



# SHORE

MAGAZINE

**MEDIA KIT 2021**



# 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 73,500 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
- Digital Copies
- Social Media Campaigns
- Star Democrat Facebook — over 12,000 followers
- Over 100,000 targeted digital ads

### 180 KEY LOCAL POINTS OF DISTRIBUTION:

Easton - 70	Chestertown - 22
St. Michaels - 34	Denton - 10
Kent Island - 40	Find the entire list on
Cambridge - 11	ShoreMonthly.com

### SUBSCRIPTION RATE:

Subscribe online at [ShoreMonthly.com](http://ShoreMonthly.com)  
\$36 per year (6 issues)

**SHORE**  
443-239-0307



8,100 COPIES INSERTED INTO THE STAR DEMOCRAT,  
BAY TIMES / RECORD OBSERVER AND KENT NEWS

3,000 COPIES BUNDLE DROPPED AT OVER 300  
LOCATIONS ACROSS THE EASTERN SHORE AND  
WITH EACH SHORE ADVERTISER

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

111,100

TOTAL DISTRIBUTION - DIGITAL & PRINT

# SHORE

443-239-0307

## ADVERTISE

SIZE	OPEN	6X	3X	2X
Spread	\$3,000	\$1,500	\$1,850	\$2,100
Full	\$1,800	\$900	\$1,100	\$1,325
Half	\$1,100	\$625	\$725	\$825
Quarter	\$660	\$350	\$425	\$500
Eighth	\$400	\$200	\$250	\$300

### PREMIUM/REQUESTED PLACEMENT

Back Cover add 20%  
Inside Front Cover add 20%

**\*SOLD OUT FOR 2021**

### 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.

### HOTLINK YOUR AD

to your website featured in 100,000 SHORE digital editions across the Chesapeake Bay area... only \$20.00 for selected 2021 editions.



# AD SPECS



SIZE	FINAL TRIM SIZE	BLEED SIZE	IMAGE SIZE
2 Page Spread	16.75 x 10.875	17.5 x 11.375	15.75 x 9.875
Premuim	8.375 x 10.875	8.875 x 11.375	7.375 x 9.875
Full	8.375 x 10.875	8.875 x 11.375	7.375 x 9.875
Half (horz)	7.375 x 4.875		
Half (vert)	3.625 x 9.875		
1/4 Page	3.625 x 4.875		
1/8 Page	3.625 x 2.375		

*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.

FULL PAGE AS LOW AS

1¢\*

PER READER

\* 6 x annual agreement with Shore

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2021 Issue	Theme	Space & Copy Deadline	Distribution
January/February	Rising Stars	December 4, 2020	December 23, 2020
March/April	Collectors	February 5, 2021	February 26, 2021
May/June	Food	April 9, 2021	April 30, 2021
July/August	Health and Wellness	June 4, 2021	June 25, 2021
September/October	Education	August 6, 2021	August 27, 2021
November/December	Arts	October 8, 2021	October 29, 2021



# 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
<input type="checkbox"/> FULL PAGE	6x 3x <input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> HALF PAGE	<input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 2/3 PAGE	<input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/3 PAGE	<input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/4 PAGE	<input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____
<input type="checkbox"/> 1/6 PAGE	<input type="checkbox"/> <input type="checkbox"/>	_____	_____	_____



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**PUBLISHER**

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# SHORE

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[WWW.SHOREMONTHLY.COM](http://WWW.SHOREMONTHLY.COM)



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