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# 2019 MEDIA KIT

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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

#### EPHRATA:

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*



FOR MORE INFORMATION, contact your Sales Representative or [lancastercountymag.com/advertise](http://lancastercountymag.com/advertise) • 717.492.2525



# 2019 Advertising Specs

## Display Size

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

## Mechanical Specifications

<b>TRIM SIZE</b>	8.375" x 10.875"
<b>LIVE AREA</b>	7.625" x 10.125"
<b>TEXT SAFETY AREA</b>	5/16" (.3125") inside of trim (Full Page/Spread only)
<b>MATERIALS</b>	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).
<b>COLOR</b>	Convert colors to CMYK. Spot colors are not allowed in ads. Convert all Spot colors to CMYK.
<b>ARTWORK</b>	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

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

