



# 2023 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 35 years.

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## Newsstands/ Specialty Stores\*

### COLUMBIA:

- Burning Bridge Antiques Market
- Columbia Crossing River Trails Center
- Coffee & Cream
- The Golden Whisk Bakery
- HomeGoodies & Coffee

### EPHRATA:

- Mainspring of Ephrata

### LANCASTER:

- Attitudes Hair & Nail Salon
- Barnes & Noble
- Lancaster Visitors' Center
- Penn Medicine Lancaster General Hospital
- LancasterHistory
- Ville & Rue
- Southern Market
- The Ware Center
- Gallery Row *(select galleries)*

### LITITZ:

- Dosie Dough

### MANHEIM:

- New Image Salon
- Prussian Street Arcade
- Manheim Township Public Library

### MILLERSVILLE:

- Crossgates Golf Club

### MOUNT JOY:

- Idea Coffee
- Milanof-Schock Public Library

## Reader Profile

- Age 30 +
- Home Owners
- Business Owners
- Middle to Upper Income

## 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, [lancastercountymag.com](http://lancastercountymag.com), and at [issuu.com](http://issuu.com)
- Newsstands
- Special Events
- Advertisers

*\*This is an active list that is updated regularly. Locations are subject to change. Last updated 3/14/23*

# 2023 Advertising Specifications

## 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>	7.25"	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>BLEED</b>	0.125" on all sides, outside of trim (Full Page/Spread with bleed 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), JPG saved at 300 dpi, at print size.
<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%.
<b>PAPER STOCK</b>	Covers: 100# Gloss Text Inside Pages 50# Gloss Text

## Advertising Deadlines

<b>JANUARY</b>	November 21, 2022
<b>FEBRUARY</b>	December 20, 2022
<b>MARCH</b>	January 20, 2023
<b>APRIL</b>	February 20, 2023
<b>MAY</b>	<b>March 20, 2023</b>
<b>JUNE</b>	<b>April 20, 2023</b>
<b>JULY-AUGUST</b>	<b>May 26, 2023</b>
<b>SEPTEMBER-OCTOBER</b>	<b>July 25, 2023</b>
<b>NOVEMBER-DECEMBER</b>	<b>September 25, 2023</b>

