SPECIAL AD TARGETS:
Restaurants, Chef Profiles



• FEBRUARY

Dream Homes & Design • Education Guide

Home Resource Guide
Dream Kitchens
Education Article & Guide
Get Fit
Real Estate
Towns: West Brandywine Valley

SPECIAL AD TARGETS: Homes, Schools

• MARCH

Women Leaders • Health

Profiles
Spring Calendar
Women's Health Guide
Women Authors
Spring Travel
School Sports
Summer Camps

SPECIAL AD TARGETS: Sponsors, Women-Owned Businesses, Business Profiles, Spotlight on Nonprofits

• APRIL

Outdoor Living

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

SPECIAL AD TARGETS:
Gardens, Outdoor Oasis, Guide to 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

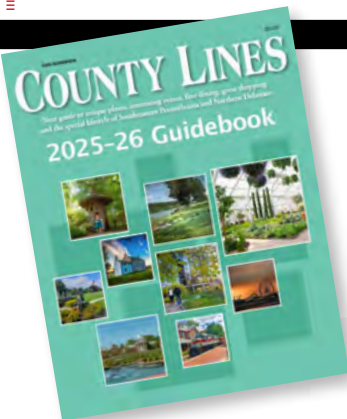


• JUNE

Weddings & Events

Local Weddings
Event Venues
Wedding Style & Gifts
Summer Dining & New Bars
School Academic Contests
Town: West Chester

SPECIAL AD TARGETS: Weddings & Event Venues, Dining, Guide to Spas and Salons



• JULY

Area Guidebook 2025

Southeastern PA & N. DE
Performing Arts Guide
Local Attractions
Discoveries: DE Shore Points
School Sports Round Up
Town: Wilmington

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
Towns: Media & Delco

SPECIAL AD TARGETS: Health, Retirement Communities

• SEPTEMBER

Celebrating Chester County

Chester County Day
House Tour Preview
Fall Equestrian Events
Home Decor
Fall Fun
Fall Gardening

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
Real Estate
Wedding & Event Venues
Towns: Phoenixville & Beyond

SPECIAL AD TARGETS: Education

• NOVEMBER

Holiday Happenings • 55+ & Retirement

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

SPECIAL AD TARGETS: Local Gifts, Retirement Communities, Spotlight on Holiday Dining

• DECEMBER

A County Lines Christmas

Christmas in the Brandywine Valley
Holiday Shopping Guide
Holiday Trips & Travel
Holiday Fun & Local Events
Holiday Style
Town: West Chester

SPECIAL AD TARGETS: Holiday Shopping, Holiday Entertainment, Spotlight on Money Management



MARKETING PACKAGES

Align Your Business with the Content Readers Love



Each month, *County Lines* highlights topics that define life in the Brandywine Valley, from dream homes and private schools to dining, health and retirement living. By connecting your business with these targeted editorial features, your advertising is placed in a context that readers actively seek out and engage with. That means your message isn't just seen — it's seen at the right time, by the right audience, alongside content they trust.

Home Professionals

At Home & In the Garden – 6x/year (dream homes, design, outdoor living)

Dream Homes – 6x/year (multi-million dollar homes + Realtor Spotlight)

Style – 4x/year (design + lifestyle updates featuring advertiser photos & projects)

Medical & Wealth Professionals

Health & Be Fit – 6x/year (expert health & wellness content, women's and kids' health, fitness, nutrition)

Finance & Worth Knowing – 4x/year (wealth & planning topics tied to health/retirement)

55+ & Retirement Professionals

55+ & Retirement Communities – 3x/year (community spotlights, guides, advertiser photos)

Finance & Worth Knowing – 4x/year (retirement planning & lifestyle coverage)

Education Professionals

Private Schools & Camps – 6x/year (school guides, summer camps, open houses)

Sports – 3x/year (school athletes, college prep highlights)

School Profiles – 3x/year (local expertise in education & enrichment services)

Food Professionals

Dining & Food News – 12x/year (Best of the Best dining awards, Summer Dining Guide, West Chester Dining, monthly Food News feature)

Beer, Wine & Spirits – 8x/year (local brewers, distillers, bars, events, and more)

Brandywine Table – 10x/year (chef & foodie profiles with recipes)

Other Opportunities

Beyond our core packages, *County Lines* also offers seasonal and specialty features that align with major life moments and lifestyle interests. Here are some examples:

Weddings & Special Events – Local weddings, venues, event planners, style & gift guides

Travel & Leisure – Holiday trips, local attractions, shore getaways

Philanthropy & Nonprofits – Profiles, fundraisers, "Giving Back" features

Local History & Heritage – Brandywine Stories, community celebrations, Chester County Day previews, Local Heroes

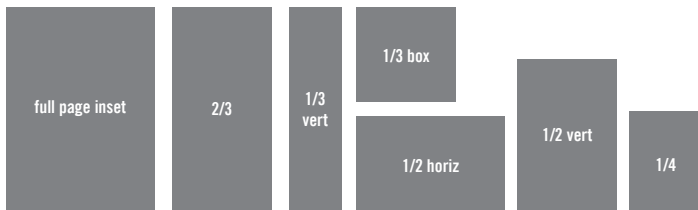
Don't see the perfect fit? We'll personalize a package around your business goals — whether that means targeting key seasons, pairing with special editorial features, or building a year-round presence. Our team can customize the right advertising plans for your business.

