

# **M** | Monthly Media Kit

“ We are the community’s voice and forum. Our mission is to inform and inspire our readers, to be a trustworthy and dependable marketing partner for our value-conscious advertisers, and a leader in our community, paving the way for new and inspiring change.”

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MONTHLY  
**M**  
MEDIA  
GROUP



what we offer

# Here's how the region's strongest multimedia platform drives results.



## Hilton Head Monthly Magazine

What began as the *Property Owners Report*, approximately 20 years ago, has grown to become a Lowcountry tradition as the region's No. 1 news, business and lifestyle magazine that reaches more than 120,000 readers – including primary and second homeowners, as well as visitors.

In addition to being mailed directly to devout readers throughout the Lowcountry and across the U.S., *Hilton Head Monthly* is also available at high-traffic locations, waiting rooms, hotels and other accommodation providers.

Additionally, *Hilton Head Monthly* is regularly cross-promoted on TV, radio and major events throughout the year.

Hilton Head Monthly magazine reaches more than 120,000 readers every month.

## Digital Edition

In addition to the printed version of the magazine, *Hilton Head Monthly* is now also available as a digi-book. Readers can access its content from anywhere in the world as they electronically flip through the pages on their computer screen.



# M what we offer

## HiltonHeadMonthly.com

The newest version of our website is a fully database-driven, searchable online resource, considerably expanding the mission and the reach. The site's unique content — from local news to fun features and from blogs to digi-books and clickable advertising — is available 24/7 for our Internet savvy readers.



## HiltonHeadRealEstateProperties.com

Dedicated to providing an experience that no other real estate-oriented Web site can provide, realestateresourcebook.com has proven itself to be the one-stop portal for anyone with an interest in area real estate. From detailed community descriptions to easily navigable current offerings, realestateresourcebook.com gives users everything they need to make their home in the Lowcountry. It also provides area real estate professionals with a perfect medium in which to present their listings and offerings, bringing buyers and sellers together like never before.

## HiltonHeadBridalShow.com

Created as a resource for Monthly's popular Hilton Head Bridal Show event, the website equivalent is a one-stop shop for brides wanting to plan a wedding on Hilton Head Island. In addition to helpful hints from the experts and fun features about wedding traditions, the reader also can access a list of area vendors and venues throughout the Lowcountry. It's the perfect online tool for any bride planning for the big day or wedding professionals looking to market their services.



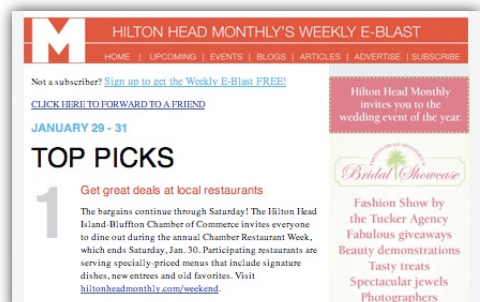
## HiltonHeadSavings.com

HiltonHeadSavings.com? Having a wine tasting? Not enough business on Tuesdays? Too much inventory this month? HiltonHeadSavings.com can help! Manage your deals and discounts in REAL TIME. We can get your message out quickly and easily at a moments notice.



## E-newsletter

Our weekly newsletter keeps our readers engaged with up-to-the-minute content and is an effective way for our advertisers to promote special offers.



In August 2008, Hilton Head Monthly achieved the highly coveted periodical mailing status.

# Why we are the region's No. 1 media buy:

**We're everywhere.** **1**

We're the only magazine that mails to second homeowners. *Hilton Head Monthly* can be found in highly visible street locations, as well as quality hotel rooms. Additionally, our magazines are mailed directly to homeowners in state and out of state. Monthly Media Group maintains its own regularly updated mailing list pulled from Beaufort County tax information.

**Our readers care.** **2**

*Hilton Head Monthly* has a highly involved readership (actively requested by more than 50% of the readers). Our readers are educated and want to stay informed about what's going on in their community.

**100% local.** **3**

*Hilton Head Monthly* uses writers who know and love the Lowcountry to provide informative and entertaining editorial.

**Monthly gets the word out.** **4**

*Hilton Head Monthly* Magazine is actively promoted through radio, TV and local events.

**The exposure you want and need.** **5**

*Hilton Head Monthly's* market reach combines the most qualified readers in Hilton Head, Bluffton, Sun City, and more.

**A high-end product.** **6**

*Hilton Head Monthly's* award-winning design and well-balanced editorial offers a resource for anyone interested in news, business, lifestyle, people and events. There's something for everyone!

**Our heart is in the community.** **7**

*Hilton Head Monthly* and Frey Media are active supporters of local charities and events. We care about our community every day.



Our readers are *your* customers!

