



BEEKEEPING | POSTCARD NOSTALGIA | A DESIGN CHALLENGE

SOUTH COAST ALMANAC

Best of

THE SOUTH COAST

2024
MEDIA
KIT

BUZZARDS BAY / DARTMOUTH / FAIRHAVEN / FALL RIVER / LITTLE COMPTON / MARION
MATTAPOISETT / NEW BEDFORD / ONSET / TIVERTON / WAREHAM / WESTPORT / AND MORE



southcoastalmanac.com

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, written and photographed by top local talent.

- Print
- Sponsorships
- Events
- Social and Digital Campaigns (including Facebook & Instagram)
- and more



Adobo Republic! Amazing Filipino food from a Little Food Truck in Wareham, published September 2023

“ I think South Coast Almanac views all its advertisers as partners, and you really get to know your partners and get involved in their business or their organization. And that makes all the difference... I think partnership is the perfect word for it!” CONEE SOUSA, New Bedford Symphony Orchestra

Our Print Audience By The Numbers

Per issue...

40,000

Readers

10,000

Circulation Copies

6,500

Issues Mailed to Qualified Households

2,000

Distributed through Advertisers and Local Influencers

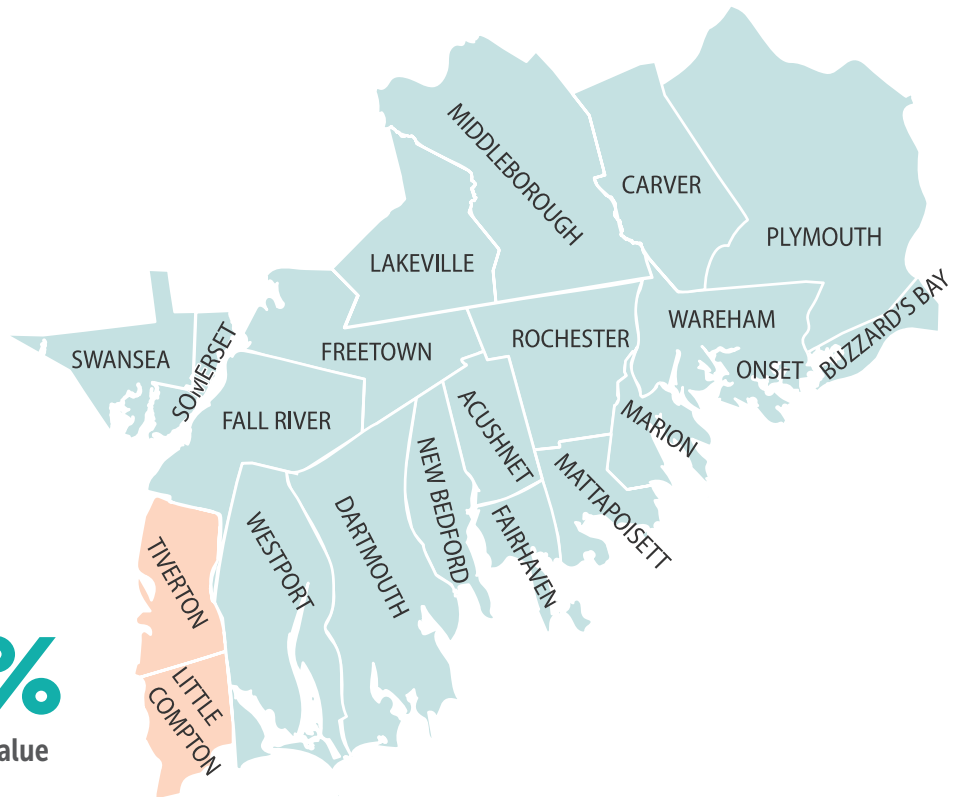
1,500

Newstand and Subscription



FUN FACT

Our paid subscribers come from over 80 towns in Massachusetts and from 18 states across the country, as far away as California, Utah and Texas.



