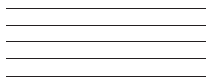


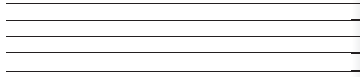
winston-salem MONTHLY



MEDIA KIT 2012



audience & distribution



In an age of interruption, magazines engage and captivate.

Advertisers, take note. Among all media—digital or analog—magazine readers are least likely to engage in another activity while reading.

Magazine readers spend an average of 43 minutes of undivided attention with each issue.

Actual customer comments:

We are very pleased with our experience and a boost in sales from our ad in *Winston-Salem Monthly*! The results have been amazing. The next day after it was mailed out, we had a new customer with her magazine in one hand and our phone number in another, she called and said, ‘I got up very early this morning. I have been waiting around the house for 8:00am to get here so I could call you.’ Now that’s results!

Tommy & Kelli Campbell
Panther Creek Boxwood Gardens

Just pulled my *Winston-Salem Monthly* out of the mailbox—the ad looks fabulous, we were getting calls about it yesterday, all positive. So thank you! Really want to continue advertising...Talk soon. Thanks again!

Julie Beth Bean, neicie bean

WINSTON-SALEM MONTHLY

readership is composed of an upscale demographic.

Minimum Household Income **\$100,000**

~ and ~

Minimum Home Value **\$200,000**

20,000 MAGAZINES ARE DIRECT MAILED MONTHLY:

to affluent homeowners in Forsyth County and surrounding areas as well as members of the Winston-Salem Chamber of Commerce.

The Winston-Salem Visitors Center, the Downtown Winston-Salem Partnership, and various establishments (restaurants, coffee shops, spas, bed & breakfasts) are stocked with monthly issues.

Copies are also sold at Barnes & Noble, the Moravian Book & Gift Shop, and at the Old Salem Visitors Center.



» DEADLINES: Space reservation 6th. Completed materials due 13th of each month prior « 2012
 planning calendar

ADVERTISING *Content*

» **JANUARY**

Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **FEBRUARY**

Valentine's Day Gift Guide
 Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **MARCH**

Jr. League Annual Tour of Fine Spaces
 Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **APRIL**

Commemorating Easter
 Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **MAY**

Mom/Grad Gift Guide
 Summer Fun (Camps and Kid stuff)
 Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **JUNE**

Summer Fun (Camps and Kid stuff)
 Dad/Grad Gift Guide
 Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **JULY**

Summer Fun (Camps and Kid stuff)
 Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **AUGUST**

Summer Fun (Camps and Kidstuff)
 Back-To-School Guide
 Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **SEPTEMBER**

Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **OCTOBER**

Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **NOVEMBER**

Best Gifts 2012: \$30 or Less
 Holiday Gift Guide
 Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

» **DECEMBER**

Best Gifts 2012: \$30 or Less
 Holiday Gift Guide
 Paving Ways Guide to Educational Services
 Food & Wine Guide
 Design & Décor
 Arts & Entertainment

Editorial Content

January

Time, History, New Directions

February

Health

March

Sports, Spring Cleaning

April

Music, Fashion

May

Celebrations

June

Food Issue

July

Travel, Day Trips

August

Hidden Treasures, College Road Trip

September

Annual Arts & Innovation (biotech/medical innovations)

October

Hobbies, Pastimes, Pets

November

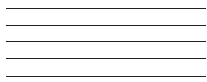
Giving Back, Holiday Travel

December

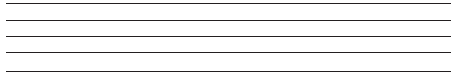
Traditions, Holiday Entertaining

Content subject to change

winston:salem MONTHLY
 winstonsalemmonthly.com



advertising rates



DEADLINES: Space reservation 6th.
Completed materials due 13th of each month prior



ADVERTISING RATES (per month)

AD SIZE	12X	6X	3X	1X
2 page spread	\$4140	\$4730	\$5320	\$5910
Full page	\$2295	\$2630	\$2955	\$3285
2/3 page	\$1935	\$2210	\$2485	\$2760
1/2 page	\$1450	\$1660	\$1865	\$2070
1/3 page	\$965	\$1105	\$1245	\$1380
1/6 page	\$645	\$740	\$830	\$920

Note: All rates include corresponding website presence on winstonsalemonthly.com, full-color, and complimentary graphic design. 15% upcharge for premium positions. Page Peels are available on the website for premium position advertisers.

