

Celebrate Everything Local™

# SOUTH COAST ALMANAC 2022 MEDIA KIT



## Connect with the South Coast's Best Consumers



@southcoastalmanac



@scalmanac



@southcoastalmanac

[southcoastalmanac.com](https://southcoastalmanac.com)



# Our Mission

South Coast Almanac is a quarterly magazine that explores the people and places of the South Coast of Massachusetts and Rhode Island. No one loves the South Coast more than we do. That's why we're solely dedicated to showcasing everything that is unique, exciting, and beautiful about our area. You'll be drawn to the heartwarming stories of the South Coast, photographed by top local photographers.



## Meet the Team



We all love good stories and we have fun finding them all over the South Coast.

**Marlissa Briggett**  
Publisher

**Scott Lajoie**  
Editor

**Hanna Haines**  
Art Director

**Rebecca Hemsley**  
Director of Marketing  
and Advertising

**Alison Caron**  
Art Director

**Martha Yules**  
Advertising  
Consultant

## Testimonials

*Love your website! I have it as a bookmark on my phone so I can keep up with all of your suggestions, whether it's outdoor fun or local restaurants I haven't tried yet!*

**Kate M, Somerset MA**

*I recently signed up for your blog, but have been obsessed with South Coast Almanac for some time.*

**Lindsay M. New Bedford, MA**

# Why South Coast Almanac?



## Dining

What's new and happening with the evolving dining scene



## Entertainment

Get to know the hot spots, great events, and family-friendly activities in the area



## Home Life

A sneak peek inside unique and breathtaking homes and gardens



## Seasonal Events

Life in this area is bustling year-round, from theater to music, festivals and more



## Local Personalities

Profiles of local people who work, live and love life in the area



## Arts & Culture

Features on local artists, galleries, and cultural institutions



Pass-along readership rates for lifestyle magazines like ours average 4 readers per copy\*



Studies show your ad will be viewed multiple times by each reader over a period of weeks, months, even years\*\*



Our digital content can expand your reach to thousands each month through our blog posts, social media and email