# Circulation

**Average readership per issue is 100,000.**

Total circulation .....	45,000
Mailed to homeowners in state .....	18,000
Mailed to homeowners out of state.....	6,000
Newsstand, hotels & event distribution .....	6,000
Electronic subscribers (online, newsletter, etc.).....	15,000



## 1 Creative Services:

Our talented graphic design team and sales representatives will assist you in building quality and effective advertisements. From brainstorming ideas and layouts to finding the perfect photograph, we are here to assist in building your ad whether it is for print or Internet.

## 2 Events:

*Hilton Head Monthly* produces highly-anticipated and successful events in the Lowcountry including, the Hilton Head Bridal Showcase, Monthly's Annual Pet Expo and the ever-favorite Reader's Choice Party. The events offer Hilton Head Monthly advertisers the opportunity to partake in an effective marketing campaign of both advertising and event presence, while interacting with the community.

## 3 Reprints:

Your ad or advertorial featured in Hilton Head Monthly magazine can be reprinted and distributed as an extremely effective marketing piece for your business. Reprints offer great value with a professional look and feel.

## 4 Overprints:

*Hilton Head Monthly* often features very informative and useful articles which can be overprinted and distributed. The annual Community Guide featured every April is the perfect marketing piece for real estate professionals interested in distributing information about the area to prospective clients.

## 5 Custom Publications:

*Hilton Head Monthly's* talented production team and sales representatives are here to assist you in building your custom publication. Monthly's team has produced the Hilton Head Symphony Orchestra's annual program and 2008 and 2009 program for the Hilton Head Food and Wine Festival.

## 6 360Forward:

360Forward is an experienced team of Internet marketing specialists, creative designers, writers and programmers, who offer technical, marketing and content management solutions. We specialize in quality web design, interactive marketing, e-commerce solutions, Intranets and corporate branding.

## 7 Digital Brochures:

We can create a digital brochure from scratch or convert your printed piece into a digi-book and make it easy to distribute through your website and via e-mail.

# 2012 EDITORIAL CALENDAR

## **January**

- **Intriguing People of the Lowcountry**
- Financial Check-up
- Private Schools
- New Year New You
- Restaurant Week
- Event: Readers Choice Party

## **February**

- Bridal Guide
- Travel
- Healthy Heart
- Home Resourcebook
- Event: Bridal Showcase

## **March**

- **The Green Issue**
- Green Home & Garden
- St. Patrick's Day
- Nursing: Unsung Heroes/Faces of Nursing

## **April**

- **RBC Heritage**
- Real Estate
- Top Lawyers
- Home Resourcebook

## **May**

- **Health Wellness Issue** (Med. Profiles)
- Retirement 101
- Forever Young: Baby Boomers
- Mother's Day (Mother Profiles)

## **June**

- Summer Fun Map insert
- Father's Day (Father Profiles)

- Men's Gift Guide
- Men's Health
- Home Resourcebook

## **July**

- Summer Fun Bike Map Insert
- The Beauty Book
- Cleaning, Organizing & Downsizing
- Family Life in the Lowcountry

## **August**

- Summer Fun
- Back to School
- Pets
- Home Resourcebook

## **September**

- City Guide
- Fall Bridal
- Property Management
- Event: Monthly's 6th Annual Pet Expo

## **October**

- **Concours d'Elegance**
- Power of Pink
- Automotive (Profiles)
- Home Resourcebook

## **November**

- **The Food Issue**
- Shopping Guide
- Rocks of Love: Jewelry Showcase

## **December**

- **Reader's Choice**
- Shopping Guide
- New Year's Eve
- Charity
- Home Resourcebook

### **IN EVERY ISSUE**

Home Improvement / Where to eat / Home Discovery / Window Shopping  
Health / Bridal / Business Time / Event Calendar

# Print and online advertising rates



- Specified positions add 15%.
- Ad agency commission 15%.
- Charity rates please inquire.
- Special ad sizes by request.
- Cover position please inquire.

	12x	6x	3x	1x
<b>Spreads</b>	\$2,940	\$3,240	\$3,540	\$3,840
<b>Full Page</b>	\$1,960	\$2,160	\$2,360	\$2,760
<b>Half Page</b>	\$980	\$1,080	\$1,180	\$1,380
<b>One-Third Page</b>	\$690	\$790	\$890	\$990
<b>One-Fourth Page</b>	\$490	\$540	\$590	\$690
<b>One-Eighth Page</b>	\$245	\$270	\$295	\$345
<b>Window Shopping</b>	\$199 (\$99 with display ad) per month			

## Online Advertising Opportunities

### Leader Board Banner Ad

- \$125/month (Homepage \$200)
- Ideal placement/top of each page (may rotate up to three times)

