PEORIA MAGAZINE MEDIA KIT

ADVERTISING RATES, ADVERTISING SPECIFICATIONS AND COMMUNITY EVENTS/OPPORTUNITIES

2023
Peoria Magazine combines print publications, social media, e-newsletters, community events, broadcast television and other marketing tools to showcase the Greater Peoria area's thriving business community, along with the arts, people and culture that make this area a great place to live, work and raise a family.

Founded in 1989, the magazine and its events have served the region for over 30 years, enhancing the community and moving business forward. Since March 2022, Peoria Magazine has been published by WTVP, the PBS station for central Illinois. The magazine's editorial focus is primarily the regional business community, with additional stories from the arts community, social events, historical perspectives and newsmakers of all types.

MULTIMEDIA SOLUTIONS FOR YOUR MARKETING NEEDS

• Peoria Magazine (print and digital)
• Peoria Magazine Website
• PM Weekly E-newsletter
• Peoria Magazine Community Events
Greater Peoria Area Demographics

Peoria Magazine has the potential to reach a large audience in and around the Peoria metropolitan area, including Peoria, Tazewell and Woodford counties.

**Peoria County**
Population: 179,432
Median Household Income: $55,729
Median Individual Income: $32,371
Median Age: 37

**Tazewell County**
Population: 130,413
Median Household Income: $66,220
Median Individual Income: $33,854
Median Age: 41

**Woodford County**
Population: 38,225
Median Household Income: $74,777
Median Individual Income: $37,751
Median Age: 40

Source: datacommons.org (census.gov)

Here’s a snapshot of the larger central Illinois population, including Peoria, Tazewell, Woodford, McLean, Bureau, Fulton, Henry, Knox, Marshall, Mason, Putnam and Schuyler Counties.

**Regional Population:** 736,461
**College Educated:** 62.1%
**Average Household Income:** $82,133

**Households:** 300,619
**Gender:** Male 49%, Female 51%

**Total Consumer Expenditures:** $18.2 Billion
**Annual Tourism Expenditures:** $125 Billion

Source: Greater Peoria Data Hub (data.greaterpeoria.us), Greater Peoria Economic Development Council
PRINT ADVERTISING
RATES AND SPECIFICATIONS

- Completed ads are due on or before the 9th (unless otherwise specified) of the month prior to publication (e.g., February 9 for the March issue).
- If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted on the 1st of the month prior to publication (e.g., February 1 for the March issue).
- Gloss pages, web offset, perfect bound
- Published the first week of each month for distribution to businesses, subscribers, merchants and other venues.
- Monthly base circulation is 17,000. Special section months (May, July, November, September and December) have circulation of 19,000.

AD RATES

<table>
<thead>
<tr>
<th>SIZES</th>
<th>MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Back cover</td>
<td>$1905</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$1185</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$1185</td>
</tr>
<tr>
<td>Two full-page spread</td>
<td>$1185</td>
</tr>
<tr>
<td>Full-page</td>
<td>$625</td>
</tr>
<tr>
<td>Two half-page spread</td>
<td>$625</td>
</tr>
<tr>
<td>Half-page horizontal</td>
<td>$495</td>
</tr>
<tr>
<td>Half-page vertical</td>
<td>$495</td>
</tr>
<tr>
<td>Quarter-page horizontal</td>
<td>$315</td>
</tr>
<tr>
<td>Quarter-page vertical</td>
<td>$315</td>
</tr>
<tr>
<td>Eighth-page horizontal (only)</td>
<td>$160</td>
</tr>
</tbody>
</table>

All rates are net rates and subject to change, except for current contracts.
AD SPECIFICATIONS

- Ads should be emailed to ads@peoriamagazines.com in TIFF, PDF or JPG format (300 dpi).
- All ad components, including photos and logos, must be four-color process separation (CMYK), and fonts must be embedded.
- Please indicate trim and bleed marks; no spot colors accepted.
- All ads submitted should be complete and suitable to print as-is.
- Peoria Magazine is not responsible for any errors in ad content provided by the advertiser.

MAGAZINE FINISHED TRIM SIZE: 8.375” W x 10.75” H

PLACEMENT

Ad placement will be random, except for special paid positions. Add 20% to the base rate for ad placement preference (Example: Add $194 to the full-page, single insertion rate of $970). Special placement is on a first come, first served basis.

COMMERCIAL AND RESIDENTIAL REAL ESTATE

Peoria Magazine offers classified real estate listings (four lines @$50; $20 for each extra line). Realtors with 12-month advertising contracts receive free classified listings (full-page ad, 10 listings; half-page ad, six listings).

