



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.

Jewelry artist and small business owner, Tashianna Pires of Taj Collective in New Bedford, featured October 2025



“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

“I think *South Coast Almanac* views all its advertisers as partners, and they really get to know their partners and get involved in their businesses and organizations. That makes all the difference... **partnership.**”

CONNIE 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

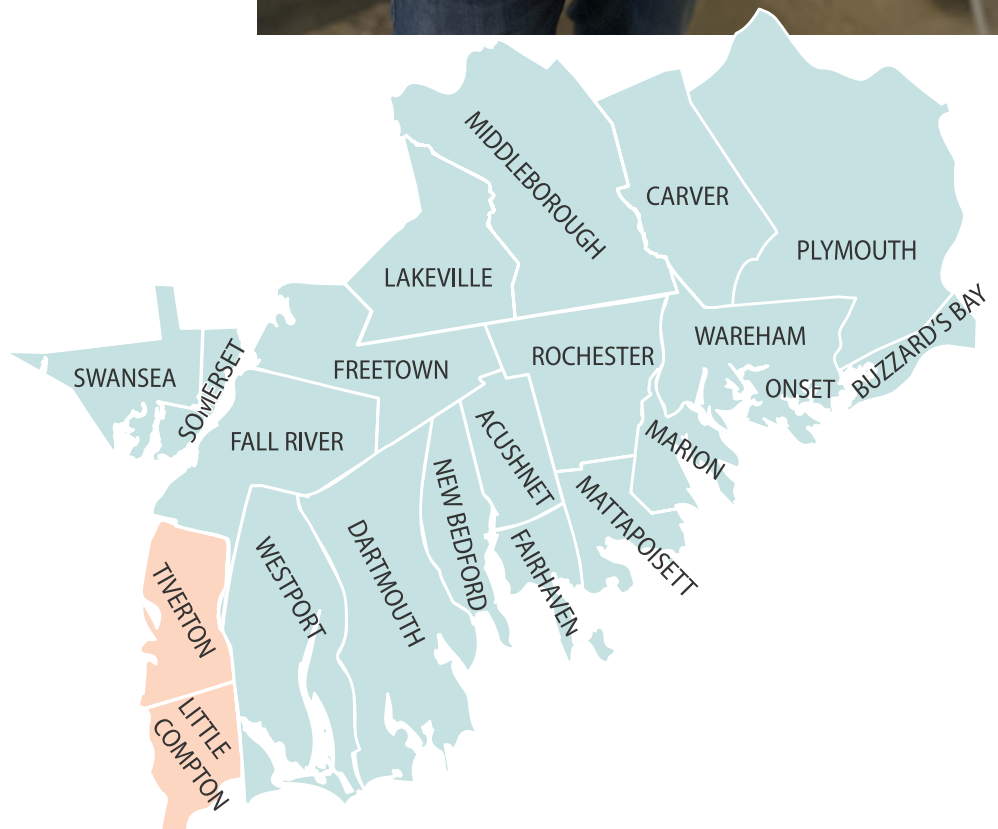
Newstand and Subscription

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% of our
readers

Household Annual Income \$100K+
and Household Value of \$500K+



Quarterly Opportunities



	WHEN IT DROPS	AD DEADLINE
Home Issue	Early April	Early March
Summer Issue	Early June	Late April
Best of the South Coast Issue	Early August	Early July
Fall/Holiday Issue	Early November	Early October

	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	\$2,199
	Half page	\$1,599	\$1,349
	Quarter page	\$849	\$699

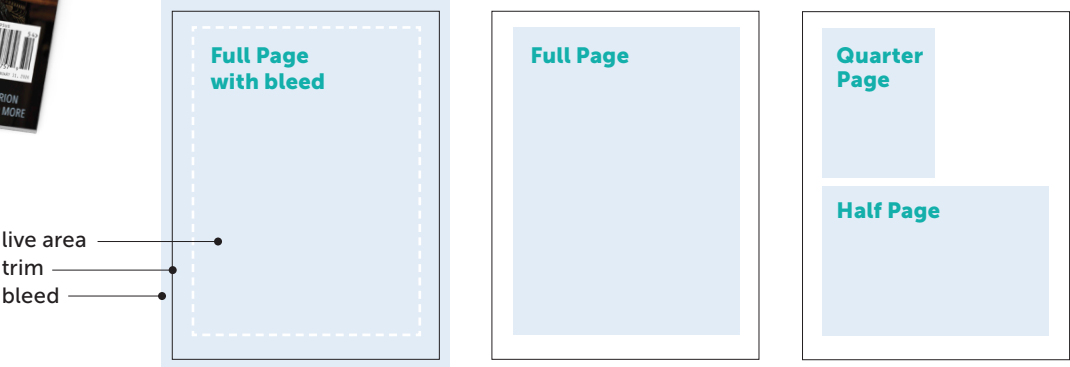
*For sizes less than the standard half page, please see our shopping Marketplace information. For Restaurant Guide placement, please see our Restaurant Guide information.

Ad Specs

Full Page	Half Page	Quarter Page
WITH BLEED* 8.5" x 11" (8.25" x 10.75" trim)	NO BLEED 7" x 9.5" 7" x 4.6"	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: Press ready ads should be provided as a high resolution PDF (300 dpi) with CMYK color. Design services for print ads are available.