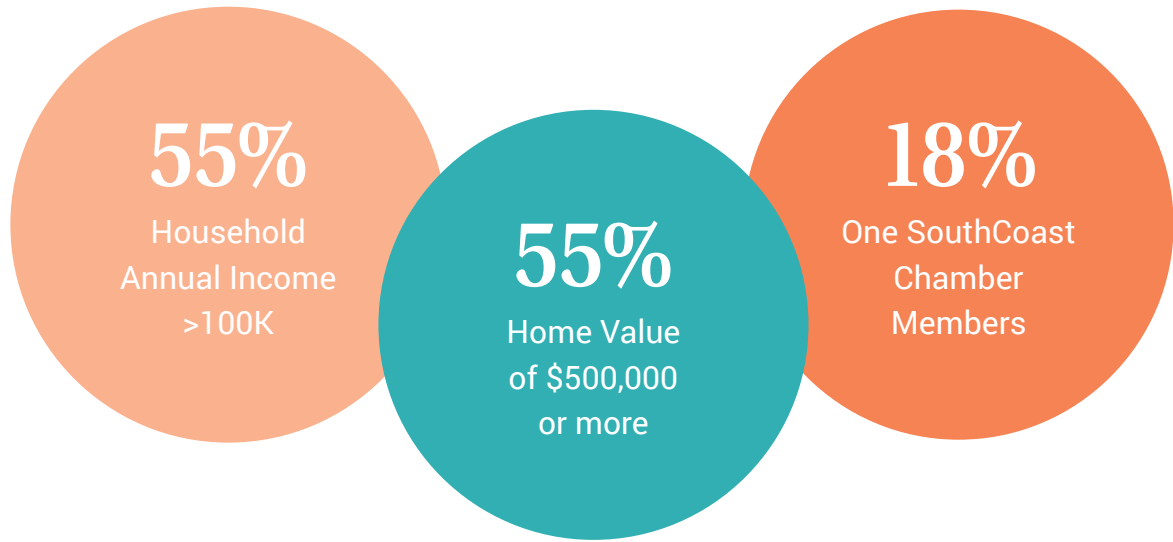


We collaborate with our advertisers on custom projects to maximize your ROI



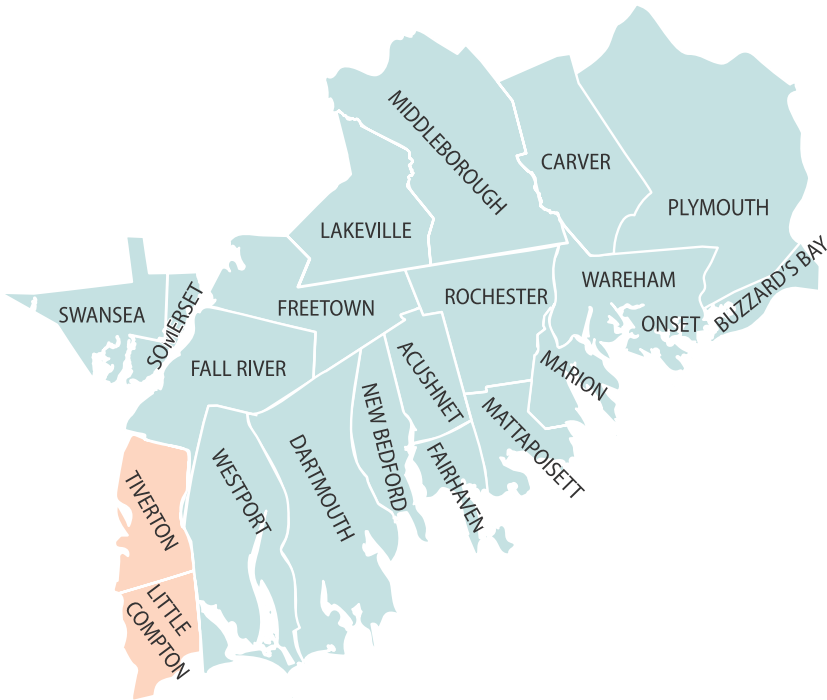
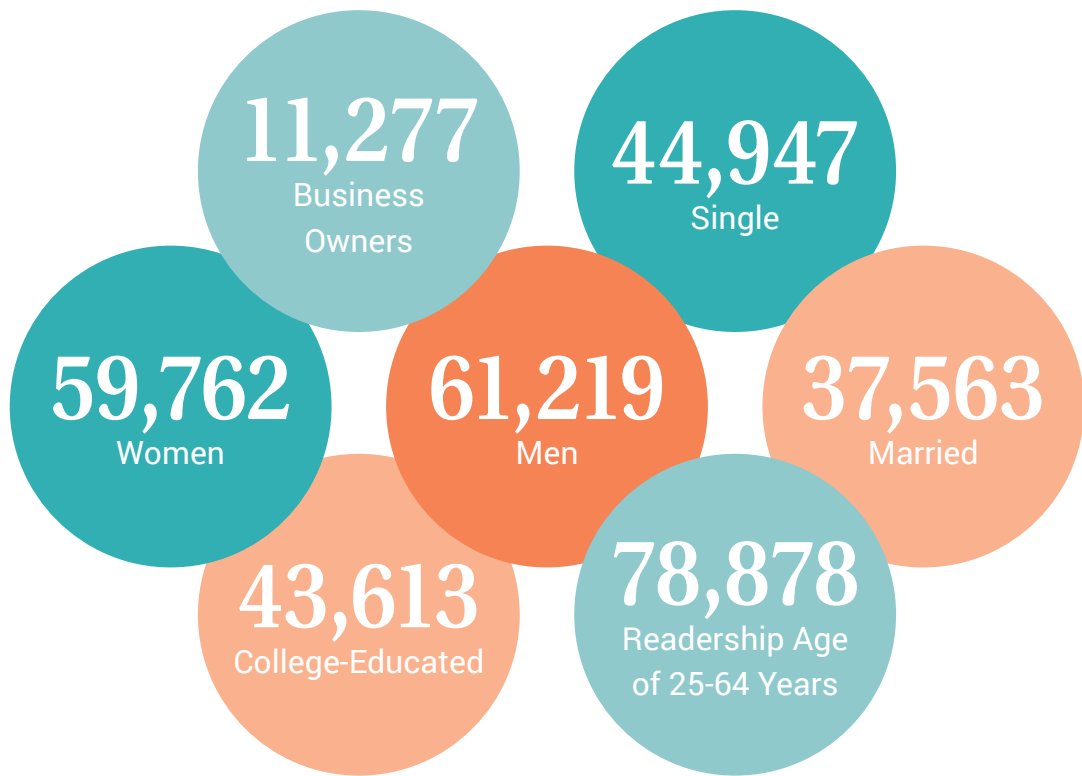


# Print Audience Snapshot



## Reach & Market Coverage

# Digital Audience Snapshot





# 2022 Print Packages

# 2022 Digital Packages

For each issue



2,000  
newsstand and  
subscription

11,000  
circulation  
copies

6,000  
issues mailed  
to qualified  
households

3,000  
distributed through  
advertisers and local  
influencers

44,000  
readers



PACKAGE	WHAT'S INCLUDED
Standard Half*	Half Page Ad Ad Design
Standard Full	Full Page Color Ad Ad Design Consultation/Services
Premium	Full Page Color Ad Premium Placement Ad Design Consultation/Services Social
Premium Plus	Full Page Color Ad Back Cover Position

\*For sizes less than the standard half page, please ask for our shopping marketplace information.

PACKAGE	WHAT'S INCLUDED
Basic	37,000 Impressions Monthly
Standard	50,000 Impressions Monthly Ad Design
Premium	100,000 Impressions Monthly Ad Design Social
Branded Content	Digital Article Targeted eBlast





# Print Ad Specs

## Ad Sizes:

### FULL PAGE

**No Bleed**  
7" x 9.5"  
**With Bleed\***  
8.5" x 11" (8.25" x 10.75" trim)

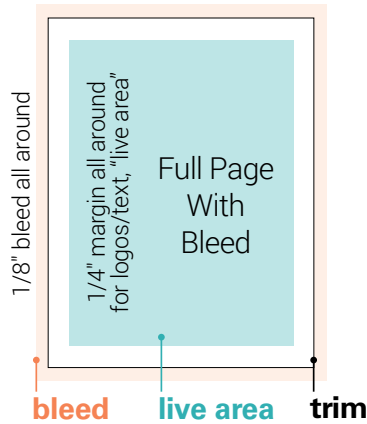
### HALF PAGE

7" x 4.6"

### QUARTER PAGE

3.35" x 4.6"

*\* NOTE: For full page ads with bleed, please keep all logos and text within 1/4" margin from the trim. This is the recommended "live area"*



## Technical Specs:

Camera ready ads should be provided as a high resolution PDF (300 dpi) with CMYK color.  
Design services for print ads are available free of charge.

# Digital Ad Specs

## Ad Sizes:

320x50	728x90
300x50	160x600
300x250	

## Technical Specs:

Digital ads should be provided as a JPEG, GIF, or PNG with RGB color.

