



THE STURBRIDGE TIMES MAGAZINE

THE CHRONICLE OF STURBRIDGE COUNTRY LIVING

Media Kit

READ COVER-TO-COVER BY YOUR BEST CUSTOMERS

THE RIGHT CONTENT FOR YOUR MOST DISCERNING CUSTOMERS
Stories & features that capture the attention of your best customers



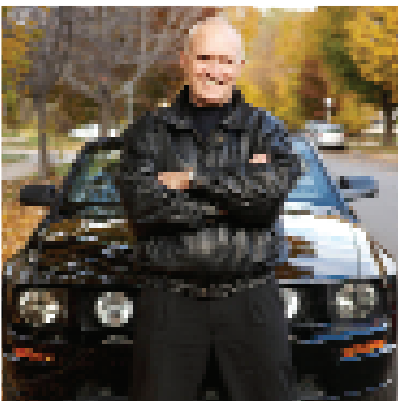
You can buy an ad in a newspaper that will be delivered to people's homes, but how many people will open that paper, see your ad, and remember it? The Sturbridge Times Magazine is crafted so that it will be read by your very best customers. It is filled with in-depth lifestyle features, personality profiles, professional advice, and much more. By putting together the magazine we want to read ourselves, we know we are delivering a publication that will satisfy the most discerning readers in the area.

TOTAL MARKET COVERAGE IN STURBRIDGE ... AND MORE
Mailed into every home and business in Sturbridge



The Sturbridge Times Magazine has developed a large, loyal following of Sturbridge readers and advertisers. Every issue is crafted with a reader-friendly lifestyle format that informs and entertains its faithful audience. This lifestyle magazine is packed with fascinating portraits of the friends and neighbors who make up this unique American town and its surrounding communities. BONUS DISTRIBUTION to several high-traffic tourist areas brings your advertising to hundreds more throughout the month.

REACHING THE MOST FINANCIALLY SUCCESSFUL RESIDENTS IN 10 TOWNS
Mailed to every address with an income of \$100,000 or more greater Sturbridge



With an advertisement in The Sturbridge Times Magazine, you won't throw your ad dollars away on buckshot advertising. Your ad will target every financially successful family in this 10-town region. These are the people who are more likely to eat out, buy clothes, purchase antiques, hold multiple bank accounts, electively repair their homes and cars, and influence others to make similar choices.

Call our Advertising Department

508-347-7077

www.sturbridgetimes.com

The Sturbridge Times Magazine
gives you the best return for your advertising investment
because more people open it, read it, discuss it, and pass it along.

THE STURBRIDGE TIMES MAGAZINE

We know your best customers.

We reach them in a way no other publication can.

A MONTHLY PUBLICATION

BENEFIT: Cost-effective for all advertising budgets.

BENEFIT: Monthly frequency yields more focused reader attention.

A MAGAZINE — NOT A NEWSPAPER

BENEFIT: A well-produced magazine dedicated to the area captures attention, inspires loyalty, and wins higher quality-of-interest among readers.

BENEFIT: You are associated with a publication that provides a higher quality, more sophisticated editorial product.

TARGETED MARKETING FOR YOUR PRODUCT OR SERVICE

BENEFIT: Your ad dollars go further. You are spending less for advertising that performs better.

BENEFIT: Place an ad in three or more consecutive issues and your business will be listed in our website guide under the appropriate category at no cost.

Reach the most
desirable customers
in Sturbridge and
the whole region.

The Sturbridge Times Magazine is mailed to every home and business in Sturbridge.

Additionally, the magazine is mailed to every residence in the following towns with an income of \$100,000 or more:

Charlton

Brimfield

Brookfield

East Brookfield

Holland

North Brookfield

West Brookfield

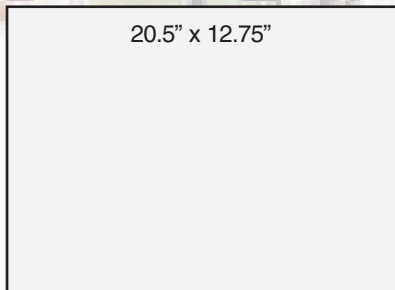
Spencer

Wales

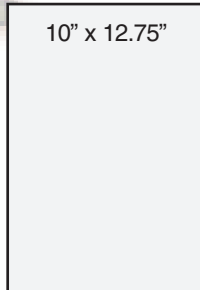
Plus bonus distribution
throughout the month to
selected high-traffic areas

