

READING MAGAZINE

MEDIA KIT

Welcome to Reading Magazine, the premier mobile news magazine dedicated to showcasing the unique achievements of residents, businesses and community organizations in Berks County.

Our followers are looking for you! Advertising through our network (print, website, social or mobile app) is a great way to promote your products or services to thousands of new customers in Reading and Berks County.

As a print and digital publisher, we love creating unique opportunities for customers to experience your brand. Our in-house design team is happy to help you create a one of a kind advertising experience at no additional charge.



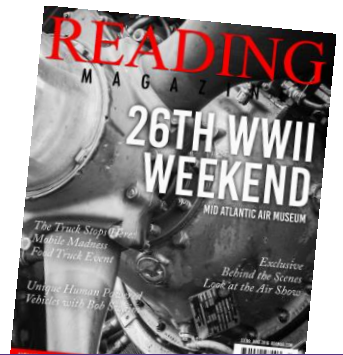
5,000+
MONTHLY WEB VIEWS



3,000+
MONTHLY APP VIEWS



5,600+
SOCIAL FOLLOWERS



680+
EMAIL SUBSCRIBERS



MOBILE APP

Available on iPhone, iPad & Android

Take us with you wherever you are with the all new Reading Magazine mobile app available for iOS and Android devices. Updated daily, the mobile app provides quick access to the latest news, entertainment and special events in Berks County.

Reach customers anytime or anywhere! The Reading Magazine app includes several unique advertising opportunities not found with other local print or digital publications.

Try it yourself! Download the app today. www.rdgmag.com/app

OUR FIRST YEAR

10K+

Photos taken in Berks County

52%

Reading Magazine readers age 25-45

1.3M+

Organic reach on Facebook posts

56K+

Minutes of video viewed on YouTube

80K+

Minutes reading rdgmag.com

60K+

Unique yearly visitors to our site

SERVICES + RATES

PROFESSIONAL SERVICES

PHOTOGRAPHY

- Headshot Photography 99/ea.
- Product Photography 7/ea.
- Private Event Photography 399*
- Photo Booth (2x6 or 4x6 Prints) 499*

VIDEO + MORE

- 30 Sec. Brand Video 199
- Customer Testimonial Video 499
- Mobile App Development Contact
- Website Development Contact

DIGITAL ADVERTISING

WEBSITE

- Top Leaderboard - 720x90 149/mo.
- Side Square Banners - 300x250 49/mo.
- Sponsored Articles 199/ea.

MOBILE APP

- Banner Ads 149/mo.
- Splash Ads 199/wk.
- Geofence Area 99/mo.

PRINT

- Back Cover Full Page 999/ea.
- Inside Front Full Page 699/ea.
- General Full Page 499/ea.

VIDEO

- Series Title Sponsor (12 episodes) 999/ea.
- Full Episode Sponsorship 299/ea.
- Single Episode Commercial Break 99/ea.

SOCIAL, EMAIL & FREE

SOCIAL + EMAIL

- Weekly Email Block Ad 49/wk.
- Facebook Event Promotion 99/ea.
- Instagram Sponsored Post 49/ea.

FREE SERVICES

- Bites of Berks Episode (Restaurants Only) Free
- Sports Broadcasting (Video) Free
- Mobile Coupons (Limited Offer) Free

Ready for customers?

let's talk! Jason.hugg@rdgmag.com