

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.



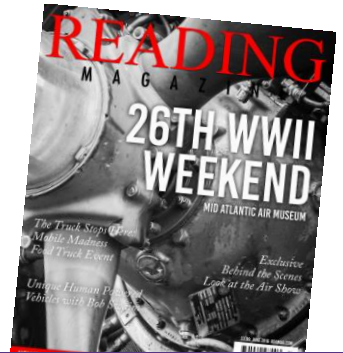
5,000+
MONTHLY WEB VIEWS



3,000+
MONTHLY APP VIEWS



6,600+
SOCIAL FOLLOWERS



500+
PRINT 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 149/ea.
- Product Photography 10/ea.
- Private Event Photography 399*
- Photo Booth (2x6 or 4x6 Prints) 499*

VIDEO + MORE

- 30 Sec. Brand Video 299
- Customer Testimonial Video 499
- Mobile App Development Contact
- Website Development Contact

DIGITAL ADVERTISING

WEBSITE

- Top Leaderboard - 720x90 149/mo.
- Side Square Banner - 300x250 49/mo.
- Sponsored Articles 299/ea.

MOBILE APP

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

PRINT

- Back Cover Full Page 259/ea.
- Inside Front Full Page 199/ea.
- General Full Page 179/ea.

TV SHOWS

- Full Episode Sponsor 399/ea.

BOX SUBSCRIPTIONS

BERKS BOX

- Box Sponsor 299/mo.
- Poster Sponsor 249/mo.
- Magazine Distribution Spot FREE
- Include Sample Products FREE

Let's Grow Your Business!

Jason Hugg
610-952-7807
Jason.hugg@rdgmag.com