THE STURBRIDGE TIMES MAGAZINE

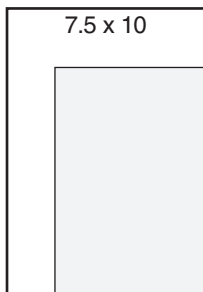
Advertising Unit Sizes



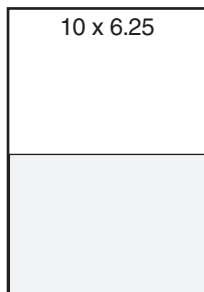
Center Spread



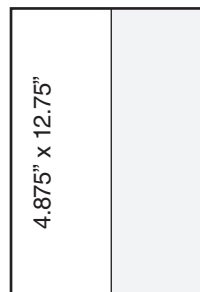
Full Page



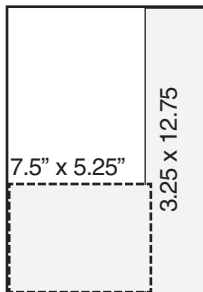
Jr. Page Premium



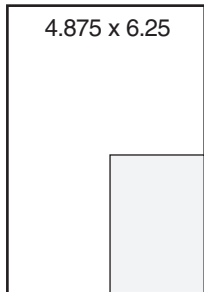
1/2 Pg. H



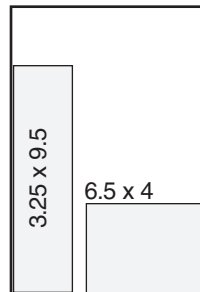
1/2 Pg. V



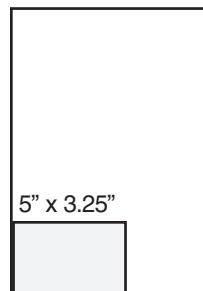
1/3 Pg. H & V



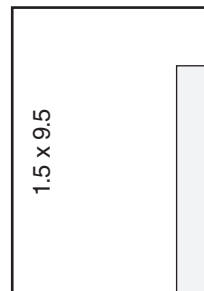
1/4 Pg.



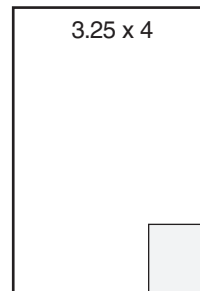
1/4 Pg. H & V



1/6 Pg.



1/8 Pg. V Tall



1/8 Pg. Short

The Business Directory ads measure 1.5 x 3

03/08

Ad Rates Mechanical Information

ADVERTISING RATES

| | 1x | 3x | 6x | Year |
|------------------|--------|--------|--------|--------|
| Biz Directory | \$30 | \$30 | \$30 | \$30 |
| 1/8 pg. | \$105 | \$90 | \$77 | \$60 |
| 1/6 pg. | \$135 | \$125 | \$115 | \$100 |
| 1/4 pg. | \$175 | \$165 | \$155 | \$145 |
| 1/3 pg. | \$245 | \$235 | \$225 | \$215 |
| 1/2 pg. | \$315 | \$299 | \$285 | \$270 |
| Jr. Page | \$490 | \$475 | \$459 | \$447 |
| Full page int. | \$650 | \$635 | \$620 | \$599 |
| FP inside covs. | \$770 | \$755 | \$740 | \$735 |
| FP back pg.* | \$900 | \$885 | \$830 | \$777 |
| Center spread* | \$1540 | \$1525 | \$1510 | \$1489 |
| Add 4-color | \$125 | \$125 | \$125 | \$125 |
| Add 1-spot color | \$95 | \$95 | \$95 | \$95 |

* Complimentary 4-color with these ad sizes.

AD UNIT SIZES

| | |
|---------------------|-----------------|
| Biz Directory | 1.5" x 3" |
| 1/8 page horizontal | 3.25" x 4" |
| 1/8 page vertical | 1.5" x 9.5" |
| 1/6 page | 5" x 3.25" |
| 1/4 page | 4.875" x 6.25" |
| 1/4 page vertical | 3.25" x 9.5" |
| 1/4 page horizontal | 6.5" x 4" |
| 1/3 page vertical | 3.25" x 9.5" |
| 1/3 page horizontal | 7.35" x 5.25" |
| 1/2 page vertical | 4.875" x 12.75" |
| 1/2 page horizontal | 10" x 6.25" |
| Junior Page Premium | 7.5" x 10" |
| Full Page | 10" x 12.75" |
| Center spread | 20.5" x 12.75" |

Publication Type: Magazine Circulation Cycle: Monthly
Primary Delivery Method: U.S. Post Office

Printing

Web-offset, 35# newsprint: 85-100 line screen
The sum percentage of tone value for 4/C advertising is not to exceed 260%.
Negatives: Right reading emulsion down.
Line screen: 85 lpi. Dots Per Inch: 170 dpi.
Ink Density: 265.

Ad Prep

We are a Mac-based company. Composite PDF format preferred. Also acceptable: Quark, Illustrator, Photoshop.

We are glad to design and set ads for our advertisers with one revision at no charge.

Materials can be emailed to:
ads@sturbridgetimes.com