65% 65%

Household Annual Income \$100K+

Household Value of \$500K+



Quarterly Opportunities

	WHEN IT DROPS	AD DEADLINE
Home Issue	Early April	March 8
Summer Issue	Early June	April 26
Best of the South Coast Issue	Early August	July 10
Fall/Holiday Issue	Early November	September 30

Print Packages

	FULL PAGE AD PLACEMENT	SINGLE ISSUE	4X SCHEDULE
Premium	Back cover	\$4,999	\$3,999
	Inner covers / Opposite Table of Contents	\$3,999	\$3,500
	AD SIZE	SINGLE ISSUE	4X SCHEDULE
Standard*	Full page	\$2,599	\$2,099
	Half page	\$1,575	\$1,259
	Quarter page	\$900	\$675

*For sizes less than the standard half page, please see our shopping Marketplace information. For Restaurant Guide placement, please see our Restaurant Guide information.

Ad Specs

Full Page

WITH BLEED* NO BLEED
 8.5" x 11" 7" x 9.5"
 (8.25" x 10.75" trim)

Half Page

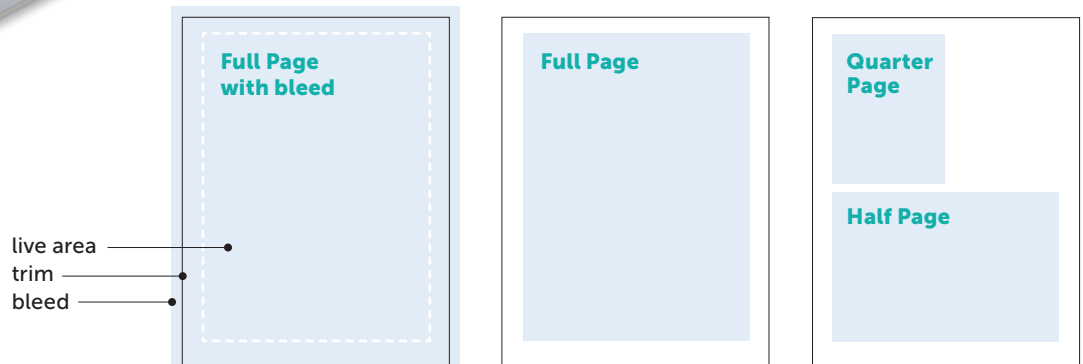
7" x 4.6"

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.



**Our Digital Audience
By The Numbers**

78,878

Readership Age of 25-64 Years

11,277

Business Owners

43,613

College-Educated

59,792

Women

61,219

Men

37,563

Married

44,947

Single



Hypertarget Your Customers 24/7

Utilizing AI mobile reports, lookalike audience, site retargeting, your email list and ours, our first party data.

Digital Ad Packages

	WHAT'S INCLUDED	PRICE
Premium	100,000 Montly Impressions	\$1,075 Montly
Standard	55,000 Montly Impressions	\$575 Monthly
Basic	37,000 Montly Impressions	\$419 Monthly

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

Paid Social Advertising

	IMPRESSIONS	CLICK GOAL	VIDEO GOAL	PRICE
Enterprise	58,000 - 75,000	325 - 520	130 - 210	\$1,800
Dominate	46,000 - 60,000	260 - 415	100 - 160	\$1,450
Competitive	33,000 - 42,000	185 - 300	75 - 120	\$1,050
Presence	26,000 - 33,000	145 - 230	60 - 95	\$800
Awareness	14,000 - 18,000			\$450

Marketplace: Shop Local

IDEAL FOR
Small Businesses
Products
Services

AD SIZE*	SINGLE ISSUE	2X OR MORE
One Third	\$799	\$699
One Sixth	\$599	\$499
One Twelfth	\$349	\$349

Prices include design services with 2 turnarounds. 2+ may incur an additional fee.

*Limited Space Available. Reserve Now.

