





2019 MEDIA KIT

Beautiful homes, gorgeous gardens, outstanding food, engaging personalities ... *Lancaster County Magazine* has set the standard for more than 30 years!



2019 Circulation & Demographics

DISTRIBUTION (Lancaster County)

Subscriptions

Professional offices

Lancaster Chamber of Commerce Investors

Building Industry Association of Lancaster County members

Mount Joy Chamber of Commerce members

Elizabethtown Chamber of Commerce members

Southern Lancaster County Chamber of Commerce members

Susquehanna Valley Chamber of Commerce members

Website

Newsstands

READERSHIP

55,000

READER PROFILE

Age 30 +

Home owners

Business owners

Middle to upper income

Newsstand Locations*

Lancaster County

Available at all:

Giant Food Stores

Stauffers of Kissel

Hill Supermarkets

Weis Markets

AKRON:

Weiser's Market

COLUMBIA:

Musser's Market Stover's News Agency

DENVER

Weaver Markets

EAST EARL:

Shady Maple Farm Market

EPHRAT/

Martin's Country Market Royer Pharmacy

GAP:

Dutchman's Country Market

LANCASTER:

Attitudes Hair & Nail Salon

Barnes & Noble

Colonial News

LITITZ:

Oregon Dairy Supermarket

MANHEIM:

New Image Salon

MILLERSVILLE:

John Herr's Village Market Millersville University, Student

Memorial Center

NEW HOLLAND:

Yoder's Country Market

QUARRYVILLE:

Ferguson & Hassler Supermarket

Musser's Market

RONKS:

Strasburg Market Basket

Central Pennsylvania

HANOVER:

Hanover News

LEBANON:

Musser's Market

Penn Corner Newsstand

Eastern Pennsylvania/ Delaware

BENSALEM:

Keystone News Agency

BETHLEHEM:

Moravian Book Store

WILMINGTON, DELAWARE:

Books & Tobacco Fairfax Newsstand

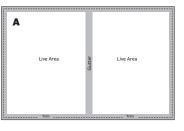
*This is an active list that is updated regularly. Locations are subject to change. Last updated 9/1/18



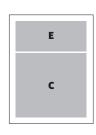


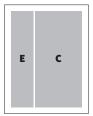
2019 Advertising Specs

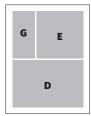
Display Size	WIDTH	DEPTH
A 2 PAGE, NON-BLEED	16"	10.125″
A 2 PAGE, BLEED	17"	11.125"
B FULL PAGE, NON-BLEED	7.625″	10.125″
B FULL PAGE, BLEED	8.625"	11.125"
C 2/3 HORIZONTAL	7"	6.25"
C 2/3 VERTICAL	4.625"	9.625"
D 1/2 HORIZONTAL	7"	4.625"
D 1/2 VERTICAL	4.625"	7.125"
E 1/3 HORIZONTAL	7"	3"
E 1/3 VERTICAL	2.125"	9.625"
E 1/3 BLOCK	4.625"	4.625"
F 1/4 PAGE	3.5"	4.625"
G 1/6 HORIZONTAL.	4.625"	2.25"
G 1/6 VERTICAL	2.125"	4.625"

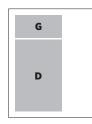


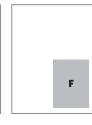












Mechanical Specifications

TRIM SIZE 8.375" x 10.875 **LIVE AREA** 7.625" x 10.125"

TEXT SAFETY 5/16" (.3125") inside of trim **AREA** (Full Page/Spread only)

MATERIALS Adobe PDF created with press-quality settings,

Adobe InDesign packaged with fonts and links, Adobe Illustrator (type converted to outlines; saved as EPS), Adobe Photoshop (saved as a PDF

with press-quality settings).

COLOR Convert colors to CMYK. Spot colors are not

allowed in ads. Convert all Spot colors to CMYK.

ARTWORK All artwork should be 300 dpi at the size it is

placed in the file. All color art must be CMYK. The maximum ink density for images and

colors is 300%.

Advertising Deadlines

JANUARY November 20, 2018 **FEBRUARY** December 21, 2018 **MARCH** January 21, 2019 **APRIL** February 20, 2019 MAY March 20, 2019 JUNE April 22, 2019 JULY May 21, 2019 **AUGUST** June 21, 2019 **SEPTEMBER** July 22, 2019 August 20, 2019 **OCTOBER NOVEMBER** September 20, 2019 DECEMBER October 21, 2019



