

# Your neighbors. Your community. Your magazine.



Delivering the community consumer to your door - issue after issue.

Reflecting the lifestyle of the community, *Dublin Life*, *Westerville Magazine*, *Pickerington Magazine* and *Tri-Village Magazine* are mailed to each residence in the city's boundaries - offering total saturation of your target market with unmatched readership. These premier city magazines are lifestyle resources for residents, including city newsletters with event and program updates, as well as compelling editorial featuring the people, businesses and happenings in the community

# Westerville

[www.westervillomagazine.com](http://www.westervillomagazine.com)



**Readership:** 43,050\* **Circulation:** 20,500+ each issue

**Building Relationships:** Since 2001, *Westerville Magazine* has been the official magazine of the dynamic City of Westerville, and is mailed to City of Westerville residents and businesses, PLUS school district homes valued at \$250,000+ in zip codes 43081 and 43082.

**Average Westerville Resident:** 38.7 years of age, married with minor children living in the home, employed full-time in a variety of management and professional professions.

**Median Family Income:** \$84,223

**Average Home Price:** \$201,906

**Bulk issues available:** Municipal Building, Westerville Community Center, Westerville Area Chamber of Commerce, Westerville Library, various retail outlets.

## Westerville & Tri-Village Editorial Schedule

**January/February**

*Health/Fitness*

**March/April**

*Education*

**May/June**

*Food*

**July/August**

*Kids*

**September/October**

*Vibrant Seniors/Pets*

**November/December**

*Holiday*

**2008: Money magazine names Westerville among the top five most affordable communities in the United States.**

**UA earns AAA ratings from Moody's and Standard & Poor: Upper Arlington's per-capita income is three times the state average!**

# tri-village magazine

[www.trivillagemagazine.com](http://www.trivillagemagazine.com)



**Readership:** 42,000

**Circulation:** 20,000+ each issue

**Building Relationships:** Founded in 1999 as *Upper Arlington Magazine*, the new *Tri-Village Magazine* has an increased distribution to homes and businesses in Grandview Heights and Marble Cliff in addition to UA!

**Average Tri-Village Resident:** 43 years of age, married with minor children living in the home, employed full-time in a variety of management and professional professions.

**Median Family Income:** \$90,208

**Average Home Price:** \$324,200

**Bulk issues available:** UA, Grandview and Marble Cliff city offices, libraries, chamber offices, various retail outlets.

**For Advertising Rates  
Call 614-572-1240**

## Closing Dates

**Space reservation** due the first of the month preceding publication date

**Ad materials** due the fifth of the month preceding publication date



**Readership:** 31,500 (first year estimate)  
**Circulation:** 17,500+ each issue  
**Building Relationships:** Pickerington Magazine is the official magazine of the City of Pickerington and Violet Township, and is mailed to city and township residents, businesses in zip codes 43147 and 43110.  
**Average Pickerington Resident:** 33 years of age, 69% married with minor children living in the home, employed full-time in a variety of management and professional professions.  
**Median Family Income:** \$92,224  
**Average Home Price:** \$190,000  
**Bulk issues available:** Violet Township Building, Pickerington City Hall, Pickerington Area Chamber of Commerce, Pickerington Library, various retail outlets.

## Pickerington & Dublin Editorial Schedule

### February/March

Health/Fitness

### April/May

Education

### June/July

Food

### August/September

Kids

### October/November

Vibrant Seniors/Pets

### December/January

Holiday

*CNNMoney.com shows Pickerington with a 63% job growth rate (2000-2008)—one of the largest in the nation.*

*Dublin earns AAA rating from Moody's, a distinction only 3 percent of rated cities throughout the country carry!*

"Our Center has now been publishing ads in the Tri-Village Magazine for about a year and a half, as well as with two or three other regular local publications. By far, we have gotten the best response from our spend in Tri-Village Magazine. The fact that the magazine is directly mailed to our target market residences and the reality that it has a two-month shelf life really has an advantage for us. We routinely get calls from prospective parents who tell me they have seen our ad in the Tri-Village Magazine.

Thank you for making one of my non-core business decisions much easier to make. I hope to have a very long relationship with the Tri-Village Magazine."

GWEN KYLE, CENTER DIRECTOR  
 THE TUTORING CENTER, COLUMBUS

## dublinlife



**Readership:** 31,500\*  
**Circulation:** 17,500+ each issue  
**Building Relationships:** Since 1999, Dublin Life has been the official magazine of the growing City of Dublin. Dublin Life is mailed to City of Dublin residents and businesses in zip codes 43016 and 43017.  
**Average Dubliner:** 36-45 years of age, married with minor children living in the home, employed full-time in a variety of management and professional professions.  
**Median Family Income:** \$104,829  
**Average Home Price (2005):** \$347,633  
**Bulk issues available:** City Hall, Community Relations, Dublin Community Recreation Center, Dublin Chamber, Dublin Library, various retail outlets.

