

## OUR DEMOGRAPHICS

**\$122,000**  
avg household income

**\$495,000**  
avg property value

**240,000+**  
population

**36-60**  
audience/readership

**15,000+**  
# of businesses

**100,000+**  
# of households

## EXCLUSIVE DISTRIBUTION

Rivertown is distributed in restaurants, farmers markets, hotels, professional offices, doctors offices, libraries, galleries, grocery stores, retail stores, non-profits & local events.

## LET'S TALK BIG PICTURE— MARKETING PLANS

Rivertown can help your business develop a 360-degree marketing plan that includes print, digital, and social media, plus custom publications, sponsorships, and events.

## HOST A RIVERTOWN EXCHANGE

Showcase your venue to thousands of Rivertown readers. Call or email us about how you can partner with us to host our popular monthly event.

## AD & PRINT SPECIFICATIONS

AD TYPE	WIDTH "	HEIGHT "	1x	3x	6x	12x
Back cover	8.375	10.875	\$4,500	\$4,050	\$3,825	\$3,600
Inside front cover	8.375	10.875	\$3,500	\$3,150	\$2,975	\$2,800
Inside back cover	8.375	10.875	\$3,250	\$2,925	\$2,763	\$2,600
Full spread (2 pages)	16.75	21.75	\$3,000	\$2,700	\$2,550	\$2,400
Full page	8.375	10.875	\$2,000	\$1,800	\$1,700	\$1,600
Half page vertical	3.6	9.875	\$1,150	\$1,035	\$978	\$920
Half page horizontal	7.375	4.83	\$1,150	\$1,035	\$978	\$920
Quarter page	3.6	4.83	\$650	\$585	\$553	\$520

Directory listings are \$250 for 12 months, or free as part of a multi-issue contract.

## SPECIAL RETAIL ROUNDUP SECTIONS

Have your business, products or services featured in one of our special themed roundups. Rates start as low as \$250. Talk to your ad rep for details.

## ADVERTISE YOUR NEXT EVENT

Let Rivertown readers know about your upcoming events with sponsored listings in our print calendar, and digitally through Rivertown's social media Instagram and Facebook channels. Rates start as low as \$100. Talk to your ad rep for details.

## SPACE RESERVE: 4<sup>th</sup> of each month MATERIALS DUE: 7<sup>th</sup> of each month

With the purchase of a 1/4 page ad and above your business will be listed in our business directory for 12 months. First 20% of book position and other preferred placements incur a 20% premium to standard rate.

## PRINT SPECIFICATIONS

- Accepted file formats: PDF, TIFF, or JPG.
- All provided images and ads must be in CMYK color mode.
- All ads, images and embedded images must be provided at 300 dpi or higher.
- All covers and ads with bleed must contain a bleed of 0.125" on all sides.
- All covers and ads with bleed must contain a safety of any text 0.25" from trim.

## 2020 EDITORIAL CALENDAR

- JAN** New Year, New You
- FEB** The Love Issue
- MAR** Weddings
- APR** Green, Home & Design
- MAY** Special Celebrations
- JUN** Arts & Fashion
- JUL** Outdoors
- AUG** Back to School
- SEP** Fall Escapes
- OCT** Health & Beauty
- NOV** Restaurants
- DEC** The Holiday Issue