DESIGN SERVICES

Peoria Magazine will design ads for customers for a $150 fee per ad. This rate applies to ads placed in the print Peoria Magazine, the PeoriaMagazines.com website and PM Weekly e-newsletter. A maximum of two revisions are allowed. Additional fees may apply.

If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted on the 1st of the month prior to publication (e.g., February 1 for the March issue).
# PRINT ADVERTISING SPECIFICATIONS

## AD SIZES (MAGAZINE FINISHED TRIM SIZE: 8.375” W x 10.75” H)

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>DIMENSIONS</th>
<th>AD TYPE</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover (A)</td>
<td>7.375” W x 7.75” H</td>
<td>Half-page horizontal (D)</td>
<td>7.375” W x 4.75” H</td>
</tr>
<tr>
<td>Back cover w/bleed (A)</td>
<td>8.875” W x 8.875” H</td>
<td>Half-page vertical (E)</td>
<td>3.567” W x 9.625” H</td>
</tr>
<tr>
<td>Inside cover, front/back (B)</td>
<td>7.375” W x 9.75” H</td>
<td>Quarter-page horizontal (F)</td>
<td>7.375” W x 2.25” H</td>
</tr>
<tr>
<td>Inside cover, front/back w/bleed (B)</td>
<td>8.375” W x 10.75” H</td>
<td>Quarter-page vertical (G)</td>
<td>3.567” W x 4.75” H</td>
</tr>
<tr>
<td>Two full-page spread (C)</td>
<td>15.75” W x 9.75” H</td>
<td>Eighth-page horizontal (only) (H)</td>
<td>3.567” W x 2.25”</td>
</tr>
<tr>
<td>Two full-page spread w/bleed (C)</td>
<td>17.25” W x 11.25” H</td>
<td>Two half-page spread (horizontal) (I)</td>
<td>15.75” W x 4.75” H</td>
</tr>
<tr>
<td>Full page *</td>
<td>7.375” W x 9.75” H</td>
<td>Two half-page spread w/bleed (horizontal) (I)</td>
<td>17.25” W x 5.875” H</td>
</tr>
<tr>
<td>Full page w/bleed *</td>
<td>8.875” W x 11.25” H</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Turn to page 7 for details about full page ads with bleed.

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[Diagram of ad sizes with corresponding dimensions and specifications.

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**GUTTER**

- **TWO FULL-PAGE SPREAD**
- **HALF-PAGE HORIZONTAL**
- **QUARTER-PAGE**
- **VERTICAL**
- **HALF-PAGE**
- **VERTICAL**
- **EIGHTH-PAGE HORIZONTAL**
- **ONLY**
- **TWO HALF-PAGE HORIZONTAL**

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[Diagram illustrating the trim lines and live areas for each ad type.

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[Legend for ad types and dimensions.

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[Instructions for ad placement and dimensions.

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[Notes on bleeds and full-page ads with bleed.

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[Links to additional details on page 7 for full-page ads with bleed.
PRINT ADVERTISING SPECIFICATIONS

MAGAZINE FINISHED TRIM SIZE:
8.375” W x 10.75” H

FULL PAGE AD
7.375” W x 9.75” H

FULL PAGE AD WITH BLEED
8.875” W x 11.25” H

BLEED
Image or background color should extend to here in order to prevent any white space from appearing during the final trimming process. If artwork doesn’t extend to or beyond this line, there is the possibility of an unwanted white border showing up.

TRIM SIZE
This is the size of the actual magazine page. This is where the page will be trimmed.

SAFE AREA
All critical text should fall within the border to ensure it prints properly.
EDITORIAL FOCUS

SPECIAL SECTIONS

MAY: COMMUNITY IMPACT GUIDE
A stand-alone guide to nonprofits making a difference in our region, published in conjunction with *Peoria Magazine*, May issue.

JULY: LOCAL LEGENDS
Showcasing community leaders who have made a lifetime of impact.

SEPTEMBER: SMALL BUSINESS
A celebration of start-ups, rural businesses, innovators and entrepreneurial spirit making a positive impact in central Illinois.

NOVEMBER: 40 LEADERS UNDER FORTY
Highlighting promising young leaders in Greater Peoria.

DECEMBER: WOMEN OF INFLUENCE
Highlighting our region’s influential women who are creating local change.

