



our readers can buy your best

66%  
Female

66%  
age 45-74

68%  
married

67%  
bachelor's and/or  
master's degree

46%  
\$100,000 to \$150,000+

80%  
of readers purchase  
products or services from  
ads seen in *Kearsarge  
Magazine*

**FOR MORE INFORMATION**  
about advertising, please call  
(603) 863-7048 or e-mail  
info@kearsargemagazine.com



Rediscover your hometown with *Kearsarge Magazine*, an award-winning four-color publication that covers the people, places and things of the Kearsarge/Lake Sunapee area. From arts and entertainment to history and heritage to culture and style, the articles in *Kearsarge Magazine* will help you fall in love with your town all over again.

### 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 design services are available.

### PRINTING

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

### AD MATERIALS

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

### ADVERTISING RATES

		One Issue	Two Issues	Four Issues
Business Card		\$150	\$150	\$150
1/6 Page	B&W	\$240	\$220	\$200
	4 Color	\$370	\$330	\$300
1/3 Page	B&W	\$440	\$400	\$360
	4 Color	\$640	\$530	\$470
1/2 Page	B&W	\$610	\$550	\$500
	4 Color	\$810	\$690	\$580
Full Page	B&W	\$920	\$850	\$760
	4 Color	\$1,050	\$930	\$830
Covers	Inside Front	\$1,200	\$1,100	\$1,000
	Inside Back			
	Outside Back			

### Premiums and Discounts:

- Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.
- Prepay discount of 5 percent is available
- Advertise in Kearsarge Magazine and Upper Valley Life for a 10 percent discount

AD SIZES	Width	Height
Full Page	7 1/8	10
Full Page Bleed	8 3/8	11 1/8
1/2 Page (horizontal)	7 1/8	4 7/8
1/2 Page (vertical)	4 5/8	7 1/2
1/3 Page (horizontal)	4 5/8	4 7/8
1/3 Page (vertical)	2 3/16	10
1/6 Page (horizontal)	4 5/8	2 5/16
1/6 Page (vertical)	2 3/16	4 7/8
Business Card	3 3/8	2 1/8