### Bottom Banner Ad

- \$100/month (Homepage \$125)
- Placement below digital magazine on homepage (may rotate up to three times)

### Streaming Video

- \$175/month
- 250 words of description below video

### Skyscraper Ad

- \$100/month (Homepage \$150)
- Right hand read on each page (may rotate up to three times)

### Horizontal Rectangle

- \$100/month (Homepage \$150)
- Placed in a particular category

### Vertical Rectangle

- \$75/month (Homepage \$100)
- Placed in a particular category

### In-Content Banner Ad

- \$100/month
- Vertical Ad within article

### E-Newsletter

- Skyscraper Ad \$125
- Dedicated Newsletter: \$300

### General Provisions

- One time set-up fee is \$50.
- All ads link to advertiser's website



**Magazine Trim Size**

83/8" x 107/8" • 8.375 x 10.875

**Full Page**

**Full Bleed**  
8 5/8" x 11 1/8"  
8.625 x 11.125

**(No Bleed)**  
7 3/8" x 9 7/8"  
7.375 x 9.875

**Half Page Horizontal**

7 3/8" x 4 3/4"  
7.375 x 4.75

**Half Page Vertical**

3 1/2" x 9 7/8"  
3.5 x 9.875

**Two-Thirds Page Vertical**

4 3/4" x 9 7/8"  
4.75 x 9.875

**Third Page Vertical**

2 1/4" x 9 7/8"  
2.25 x 9.875

**Third Page Square**

4 3/4" x 4 3/4"  
4.75 x 4.75

**Quarter Page Vertical**

3 1/2" x 4 3/4"  
3.5 x 4.75

**Eighth Page Horizontal**

3 1/2" x 2 1/4"  
3.5 x 2.25

**Window Shopping**  
2.35 x 4.6875

**Space deadline & deadline to submit information for ads built by HHM:**

15th of every month (If the 15th falls on a Saturday or Sunday the deadline will be the following business day)

**Camera ready materials deadline:**

20th of every month (if the 20th falls on a Saturday or Sunday the deadline will be the prior business day)

**Files larger than 5MB:**

The Art Department prefers camera ready ads be sent as a press-ready PDF via email. Files over 5MB send via yousendit.com.



Any production questions can be sent to [jeremy@hiltonheadmonthly.com](mailto:jeremy@hiltonheadmonthly.com).

Now enjoy your favorite city magazines **online!**

**Bleed (.125")**

**Trim**

**Live Area**

All pertinent information (phone numbers, headlines, body copy, important people or objects should remain inside the Live Area to ensure they'll be seen properly and not trimmed off.

**MONTHLY MEDIA GROUP HAS GONE HIGHER-TECH!**  
Hilton Head Monthly, Lowcountry Monthly and REAL Estate Resourcebook are now available in a totally digital format, online, allowing you to flip through your favorite city magazines electronically, as well as in hard copy format! Visit [hiltonheadmonthly.com](http://hiltonheadmonthly.com), [lowcountrymag.com](http://lowcountrymag.com) and [realestateresourcebook.com](http://realestateresourcebook.com) today!

# M online advertising specs

- 1. Leader Board Banner:** W: 610 x H: 75 pixels
- 2. Horizontal Rectangle:** W: 336 x H: 280 pixels
- 3. Vertical Rectangle:** W: 151 x H: 265 pixels
- 4. Skyscraper (Banner on the right side):** W: 160 x H: 475 pixels
- 5. Bottom Banner Ad:** W: 468 x H: 60 pixels
- 6. e-Newsletter Ad:** W: 190 x H: 350 pixels

All ads should be set to 72 dpi (resolution) at RGB.

The screenshot displays the Hilton Head Monthly website interface. At the top, the logo reads "hilton head Monthly Voice of the Lowcountry". Navigation tabs include HOME, NEWS, BUSINESS & MONEY, HOME & GARDEN, LIFESTYLE, HEALTH, AROUND TOWN, OPINION, DINING, ARCHIVE, BLOGS, CONTACT US, ADVERTISE, and LINKS. The date is Wednesday, Sep 08th.

Key ad placements are highlighted with blue boxes and labels:

- Leader Board Banner:** Located at the top left, featuring a "Pets on the Promenade" article with a palm tree and moon graphic.
- Horizontal Rectangle:** A large blue box on the right side of the page.
- Vertical Rectangle:** A blue box on the right side, below the horizontal rectangle.
- Skyscraper:** A tall, narrow blue box on the far right side of the page.

Other visible content includes a "Hilton Head Savings.com" advertisement, a weather forecast for Hilton Head, SC (82°F, Partly cloudy), and several news and business articles such as "Mayor's Race: Jim Collett" and "Pino Gelato: Business sense, served ice cold".

