

SHORE

MAGAZINE

MEDIA KIT 2022



WHO WE ARE

Shore Magazine is the Eastern Shore's premier feature magazine, celebrating the diverse people, rich culture, and natural beauty of the Mid-Shore region. With more than 23,500 readers each month, **Shore Magazine** is one of the fastest-growing magazines in Maryland.

Featuring interesting people and businesses, acclaimed festivals and events, unique shopping, divine dining, and interesting indoor and outdoor experiences. **Shore Magazine** is the go-to publication for residents and visitors who want to know what it is like to live here.

DISTRIBUTION

THE BEST OF BOTH MARKETS, LOCALS AND TOURISTS:

Each issue of **Shore Magazine** tells the compelling stories of people, places and lifestyle interests on Maryland's Eastern Shore.

Living a Shore lifestyle is special and not limited by zip code. We attract our loyal readers from The Eastern Shore and the tourists who come here to enjoy all the Shore has to offer.

DISTRIBUTION:

- Home Delivery
- Subscribers of The Star Democrat, Bay Times/Record Observer, and Kent County News
- Targeted Drop Locations mapped inside of publication
- Digital Copies
- Social Media Campaigns
- Star Democrat Facebook — over 12,000 followers
- Over 100,000 targeted digital ads

SUBSCRIPTION RATE:

Subscribe online at ShoreMonthly.com
\$36 per year (6 issues)

SHORE
443-239-0307



9,000 COPIES INSERTED INTO THE STAR DEMOCRAT,
BAY TIMES / RECORD OBSERVER AND KENT NEWS

500 COPIES BUNDLE DROPPED AT
LOCATIONS ACROSS THE EASTERN SHORE AND
WITH EACH SHORE ADVERTISER

100,000 DIGITAL EDITIONS EMAILED OUT TO THE
CHESAPEAKE BAY AREA

110,000

TOTAL DISTRIBUTION - DIGITAL & PRINT

SHORE

443-239-0307



Center Spread Sponsorship

one center spread in Shore Magazine
center spread in Welcome Home magazine
25,000 digital impressions on Star Dem.com or
myeasternshoremnd.com

\$2,400 per edition

Premium Page Sponsorship

one premium edition in Shore Magazine
one full page ad in Welcome Home magazine
25,000 digital impressions on Star Dem.com or
myeasternshoremnd.com

\$1,300 per edition

Full Page Sponsorship

one full page ad in Shore Magazine
one full page ad in Welcome Home magazine
25,000 digital impressions on Star Dem.com or
myeasternshoremnd.com

\$1,200 per edition

Half Page Sponsorship

one half page to run in Shore Magazine
one half page to run in Welcome Home Magazine
25,000 digital impressions on StarDem.com or
myeasternshoremnd.com

\$750 per edition

NEW THIS YEAR - Chesapeake Best of Discount!

***As a finalist or a Winner, you are entitled to a discount on a pickup ad to run in the
Wednesday or Thursday Star Democrat.***

All sponsorships are sold on a six time commitment.

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ADVERTISE

SIZE	OPEN	6X	3X
Spread	\$3,300	\$1,650	\$2,035
Full	\$1,050	\$900	\$950
Half	\$500	\$425	\$450
Quarter	\$250	\$200	\$225
Eighth	\$200	\$150	\$175

PREMIUM/REQUESTED PLACEMENT

Back cover add 25%

Inside Back Cover add 20%

Inside Front Cover add 20%

CANCELLATION DATES

- Orders for all advertising units are non-cancellable 30 days prior to space deadline.
- Any ads accepted after closing date (at discretion of the publisher) are non-cancellable.

FULL PAGE AS LOW AS

1¢*
PER READER

* 6 x annual agreement with Shore

AD SPECS



SIZE	FINAL TRIM SIZE	BLEED SIZE	IMAGE SIZE
2 Page Spread	16.25 x 10.5	16.75 x 11	15.375 x 9.75
Premuim	8.125 x 10.5	8.625 x 11	7.25 x 9.75
Full	8.125 x 10.5	8.625 x 11	7.25 x 9.75
Half (horz)	7.25 x 4.75		
Half (vert)	3.56 x 9.75		
1/4 Page	3.56 x 4.75		
1/8 Page	3.56 x 2		

All measurements are in inches. Bleed information applies to full-page ads only.

LIVE AREA

Keep all live matter at least 1/4 -inch from final trim size on all sides.

BLEED

Extra image that extends beyond the edge of the page. When trimmed, this ensures the ad will not have a white line down the edge due to cutting variation during printing.

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2022 Issue	Space & Copy Deadline	Distribution
March/April	February 16, 2022	February 27, 2022
May/June	April 8, 2022	April 29, 2022
July/August	June 3, 2022	June 24, 2022
September/October	August 5, 2022	August 26, 2022
November/December	October 7, 2022	October 28, 2022
January/February	December 9, 2022	December 30, 2022

ADVERTISING AGREEMENT

FOR SHORE MAGAZINE USE ONLY

Account Executive _____ Date _____

Account # _____

Advertiser _____

Agency (if any) _____

Contact person _____

Contact Person _____

Phone _____

Phone _____

Email _____

Email _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

GENERAL POLICY

All advertising is subject to **Shore Magazine** approval. **Shore Magazine** reserves the right to reject advertising that is not in keeping with the publication's standards. **Ad positioning cannot be guaranteed.**

WE WANT YOU TO PRINT CORRECTLY

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time.

TERMS AND CONDITIONS

This agreement is binding. In the event of non-compliance, **Shore Magazine** reserves the right to re-charge all advertising at earned rates as per its published rate.

All advertising must be paid in advance of publication date deadline unless credit has been established. **Shore Magazine** terms of payment are within 20 days for credit, and that all regular credit policies apply.

I have read the advertising contract, and agree to the terms and conditions set forth on this page and in the current rate card.

Signature _____

Name Printed _____ Date _____

ADVERTISING SPACE RESERVATION

AD SIZE	FREQUENCY		START DATE	END DATE	PRICE PER ISSUE
	6x	3x			
<input type="checkbox"/> SPREAD	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> PREMIUM PAGE	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> FULL PAGE	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/2 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/4 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/8 PAGE	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____



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**PUBLISHER**

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SHORE

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WWW.SHOREMONTHLY.COM