EDITORIAL FOCUS

JANUARY: Health and Wellness

FEBRUARY: African Americans Making a Difference in Peoria

MARCH: Revitalizing Downtown Peoria

APRIL: Innovation

MAY: Farm and Garden/Community Impact

JUNE: Recreation/Outdoor/Sports

JULY: Local Legends

AUGUST: Education/Back to School

SEPTEMBER: Small Business

OCTOBER: Editor’s Choice

NOVEMBER: 40 Leaders Under Forty

DECEMBER: Women of Influence
WEBSITE ADVERTISING
RATES AND SPECIFICATIONS

The **Peoria Magazine** website, PeoriaMagazines.com, delivers the full content of the print magazine to a powerful and focused online audience, along with an extensive archive of past issues. Advertisers can deliver their message 24 hours a day, seven days a week, reaching thousands of business leaders, arts patrons, upscale consumers, families and decision makers who visit regularly for news and information from throughout the region.

- **Completed ads are due on or before the 9th (unless otherwise specified) of the month prior to publication (e.g., February 9 for the March publication).**
- If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted on the 1st of the month prior to publication (e.g., February 1 for the March publication)
- Ads rotate equally throughout all pages of the site
- No more than four online ads in rotation at a time
- Online ads are published on the first of each month.
- Online ads should be emailed to ads@peoriamagazines.com in RGB color space JPG or GIF file, (72 dpi).
- **All ads submitted should be complete and suitable to publish as-is.**
- The submitting advertiser should check all ads for correct information before submitting, including web address.
- **Peoria Magazine** is not responsible for any errors in ad content provided by the advertiser.

<table>
<thead>
<tr>
<th>AD DESCRIPTION</th>
<th>DIMENSIONS</th>
<th>COST/ MONTH</th>
<th>COST WITH 12 MONTHLY PRINT ADS</th>
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<tbody>
<tr>
<td>Home Page Banner Ad</td>
<td>728 x 90 px</td>
<td>$500</td>
<td>$400</td>
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<tr>
<td>Right Sidebar</td>
<td>300 x 250 px</td>
<td>$300</td>
<td>$250</td>
</tr>
<tr>
<td>Half-Page Skyscraper</td>
<td>300 x 600 px</td>
<td>$375</td>
<td>$275</td>
</tr>
</tbody>
</table>

**DESIGN SERVICES**

**Peoria Magazine** will design ads for customers for a $150 fee per ad. This rate applies to ads placed in the print **Peoria Magazine**, the PeoriaMagazines.com website and **PM Weekly** e-newsletter. A maximum of two revisions are allowed. Additional fees may apply.

If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted on the 1st of the month prior to publication (e.g., February 1 for the March issue)
PM Weekly is the region’s premier weekly e-newsletter for local news and event information. It is delivered to approximately 10,000 subscribers every Wednesday.

- Completed ads are due the 9th (unless otherwise specified) of the month prior to publication (e.g., February 9 for the March publication).
- If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, on the 1st of the month prior to the publication (e.g., February 1 for March online publication).
- Each issue will include one Leaderboard Ad and up to six Horizontal Banners ads. Newsletter ads should be emailed to ads@peoriamagazines.com in RGB color space JPEG or GIF file, (72 dpi).
- All ads submitted should be complete and suitable to publish as-is.
- The submitting advertiser should check all ads for correct information before submitting, including web address.
- Peoria Magazine is not responsible for any errors in content provided by the advertiser.

<table>
<thead>
<tr>
<th>AD DESCRIPTION</th>
<th>DIMENSIONS</th>
<th>COST/WEEK (1X)</th>
<th>COST/WEEK (4X)</th>
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<tr>
<td>Leaderboard</td>
<td>500 x 200 px</td>
<td>$250</td>
<td>$500</td>
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<tr>
<td>Horizontal Banner</td>
<td>468 x 60 px</td>
<td>$150</td>
<td>$300</td>
</tr>
</tbody>
</table>

**DESIGN SERVICES**

Peoria Magazine will design ads for customers for a $150 fee per ad. This rate applies to ads placed in the print Peoria Magazine, the PeoriaMagazines.com website and PM Weekly e-newsletter. A maximum of two revisions are allowed. Additional fees may apply.

If we are designing your ad, all components, including photos, logos, text, contact information and other specific instructions, must be submitted 1st of the month prior to publishing online.
The annual *Community Impact Guide* — bundled with the May issue of *Peoria Magazine* — highlights organizations making a difference in our community. Nonprofit awareness and sponsorship opportunities are available for nonprofits and businesses that support this important work. A Community Impact Celebration Event is held each year in conjunction with the publication of the *Community Impact Guide*.