Marketplace: Shop Local

IDEAL FOR
Small Businesses
Products
Services

AD SIZE*	SINGLE ISSUE	2X OR MORE
One Third	\$899	\$799
One Sixth	\$599	\$499
One Twelfth	\$389	\$389

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

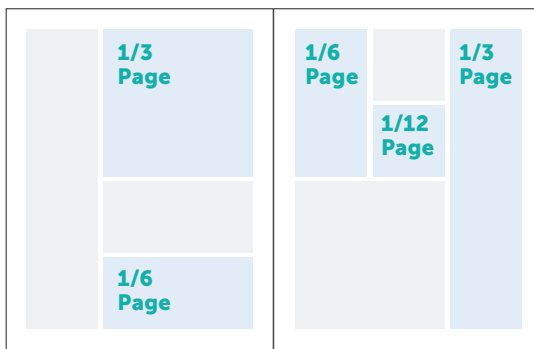
One Sixth

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

One Twelfth

2.2" x 2.2"

Technical Specs: Press 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



Earn the Blurb!

Make an impact!

Only advertisers receive an expanded listing.
Starting as low as \$135 / month

AD SIZE	PRICE
Quarter page	\$599
Eighth page	\$399

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

48%

South Coast Almanac Readers eat out more than once a week

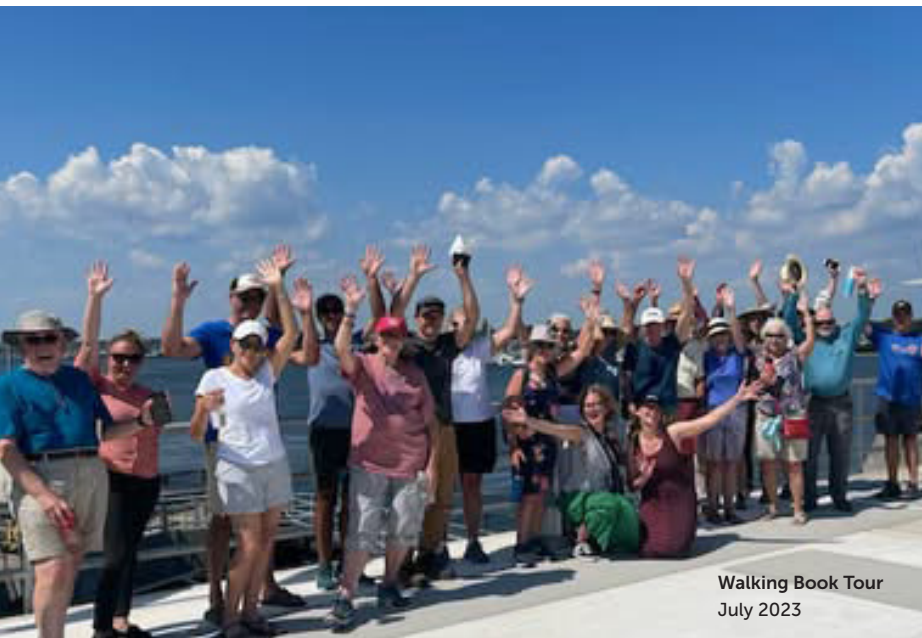
“ I always love the restaurant guides! Went to Olivia's in Fairhaven...and LOVED it!! Hidden gem!” AMELIA, Onset

To Reserve Ad Space: 508.999.6363 x202 info@southcoastalmanac.com

@southcoastalmanac @scalmanac southcoastalmanac.com



Best of Party 2025

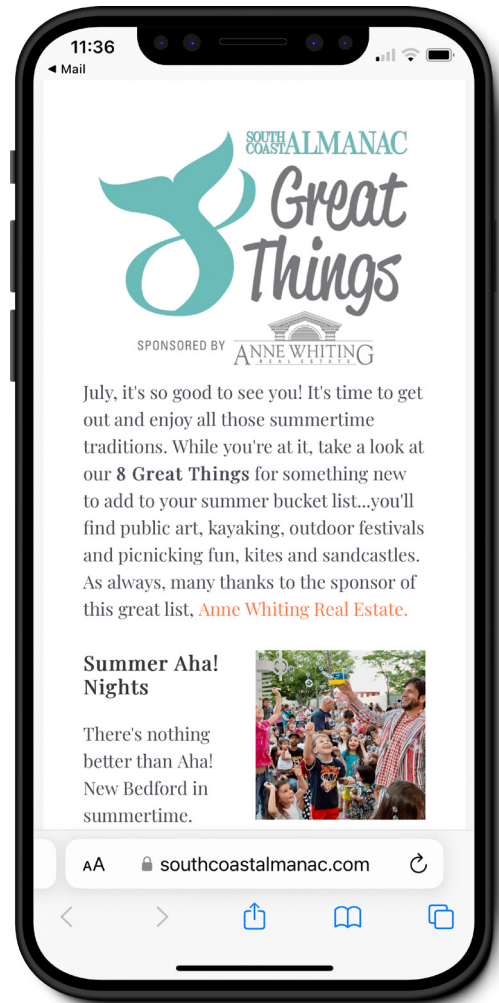


Walking Book Tour
July 2023

“ I have enjoyed this publication more than any other publication of the area I have read. It is interesting and informative and I even had to cut out pages to share with multiple friends. Thank you.” SUE, Falmouth

Custom Opportunities

We've been creating custom projects for our clients for 10 years, like our popular 8 Great Things list, food blog and parties...let's create something together!



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