Ad Sizes

One Third

4.6" x 4.55" square or
 2.2" x 9.25" vertical

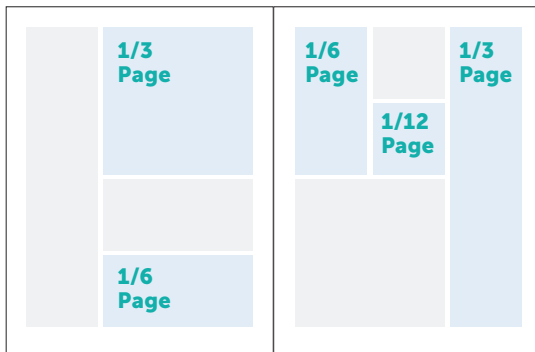
One Sixth

4.6" x 2.2" horizontal or
 2.2" x 4.55" vertical

One Twelfth

2.2" x 2.2"

Technical Specs: Camera ready ads should be provided as a high resolution PDF (300 dpi) with CMYK color.



92%

South Coast Almanac readers like to shop at locally-owned businesses

Restaurant Guide

THE region's most comprehensive listing

IDEAL FOR
Food Trucks
Restaurants
Bars
Caterers



48%

South Coast Almanac Readers eat out more than once a week

1/4 Page

1/8 Page

AD SIZE	PRICE
Quarter page	\$550
Eighth page	\$349

Prices include design services with 2 turnarounds. 2+ may incur an additional fee.

*Limited Space Available. Reserve Now.

Ad Specs

One Quarter
3.35" x 4.6"

One Eighth
3.35" x 2.2"

Technical Specs: Camera ready ads should be provided as a high resolution PDF (300 dpi) with CMYK color.

Restaurant Marketing Packages

Comprehensive print & digital approach that touches your customer from all angles. Give us 6 months and we'll give you the South Coast!

“Introduce yourself”

\$1,598 (or \$266/month) for 6 months

- 6 Month presence of print and digital
- **Eighth page** ads in two issues
- 3 months of paid social advertising
- Expanded listing in our Restaurant Guide
- 80,000 print impressions; 8,000 to 10,000 digital impressions through paid social

“Get Their attention”

\$2,000 (or \$333/month) for 6 months

- 6 Month presence of print and digital
- **Quarter page** ads in two issues
- 3 months of paid social advertising
- Expanded listing in our Restaurant Guide
- 80,000 print impressions; 8,000 to 10,000 digital impressions through paid social

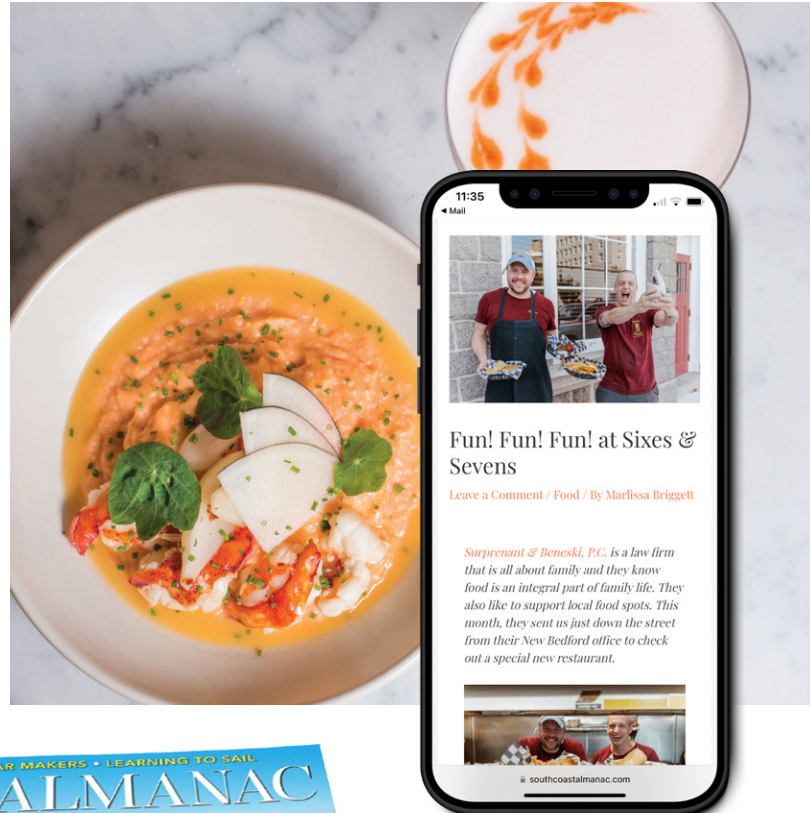
“Knock Their Socks Off”

