

MEDIA KIT

2026

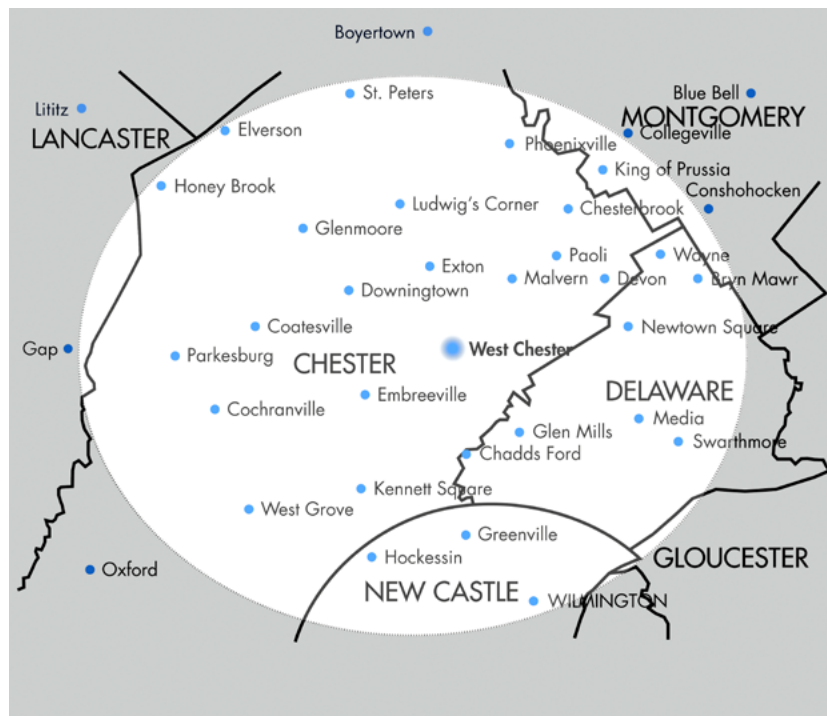
We're an award-winning Monthly Guide to the best of Southeastern Pennsylvania and Northern Delaware with engaging editorial, compelling design, loyal readership and a long shelf-life for every issue. And have been for almost 50 years!



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.

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

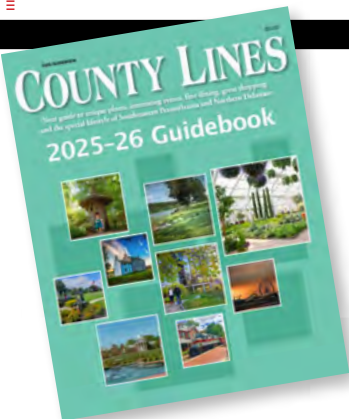


JUNE

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

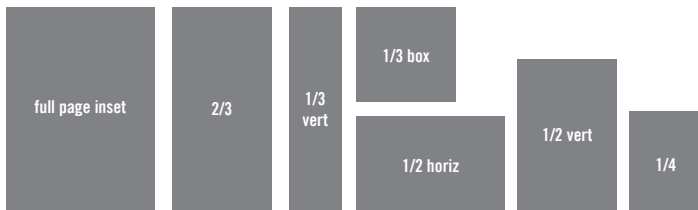


RATES & AD SPECS



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.

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
Trending/Publisher's Newsletter Ads (\$500/blast)	
Banner	600 x 125

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.

