

# NEPA family

## media kit 2019

**A proven resource designed to directly reach your target market.**

**For seventeen years**, Northeast Pennsylvania Family Magazine (NEPA Family) has provided positive parenting articles, helpful directories, a robust calendar of events, fun giveaways and so much more.

### Distribution & Readership...

- NEPA Family Magazine offers advertisers a powerful and economic way to reach their target audience: individuals between the ages of 24-55 (and older due to grandparents occasionally snagging the magazines). The majority of our readers are parents and/or caregivers with children from birth through high school.
- Our Magazine conveniently arrives into the homes of children who attend public and private elementary schools, preschools and childcare centers throughout Luzerne and Lackawanna Counties by way of their backpacks. This direct form of distribution is proven to increase advertiser visibility.
- The bi-monthly, complimentary Magazine is available at more than 325 locations with approximately 22,000 issues being delivered directly into homes (via our partner schools) and into strategically-located businesses, restaurants and boutiques throughout northeast PA.

### Editorial Calendar

- January/February** • Health Issue & Winter Fun
- March/April** • Summer Camps & Activities Directory \*
- May/June** • Birthday Party/Celebrations Directory \*
- July/August** • Summer Fun
- September/October** • Back-to-School/Education Focus  
• After School Activities Directory \*\*  
• Fall Fun
- November/December** • Holiday Issue

\* Those who advertise receive special recognition within the Directory.  
\*\* Advertisers placing a paid ad within the respective issue will be included within the Directory.  
If not placing an ad, a nominal fee will be charged for inclusion.

**NEPA Family is published the last week of every other month.**



PO Box 2095, Kingston, PA 18704  
nepafamily.com

[facebook.com/nepafamily](https://facebook.com/nepafamily)

|  |   |
|--|---|
| <p><b>ADVERTISING &amp; CALENDAR:</b></p> <p>Terri Yench</p> <p>570.690.0723</p> <p>terri@nepafamily.com</p> | <p><b>ADVERTISING, EDITORIAL &amp; DISTRIBUTION:</b></p> <p>Kimberley Kindler</p> <p>570.406.7518</p> <p>kimberley@nepafamily.com</p> |
|--|---|

### Color Ad Rates

| Ad Size                               | 1-2 ads          | 3-4 ads | 5-6 ads |
|---------------------------------------|------------------|---------|---------|
| <b>Double-Truck/Centerfold Spread</b> | \$1,985          |         |         |
| <b>Glossy, Full-pg, Back Cover</b>    | \$1,545          | \$1,485 | \$1,405 |
| <b>Glossy, Full-pg, IFC/IBC</b>       | \$1,325          | \$1,280 | \$1,225 |
| <b>Full page</b>                      | \$1,095          | \$1,050 | \$995   |
| <b>1/2 page</b>                       | \$688            | \$648   | \$612   |
| <b>1/4 page</b>                       | \$465            | \$428   | \$408   |
| <b>1/8 page</b>                       | \$299            | \$285   | \$275   |
| <b>Marketplace Section</b>            | \$185 per issue* |         |         |

\* Must commit to 3-6 issues (with same artwork).  
1/4 page ad buy and above includes a Facebook plug (Our NEPA Family page has 6,500 followers at time of print) or 5 Things to Do This Weekend mention.

### Ad Sizes

|                                |   |
|--------------------------------|---|
| <b>Double-Truck/Centerfold</b> | 15" w x 9.75" h or<br>18" w x 11.5" h (with bleeds)       |
| <b>Full page</b>               | 7.125" w x 9.75" h or<br>9" w x 11.5" h (with bleeds)     |
| <b>1/2 page</b>                | 7.125" w x 4.75" h  |
| <b>1/4 page</b>                | 3.412" w x 4.75" h  |
| <b>1/8 page</b>                | 3.412" w x 2.233" h                                       |
| <b>Marketplace Section</b>     | 3.5" w x 2" h <i>business card size (horizontal only)</i> |

Vertical ads also available. For dimensions, inquire with your sales rep.

### Ad Submission Criteria

Artwork/photos must be 300 DPI at 100% of print size and CMYK color. No bleed marks. **Fonts must be embedded. Black type must be set at 100%-K.** Ad payment is due before publication date until credit is established. **Files must be submitted as PDF, jpg or eps files. Word, .txt or Publisher files will not be accepted as camera ready art.**

Ad design services are available at a nominal fee of 10% of the cost of your print ad. Upon receipt of proof, ads designed by NEPA Family allow for two opportunities for changes. (Additional edits will be billed at \$25 a proof).

### Ad Deadline

1st of the month prior to publication.

ENHANCED  
ADVERTISING  
OPPORTUNITIES TO  
**Capture  
Attention**

**LET'S WORK  
TOGETHER**

*in developing an  
advertising package  
that **exceeds your  
expectations.***

*Bundle various  
advertising opportunities  
for increased exposure  
and maximum  
discounts.*



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**ADVERTISING & CALENDAR:**

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**ADVERTISING, EDITORIAL  
& DISTRIBUTION:**

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**facebook.com/nepafamily**

## 1 Editorial & Ad Combo

Have more to share about your business than what may fit in an ad? Consider a combo package that includes a 1/2 page of editorial along with a 1/4 page ad.

Cost: \$800

## 2 Sponsorship

### Issue Sponsorship

Sponsor an issue of NEPA Family Magazine that aligns with your marketing strategy.

#### ISSUE Sponsorship includes:

Cover photo (featuring your business and taken at your locale or staged within the photographer's studio), 1/2 page ad, 1/2 page editorial, Facebook mentions and web coverage.

Cost: \$1,750

### Directory Sponsorship

Select either our Summer Camps & Activities Directory (March/April) or our Birthday Party Directory (May/June). We also offer seasonal listings that you are welcome to sponsor.

#### DIRECTORY Sponsorship includes:

1/2 page ad, 1/2 page editorial, logo recognition on cover and on the designated Directory page, Facebook mentions and web coverage.

Cost: \$1,500

## 3 Cyber Coverage

A tremendous complement to our print Magazine, our website (**nepafamily.com**) averages nearly 15,500 monthly page views with our web traffic continuing to grow. Place an ad on our website and receive bonus Facebook coverage where your business will reach an additional 7,000 followers.

#### Rate

\$95/month  
\$90/month for 6-month contract  
\$85/month for 12-month contract

Size - **728px x 90px** or **300px x 250px**

All online ads link to your webpage.

## 4 '5 Things to Do' E-blast

NEPA Family's *5 Things To Do This Weekend* e-blast highlights our staff-selected 'top picks' of the week.

|                                      | Open Rate | 6x Rate  | 12x Rate |
|--------------------------------------|-----------|----------|----------|
| <b>Skyscraper 300px x 500px</b>      | \$95 ea.  | \$90 ea. | \$85 ea. |
| <b>Large banner ad 300px x 250px</b> | \$80 ea.  | \$75 ea. | \$70 ea. |
| <b>Small banner ad 300px x 125px</b> | \$60 ea.  | \$55 ea. | \$50 ea. |

*5 Things To Do This Weekend* is distributed every Thursday to 9,500 active subscribers (who have requested to receive this mailing) and promotes events for that Friday through Sunday (occasional weekday events may be promoted). Artwork is due the Monday prior to distribution.