

2012-13 MEDIA KIT

www.kearsargemagazine.com



Kearsarge

MAGAZINE

REDISCOVER
YOUR HOMETOWN



fast facts

LAUNCHED MAY 2005

CIRCULATION

20,000 copies annually

READERS PER COPY

60,000 plus

RETAIL SALES

1,000 copies sold at 30 stores each season

OUR TOWNS

- Andover
- Bradford
- Claremont
- Croydon
- Concord
- Contoocook
- Danbury
- Elkins
- Georges Mills
- Grafton
- Grantham
- Henniker
- Hopkinton
- Newbury
- New London
- Newport
- Springfield
- Sunapee
- Sutton
- Warner
- Wilnot

79%

of readers purchase products or services seen in *Kearsarge Magazine*



FACT SHEET

JOIN THE DISCUSSION



www.kearsargemagazine.com

ABOUT KEARSARGE MAGAZINE

How do we know the magazine is effective? Because the minute the issue hits the stands, the phone starts ringing. Subscribers call because they want to make sure their copy is on the way. Retailers call to ask for more copies because they've already sold out. Advertisers call to say congratulations, and mention their favorite story or photo.

That's why we do what we do — it's all about the readers and their devotion to the magazine.

For seven years, *Kearsarge Magazine* has been an important marketing piece for the Lake Sunapee/Kearsarge region, highlighting the area's interesting and unique people, places and things every season. But what is on the page is more than just glossy marketing sound bites about this part of New Hampshire — it is our mission to tell stories that connect people to their community. Each **Kearsarge Magazine** reminds people to enjoy where they live, work and play.

TRUSTED EDITORIAL ENVIRONMENT

We take great pride in our editorial. Our writers are book authors and Associated Press reporters, and our photographers are well respected regionally and in demand nationally. **The staff's teamwork has resulted in several accolades,** including an Apex Award of Excellence six years in a row (2006 to 2011) and ECO Award of Merit in 2009. Publisher/Editor Laura Jean Whitcomb is on the board of the directors of the International Regional Magazine Association (IRMA), a well-respected group of like-minded publications.

A MAGAZINE WORTH PAYING FOR

The true value of any magazine to the advertiser is determined by how committed the reader is to the magazine. **Our subscribers are willing to pay to receive *Kearsarge Magazine* or buy it on the newsstand on a regular basis.** These are the best customers and prospects for your local business. In the past year, our subscriptions have increased 70 percent.

CONNECTING WITH KEARSARGE MAGAZINE

Magazines are the best medium for reaching consumers when they are relaxed and undistracted. They curl up with a copy, which has been designed with longer, book-like stories and plenty of white space so reading is easy on the eye. The readers' undivided attention to the compelling editorial leads to better recall of ad messages. **According to a reader survey, 66 percent keep *Kearsarge Magazine* for a month or more.**

BRAND ALL YEAR

Successful advertising campaigns build consumer mindshare through repeated exposure to marketing messages. *Kearsarge Magazine's* quarterly publication keeps local companies top of mind, helping consumers recall advertisers' products and services when purchasing decisions are being made. **And the fact that *Kearsarge Magazine* has coffee table status ensures multiple readings, and multiple readers.**

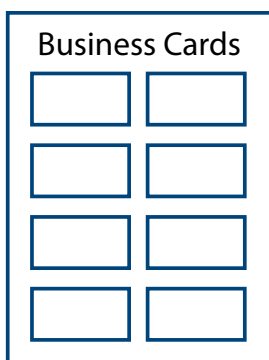
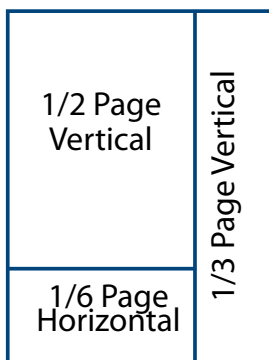
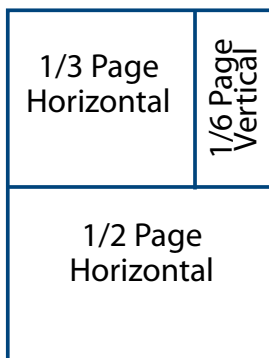
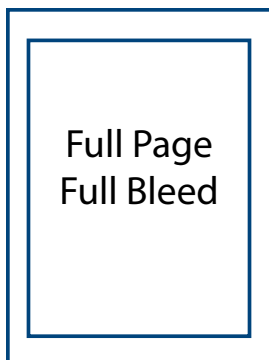
Kearsarge

MAGAZINE

www.kearsargemagazine.com

ADVERTISING RATES

Color ad pricing. All rates include layout and design.