RATES & AD SPECS



Print Ad Dimensions (w x h)

	Inches	Picas
Trim Size	8.25 x 10.5	49p6 x 63p
Full bleed	8.75 x 11.00	52p6 x 66p
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



Credit card payments are charged a 3% processing fee.

LOOKING FOR DIGITAL? SEE THE NEXT PAGE FOR ONLINE, NEWSLETTER AND SOCIAL MEDIA OPTIONS.

Display Ad Requirements

IMAGE FILE FORMATS ACCEPTED (@ 300 dpi minimum)

- PDF, EPS, PNG, TIFF, JPG

WE DO NOT ACCEPT

- PDFs originated from Microsoft Word or Publisher.
- Images that are low resolution (200 dpi 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/registration marks/crop marks.
- For FULL BLEED ads, crop or registration marks must be 1/4" (.25") OUTSIDE 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.

Premium & Beyond Traditional Marketing Opportunities

In addition to standard placements, *County Lines* offers unique ways to make your message stand out and connect more deeply with our readers:

Premium Positions: Outside Back Cover, Inside Front Cover, Inside Back Cover, First Page

Business Profiles: Editorial-style features with photos and copy about your organization

Sponsored Content: Custom stories or supplements aligned with editorial themes (health, education, dining, etc.)

Targeted Display Advertising: Ask your *County Lines* representative for availability and details

Digital packages available too — see the next page for web ads and newsletter features.



EXTEND YOUR REACH BEYOND PRINT

Your ad doesn't stop on the page. With *County Lines*, you can expand your message online, in our e-newsletters, digital issues and blasts to maximize exposure and engagement.



Gold Digital Package: *Dominate digital — your business on our site, in inboxes and on digital. Ideal for hospitals, schools, retirement communities, realtors, etc.*

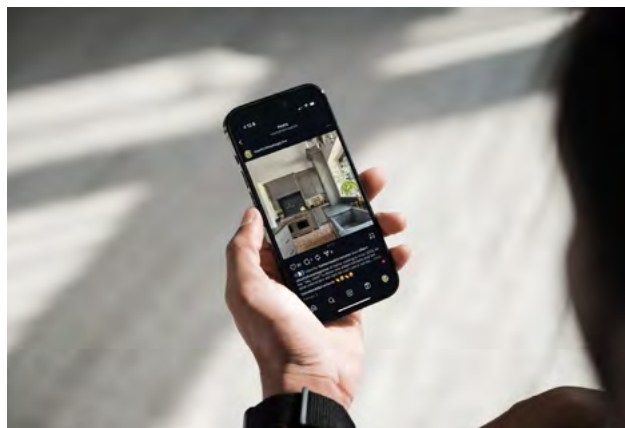
\$750/month

- Website ad (choice of Box, Banner or Skyscraper) – runs all month
- 1 Events Newsletter ad (25,000+ subscribers, 2x monthly)
- 1 Trending or Publisher's Newsletter shoutout
- Digital edition (Issuu) ad link included for free

Silver Digital Package: *Strong online presence with recurring exposure where readers engage. Great for seasonal marketing — restaurants, shops, event venues.*

\$500/month

- Website ad (choice of Box, Banner or Skyscraper) – runs all month
- 1 Events Newsletter ad (monthly)
- Digital edition (Issuu) ad link included for free



Bronze Digital Package: *A cost-effective way to test digital and build brand awareness. Great for boutiques, small businesses, new advertisers.*

\$250/month

- Choice of ONE digital channel per month:
 - ▶ Website ad or Newsletter ad
- Digital edition (Issuu) ad link included for free



ADD DIGITAL EXPOSURE TO YOUR PRINT AD PACKAGE STARTING AT JUST \$250.

Web Ads
(w x h in pixels; \$250/mo)

Box	263 x 210
Banner	360 x 108
Skyscraper	120 x 600

Events Newsletter Ads
((\$250/blast)

Horizontal	500 x 400
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Trending/Publisher's
Newsletter Ads
((\$500/blast)

Banner	600 x 125
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