## ASK ABOUT SOCIAL MEDIA OPPORTUNITIES



**NEW THIS YEAR!**  
**All publications available online in digital format with pages that flip and ads to click!**

\*Based on an independent media audit by International Demographics, Inc.



### Online Advertising All rates per month

- 1 rotating banner – \$350
- 2 premium box – \$250
- 3 box ad – \$100
- 4 contests and giveaways  
*more ways to reach our readers – promotional tickets, product giveaways and gift certificates*



### Rates effective January 1, 2012

**Available Discounts** - Agency commission (15%) is paid to recognized agencies. Commission is not earned if account reaches 60 days with non-payment.

**Terms** - First time advertisers and agencies to The Publishing Group Ltd.; payment required with materials prior to press time. All other accounts, net 30 days. A monthly service charge of 1.25% (21% annual rate) is assessed on unpaid balances over 30 days and loss of 30 days terms for one year. The Publishing Group Ltd. retains the right to reject advertisements that it deems inappropriate for the community or that conflict with the general policy of The Publishing Group Ltd.

The acceptance of advertising does not constitute an endorsement by any city government or The Publishing Group Ltd.



# HEALTHY NEW ALBANY

New Albany is your home. It's where you do business. It is a location that enhances your well-being with healthy living options that mesh with your lifestyle.

*Healthy New Albany Magazine* embraces and celebrates the benefits of healthful living.

The editorial scope of the magazine uniquely covers the four pillars of the community: arts, environment, health and education with a focus on how they impact the health of residents.

The six issues each year will feature Fitness & Nutrition Options, Kids in the Community, Educational and Cultural Opportunities, Vibrant Living, Outdoor Pursuits and Shopping & Dining locally as well as regular features, web exclusives and more!

**Readership:** 23,100 (first year estimate)

**Circulation:** 10,500

**Building Relationships:** *Healthy New Albany* is the official magazine of Healthy New Albany, Inc., a 501(c)(3) charitable organization serving New Albany and Plain Township residents in Franklin and Licking counties (zip code 43054). The magazine is mailed bimonthly to residents and area businesses, and is available online in digital format.

**Average New Albany Resident:** 37 years of age, college graduate, married with minor children in the home, employed in a variety of management and professional positions.

**Median Family Income:** \$119,171 – more than double the Ohio average!

**Average Home Price:** New Albany: \$699,698 (Ohio: \$134,000)

**Bulk issues available:** New Albany Municipal Building, Plain Township, New Albany Library, New Albany Chamber, YMCA, ELLA, Woodhaven Farms, Jeanne B. McCoy Center, New Albany Realty, New Albany Links

## Schedule

January/February

March/April

May/June

July/August

September/October

November/December

Check out **Healthy New Albany Magazine** online for web exclusives, expert tips, event information and more.

[www.healthynewalbanymagazine.com](http://www.healthynewalbanymagazine.com)



## Ad Specs width x height



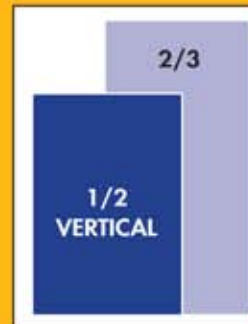
FULL PAGE

Trim Size	8.25 x 10.875
Full-Page Live Area	7.25 x 9.875
Full-Page Bleed	8.5 x 11.125
Two Page Spread Trim*	16.5 x 10.875
Two Page Spread Live*	15.5 x 9.875
Two Page Spread Bleed*	16.75 x 11.125
2/3 Page	4.75 x 9.875
1/2 Page Horizontal	7.25 x 4.875
1/2 Page Vertical	4.75 x 7
1/3 Page Square	4.75 x 4.875
1/3 Page Vertical	2.25 x 9.875
1/6 Page	2.25 x 4.875

\*Allow 1/8" minimum space each side of gutter.



1/2  
HORIZONTAL



2/3  
1/2  
VERTICAL



1/3  
SQUARE

1/3  
VERTICAL

## ONLINE AD DIMENSIONS

Rotating Banner	575 x 100 pixels
Right Side Premium	350 x 195 pixels
Box	160 x 160 pixels

Ad production services are available upon request.

## MECHANICAL REQUIREMENTS

- Prints all 4-color process.
- **ELECTRONIC FILES ONLY** – in the following applications: InDesign, Illustrator (all text converted to outlines), Photoshop or as a print optimized PDF file (preferred). All non-PDF MAC files must include all imported art files, typefaces used and software and version number.
- Ads may be submitted on a CD or e-mailed in a Stuffit file to [ads@pubgroupltd.com](mailto:ads@pubgroupltd.com). Subject line should include publication name and issue date.
- Color ads **MUST** be submitted as CMYK at 300 dpi with a color proof.
- Ads not supplied in the correct size or format will be subject to a \$50 per hour charge to correct or convert materials.

The Publisher is not responsible for typographic or print errors if materials are supplied incorrectly and are not accompanied by a proof.