Limited biz cards available!

PRINTING

Web offset, perfect bound,
4 color (CMYK)
Trim size is 8.125 by 10.875

SIZE	2X two ads	2X rate with PREPAY DISCOUNT	4X four ads	4X rate with PREPAY DISCOUNT
BIZ CARD	\$200	not available	\$175	not available
1/6 PAGE	\$400	\$360	\$350	\$315
1/3 PAGE	\$700	\$630	\$600	\$540
1/2 PAGE	\$900	\$810	\$750	\$675
FULL PAGE	\$1,100	\$990	\$1,000	\$900
COVERS	\$1,200	\$1,080	\$1,100	\$990

PLEASE CALL (603) 863-7048 FOR INFORMATION ON INSERTIONS, BIND-IN CARDS OR SPECIAL ADVERTISING SECTIONS (DINING AND SHOPPING PAGES).

AD SIZE	WIDTH	HEIGHT
Business Card	3.5	2.125
1/6 Page (vertical)	2.1875	4.875
1/6 Page (horizontal)	4.625	2.3125
1/3 Page (vertical)	2.1875	10
1/3 Page (horizontal)	4.625	4.875
1/2 Page (vertical)	4.625	7.5
1/2 Page (horizontal)	7.125	4.875
Full Page Bleed	8.375	11.125
Full Page	7.125	10

AD LAYOUT SPECIFICATIONS

Please supply advertisement files

- PDF format
- Images saved at 350 dpi
- Images in CMYK or grayscale (do not use spot [PMS] colors)
- Embed all fonts

If you are unable to send PDFs, send QuarkXPress 4.0-6.5 documents with all supporting fonts and graphics. We cannot accept Microsoft Word, Publisher and PowerPoint files. Images and logos copied from Web sites are also unacceptable (they reproduce poorly in print).

AD MATERIALS

Due 30 days before publication date. See Editorial Calendar for deadlines. Email info@kearsargemagazine.com or mail ad materials on CD to: Kearsarge Magazine | PO Box 1482
Grantham, NH | 03753

FROM OUR READERS

"When each new magazine arrives, I immediately snatch it right up and devour it cover to cover."

"I want you to know how much it means to me that you support local the way you do. All the writers, photos, everything is local."

"You have a really nice way of making your magazine invoke a sense of connection to the people you write about. It's like I could sit down with anyone you write about and start up a conversation."

"I love your magazine. Each issue is better than the last!"

ADVERTISING CONTRACT

PAYMENT TERMS

- Advertisers must apply payment for first ad with contract.
- After 30 days, past due invoices will incur an 18 percent annual finance charge and be automatically billed to a credit card. All delinquent accounts will pay for each future ad up front.
- The advertiser agrees to pay all collection costs, including reasonable attorney fees.
- Advertisers billed at frequency contract rates who fail to fulfill such a contract will be billed for the difference in rates.
- Rates are subject to change upon notice from the publisher.
- Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.

COPY AND CONTRACT

- Kearsarge Magazine* reserves the right to reject any advertisement at any time.
- Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements.
- Kearsarge Magazine* assumes no liability for errors in key numbers nor, for any reason, the omission of an advertisement. Liability for errors for which *Kearsarge Magazine* may be found legally responsible cannot exceed the cost of the space.
- No cancellations are accepted after closing date, as posted on website and in media kit.
- Advertising insertion orders are accepted subject to the condition that *Kearsarge Magazine* shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond *Kearsarge Magazine's* control.
- Advertisements are accepted subject to the understanding that the advertiser and its agency have the right to publish the contents of their advertisements. In consideration of such publication, the advertiser and its agency agree to indemnify and hold harmless *Kearsarge Magazine* against any loss, liability, damage and expense arising out of such publication.
- Kearsarge Magazine* reserves the right to hold the advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to *Kearsarge Magazine*.
- Kearsarge Magazine* will provide proofs of new advertisements that required production by *Kearsarge Magazine*. *Kearsarge Magazine* is not responsible for proofing errors that may have been missed once advertisement proofs are approved by advertiser.