\$2,600 or \$433/month for 6 months

- 6 Month presence of print and digital
- **Quarter page** ads in two issues
- 3 months of paid social advertising
- Expanded listing in our Restaurant Guide
- 80,000 print impressions; 15,000 to 24,000 digital impressions
- Paid social using your email list, our email list, lookalike to email lists, site retargeting and more

Unique tactics we can employ for you:

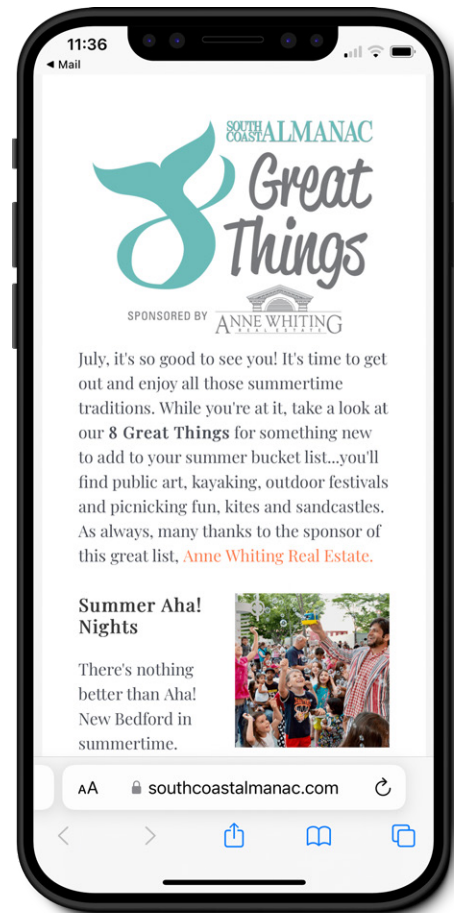
- Access to AI location reports
- Your email list/our email list
- Lookalikes
- Reinforce your paid social with programmatic advertising to recapture site visits to your website





Custom Offerings

We've created custom products for our clients like the popular **8 Great Things list** and **Food & Family blog**. We're happy to sit down with you to create special offerings that reach *your* customers and meet *your* marketing needs. Also, we offer sponsorship opportunities for events like the **Walking Book Tour**, **Best of Party**, **custom publications**, and more. Ask us if you want to learn more!



“ 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

Our Team

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Art Director Hannah Haines		



Seasonal Marketing Packages

Comprehensive print and digital approach that touches your customer from all angles. Give us 6 months and we'll give you the South Coast!

“Introduce Yourself”

\$2,850 or \$475/month for 6 months

- 6 Month presence of print and digital
- **Quarter page** ads in two issues
- 3 months of paid social advertising
- 80,000 print impressions; 15,000 to 24,000 digital impressions
- Paid social using your email list, our email list, lookalike to email lists, site retargeting and more

“Get Their Attention”

\$4,018 or \$670/month for 6 months

- 6 Month presence of print and digital
- **Half page** ads in two issues
- 3 months of paid social advertising
- 80,000 print impressions; 15,000 to 24,000 digital impressions
- Paid social using your email list, our email list, lookalike to email lists, site retargeting and more

WHO uses seasonal campaigns?

tourist destinations, restaurants, bars, landscapers, marinas, realtors, retailers, entrepreneurs and more!

“Time is money for a business owner! I was spending so many hours on marketing before I realized that advertising in South Coast Almanac was a way more efficient way to reach our customers.”

PAM SHWARTZ, New Bedford Food Tours



“Knock Their Socks Off”

\$5,648 or \$950/month for 6 months

- 6 Month presence of print and digital
- **Full page** ads in two issues
- 3 months of paid social advertising
- 80,000 print impressions; 15,000 to 24,000 digital impressions
- Paid social using your email list, our email list, lookalike to email lists, site retargeting and more

Unique tactics we can employ for you:

- Access to AI location reports
- Your email list/our email list
- Lookalikes
- Reinforce your paid social with programmatic advertising to recapture site visits to your website

