

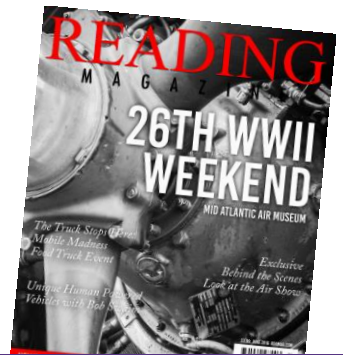
READING MAGAZINE

MEDIA KIT

Welcome to Reading Magazine, the premier hyper-local 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 & mobile app) is a great way to promote your products or services to thousands of potential 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.



10,000+
MONTHLY WEB VIEWS

12,000+
MONTHLY VIDEO VIEWS

7,500+
SOCIAL FOLLOWERS

10,000+
MONTHLY PRINT RUN



THE PRINT EDITION

10,000 Copies Distributed in Berks County

Reading Magazine is now in print! Our monthly print edition features local community news, events, and unique stories of Berks County residents. Reaching an expanded audience, the print edition is distributed free at select high traffic locations and special events in Berks County.

At these locations and more!

Reading Public Museum
GoggleWorks Center for the Arts
Shillington Farmers Market
Reading Public Library
Oakbrook Brewing Company
DoubleTree by Hilton Hotel

Open Call Martial Arts
Peppermint Stick Candy Store
Colebrookdale Railroad
Retro Fitness
Genesius Theatre
Penn Street Market



A FEW OF OUR CLIENTS



Oakbrook Brewing Company



Wyomissing Restaurant & Bakery



Do It Local Fundraising



Empire Surplus Home Center



Retro Fitness



Colebrookdale Railroad

SERVICES + RATES

PROFESSIONAL SERVICES

PHOTOGRAPHY

- Headshot Photography 99/ea.
- Product Photography 19/ea.
- Special Event Photography 399*
- Red Carpet Print Photo Booth 599*

VIDEO

Video is the most effective way to market your business in the era of social media. We film, edit, and deliver professional video for your brand.

- 30 Sec. Brand Video 299/ea.
- Employee/Product Video 299/ea.
- Customer Testimonial Video 399/ea.

(\$199/ea. when you sign up for 6 or more)

PACKAGED ADVERTISING

THE RED PACKAGE

Reach over 20,000 potential customers all for one low rate. The 'Red' package provides your business an all-in-one solution to reach our entire audience. Your business is promoted on our website, print, social media, and email newsletter, all month long.

- Website In-Article Banner (\$199 Value)
 - Magazine ½ Page Ad (\$299 Value)
 - Boosted Facebook Post (\$99 Value)
 - Email Newsletter (\$49 Value)
- 499/mo.

(\$399/mo. when you sign up for 6 months or more)

SPONSORED CONTENT

Connecting with people is the best way to gain new clients. More than just an advertisement, sponsored content tells the story of your business. How does it work? We write the article, take professional photos and promote your business to our entire audience.

- Sponsored Article 399/ea.
- Professional Profile 199/ea.

TV SHOWS Reading Magazine + BCTV

- Episode Sponsor 499/ea.

INDIVIDUAL ADVERTISING

READING MAGAZINE

- Full Page 5.5in x 8.5in 599/ea.
- ½ Horizontal 5.5in x 4.25in 299/ea.
- ¼ Square 2.25in x 2in 199/ea.

RDGMAG.COM

- In Article Banner 336px x 280px 199/mo.
- Email Newsletter Logo & Link 49/mo.

FACEBOOK

- Boosted Facebook Post 99/ea.

BOYERTOWN STATE THEATRE

- 30 Sec. Brand Video 399/mo.

Showcase your business in front of thousands of moviegoers with the State Theatre pre-show. Limited to six video ad spaces each month. Discounts available for 3,6 & 12-month advertising packages.

Let's Grow Your Business!

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