ADVERTISING DIMENSIONS

AD SIZE	WIDTH	HEIGHT
Two page spread bleed	17"	11.125"
trims to:	16.75"	10.875"
Full page bleed	8.625"	11.125"
trims to:	8.375"	10.875"
Full page live image area-no bleed	7.5"	10"
2/3 page vertical	4.625"	10"
1/2 page horizontal	7.5"	4.875"
1/3 page square	4.625"	4.875"
1/3 page vertical	2.5"	10"
1/6 page vertical	2.5"	4.875"

winstonsalemonthly.com ADVERTISING DIMENSIONS

Online ads are limited to these sizes and have specific placement spots on the site:

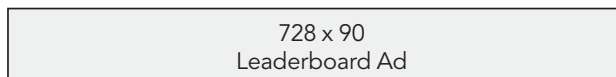
AD SIZE

300 x 250 pillow

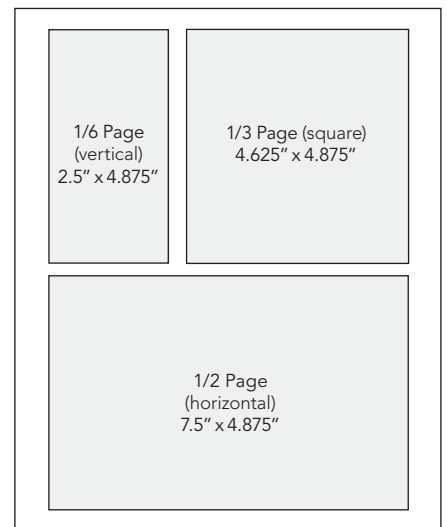
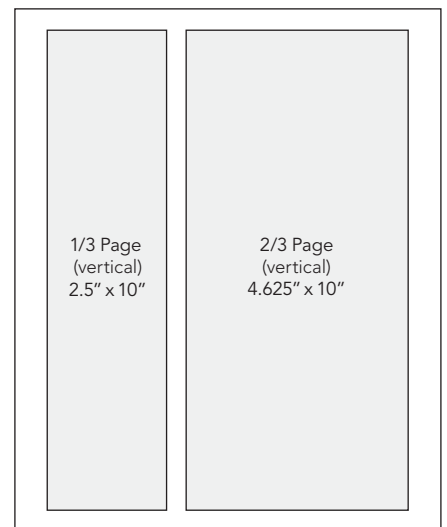
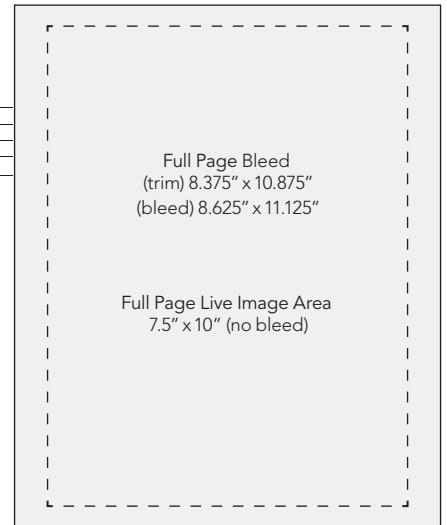
728 x 90 leader



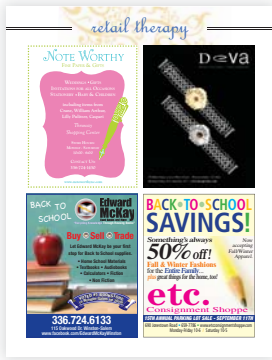
300 x 250
Pillow Ad



728 x 90
Leaderboard Ad



advertising guides



The advertising guide hosts full-color, vibrant ads in a special themed advertising-only section. Available each month.
* See Planning Calendar.

