

2022 Media Kit

Celebrating Lancaster County's People, Scenery, Heritage, Style & Point of View Since 1987.

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



2022 Circulation & Demographics

Distribution (Lancaster County)

- Subscriptions
- Professional offices
- Lancaster Chamber of Commerce members
- 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
- Lancastercountymag.com
- Digital Edition available on our website & Issuu.com
- Newsstands
- Special Events

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

EAST EARL:

Shady Maple Farm Market

EPHRATA:

Martin's Country Market

GAP:

Dutch-Way Farm Market

LANCASTER:

Attitudes Hair & Nail Salon

Barnes & Noble

Target

LITITZ:

Oregon Dairy Supermarket

Target

MANHEIM:

New Image Salon

MILLERSVILLE:

John Herr's Village Market

NEW HOLLAND:

Yoder's Country Market

**This is an active list that is updated regularly. Locations are subject to change. Last updated 9/24/21*



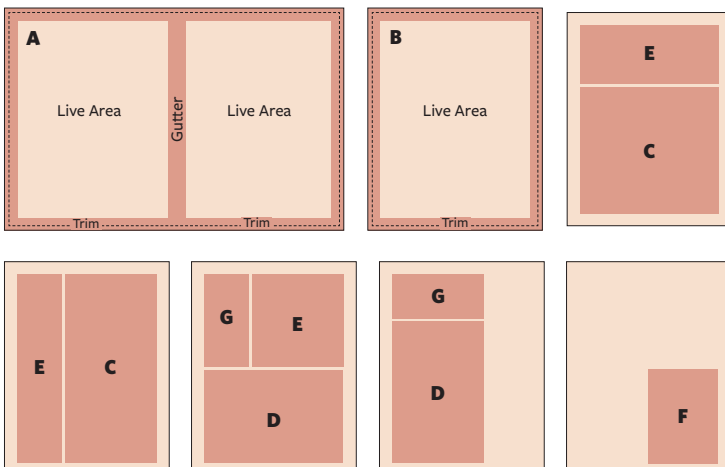
2022 Advertising Specifications

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 AREA	5/16" (.3125") inside of trim (Full Page/Spread only)
BLEED	0.125" on all sides, outside of trim (Full Page/Spread with bleed 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), JPG saved at 300 dpi, at print size.
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%.
PAPER STOCK	Covers: 100# Gloss Text Inside Pages 50# Gloss Text



Advertising Deadlines

JANUARY	November 22, 2021
FEBRUARY	December 20, 2021
MARCH	January 21, 2022
APRIL	February 21, 2022
MAY	March 21, 2022
JUNE	April 20, 2022
JULY	May 20, 2022
AUGUST	June 20, 2022
SEPTEMBER	July 20, 2022
OCTOBER	August 22, 2022
NOVEMBER	September 20, 2022
DECEMBER	October 20, 2022