COMPANY NAME _____

CONTACT PERSON _____

PHONE/FAX _____

E-MAIL _____

BILLING ADDRESS _____

Please place my advertisement in *Kearsarge Magazine's*

- SPRING '12 SUMMER '12 FALL '12 WINTER '12
 SPRING '13 SUMMER '13 FALL '13 WINTER '13

NUMBER OF ISSUES _____

AD SIZE _____

AT THE RATE OF \$ _____

PREMIUM PLACEMENT (10%) + \$ _____

DISCOUNT (10%) - \$ _____

TOTAL COST \$ _____ PER ISSUE

HORIZONTAL

VERTICAL

New advertisers must submit payment with contract. MasterCard and Visa are accepted online at www.kearsargemagazine.com/advertise. Checks should be made payable to **Kearsarge Magazine** and mailed to PO Box 1482, Grantham, NH 03753. Subsequent ads will be billed upon publication.

On Behalf of Company:

SIGNED _____

NAME _____

DATE _____

Ads not paid within 30 days will be automatically charged to a credit card. An 18 percent annual finance charge will be added. Please let us know if the credit card billing address is different than the above company address.

CARD TYPE (CIRCLE ONE)

MASTERCARD OR VISA

CREDIT CARD NUMBER _____

EXPIRATION DATE _____

THREE- OR FOUR-DIGIT CODE _____

BILLING ADDRESS _____

please fax
contract to
(603) 863-7048
Thank you!

2013 EDITORIAL CALENDAR

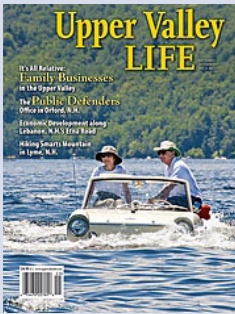


SPRING

TOPICS: Moose, massage and murals

SPECIAL ADVERTISING SECTION: Real Estate

DISTRIBUTION: High income homes in Sunapee, New London, Andover, Springfield, Grantham, Newport, Claremont, Bradford and Warner



SUMMER

TOPICS: Marinas, airports and an alphabet of activities for your visit

NEW: Photo contest

SPECIAL ADVERTISING SECTION: Dining Guide

DISTRIBUTION: High income homes in Hopkinton, Contoocook, Bow and Concord



FALL

TOPICS: Area's biggest employers, our local chambers, influential small businesses

SPECIAL ADVERTISING SECTION: Business profiles

DISTRIBUTION: 3,000 business owners from Woodstock, Vt., to Warner, N.H.

BUNDLED WITH: 2013 Art & Gallery Guide

WINTER

TOPICS: Day in the life of a police chief, genealogy, holiday traditions

SPECIAL ADVERTISING SECTION: Kearsarge Unwrapped, the holiday shopping guide

DISTRIBUTION: High income homes in Sunapee, New London, Andover, Springfield, Grantham, Newport, Claremont, Bradford and Warner

MORE GREAT EDITORIAL

Kearsarge Magazine offers specialty publications to help you target niche markets in New Hampshire and Vermont. Take a look at our family of publications:

Art & Gallery Guide
theartandgalleryguide.com

Upper Valley Life
uppervalleylife.com

Kid Stuff
uvkidstuff.com

Upper Valley Home Improvement Guide
uppervalleyhomeimprovementguide.com

AD DEADLINES

ISSUE	DEADLINE	ON STANDS
SPRING	JANUARY 15	FEBRUARY 15 TO MAY 15
SUMMER	APRIL 15	MAY 15 TO AUGUST 15
FALL	JULY 15	AUGUST 15 TO NOVEMBER 15
WINTER	OCTOBER 15	NOVEMBER 15 TO FEBRUARY 15

For more information about advertising, please go to www.kearsargemagazine.com/advertise, call (603) 863-7048, or e-mail info@kearsargemagazine.com