WINSTON-SALEM MONTHLY advertising guides are special themed, full-color advertising sections that provide your business an affordable venue to reach affluent local readers.

- FEBRUARY ISSUE • Valentine's Day
- MARCH ISSUE • Easter Issue
- MAY ISSUE • Mother's Day
- JUNE ISSUE • Father's Day
- AUGUST ISSUE • Back-To-School
- NOVEMBER ISSUE • Holiday Issue
- DECEMBER ISSUE • Holiday Issue

ADVERTISING RATES/DIMENSIONS

AD SIZE	1X	2X	3X +	WIDTH	HEIGHT
Full page	\$2000	\$1600	\$1200	7.25"	9.75"
1/2 page horizontal	\$1000	\$800	\$600	7.25"	4.5"
1/4 page	\$500	\$400	\$300	3.5"	4.5"

Special Sections

ADVERTISING OPPORTUNITIES

8-Page Supplemental Publications, Special Sections & Overruns Available.
Contact for quote.

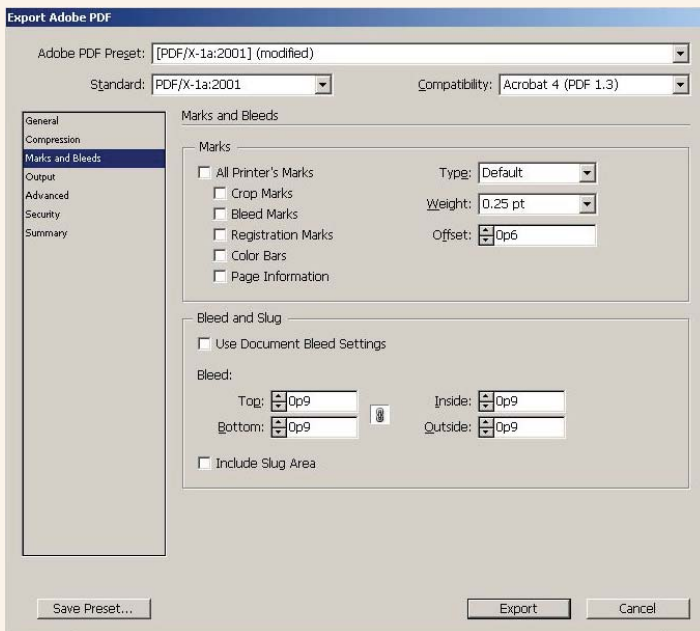


DEADLINES:
Space reservation 6th. Completed materials due 13th of each month prior. *Winston-Salem Monthly* publishes the first of each month.



ARTWORK SPECIFICATIONS

1. High Resolution PDF files – all fonts embedded. PDX/X-1a:2001 option with one change noted below. (bleed 9 points)



2. Adobe InDesign files – all text must be converted to paths with images either embedded or included in a separate folder.
3. Adobe Illustrator CS4 or earlier – all text must be converted to paths with images either embedded or included in a separate folder.
4. Adobe Photoshop CS4 or earlier – must be at least 300 dpi; all text layers rastered.
5. QuarkXPress 6.0 or earlier – all images and/or other links must be included; all text converted to paths.
6. We cannot accept the following formats: Corel, MS Word, MS Publisher, MS PowerPoint, Apple Macintosh fonts.
7. Online ads are limited to these sizes and have specific placement on the site: 300 x 250 pillow; 728 x 90 leader.
8. Online ads can be in the following formats: .jpg, .gif & .swf and have specific file size limitations and constraints concerning the number of frames and looping.
9. Specific turn-around times have to be considered for online ads, they and other Online ad information can be viewed on winstonsalemmonthly.com under the Advertise tab.



QUESTIONS?

For questions about artwork specifications contact:

Richard Boyd, Art Director
rboyd@wsjournal.com
336-727-7312

For advertising questions and information please contact:

Angie Gibson, Sales Manager
adgibson@mediageneral.com
336-944-4275

Direct editorial questions to:
wsmnthly@mediageneral.com

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