Nonprofits can reserve a listing for themselves or a sponsoring business can cover the cost on behalf of a nonprofit of their choice. In both cases, the listing includes the nonprofit’s logo, a representative photo, mission and/or vision statement, audience(s) served, volunteer opportunities, events, and key staff and officers. When sponsored by a business, the sponsor logo is prominently featured on the page, or may be sponsored anonymously.

### FULL-PAGE LISTING: $550
(Regular one-time rate for a full-page ad in *Peoria Magazine* is $970.)

### TWO-PAGE LISTING: $950
Includes the basic listing described above and a full-page ad adjacent to the listing. (Regular one-time rate for a two full-page spread in *Peoria Magazine* is $2,370.)

- All participating organizations (nonprofits and businesses) receive extra copies for distribution and a PDF for marketing purposes. Sponsored organizations are linked from the digital edition of the guide on PeoriaMagazines.com.
- All participating organizations (nonprofits and businesses) are invited to a special Community Impact Celebration event held in conjunction with the publication of the *Community Impact Guide*. This event offers great opportunities for networking and discovery about the organizations serving our communities.
- The deadline to reserve space and submission of all materials, photographs and logos is March 1, 2023

### BOOST AWARENESS WITH TELEVISION
For an additional $500, a nonprofit or sponsoring business can reserve a :30 television spot for the nonprofit to run on WTVP a minimum of 10 times over 30+ days during primetime. These spots are written and produced by WTVP. The audience is 200,000 households in a 20-county region of central Illinois.

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**COMMUNITY IMPACT CELEBRATION EVENT**  
BRADLEY UNIVERSITY WESTLAKE HALL  
TUESDAY, MAY 2, 2023, 5 – 7 P.M.

In conjunction with the publication of the annual *Community Impact Guide*, recognizing the life-changing work of nonprofit organizations.
Each July, *Peoria Magazine* hosts an exclusive reception to honor local legends — individuals who have had a lifetime of impact on the Peoria-area community.

This event will be televised on WTVP PBS.

**EXECUTIVE SPONSORSHIP INVESTMENT: $5,000**

- Opportunity for sponsor to address the audience at event
- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Sponsor logo on awards presented to honorees
- Opportunity to distribute promotional materials
- Sponsor can invite 20 guests to the event
- **BOOSTING YOUR SPONSORSHIP IMPACT WITH TELEVISION COMPONENTS**
  - Mention in a special television broadcast of the event

**ASSOCIATE SPONSORSHIP INVESTMENT: $2,500**

- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Opportunity to distribute promotional materials
- Sponsor can invite 10 guests to the event
- **MENTION IN A SPECIAL TELEVISION BROADCAST OF THE EVENT**

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**Local Legends Event**

**WTVP Studio**

**Tuesday, July 11, 2023, 4:30 – 6:30 P.M.**

A cocktail reception celebrating individuals who have had a lifetime of impact on the Peoria-area community.

**Tickets**

Tickets available at 309TIX website
Greater Peoria is a hotbed of leadership, full of active young professionals, entrepreneurs and community volunteers. Each year, *Peoria Magazine* honors our rising stars who are making difference in Greater Peoria and beyond in fields ranging from finance and health care to nonprofits and technology, and everything in between. A new class of 40 Leaders Under Forty recipients will be inducted at a prestigious awards ceremony.

**PREMIER SPONSORSHIP INVESTMENT: $16,500**

- Two full-page ads in *Peoria Magazine*’s special 40 Leaders Under Forty issue, or one in the special 40 Leaders Under Forty issue and one in another issue of the sponsor’s choice
- Sponsor logo in all print publicity, advertising, broadcast television and at the awards ceremony
- Sponsor name on the award
- Sponsor can invite 40 guests to the awards ceremony
- Opportunity to distribute promotional materials in winners’ gift package
- Sponsor has a Front Page Banner ad on PeoriaMagazines.com in November
- Two weeks of Horizontal Banner ads in PM Weekly e-newsletter
- MENTION IN A SPECIAL TELEVISION BROADCAST OF THE EVENT

**EXECUTIVE SPONSORSHIP INVESTMENT: $5,000**

- Full-page ad in *Peoria Magazine*’s special 40 Leaders Under Forty issue
- Sponsor logo in all print publicity, advertising, website, broadcast television and at the awards ceremony
- Sponsor name on the award
- Sponsor can invite 12 guests to the awards ceremony
- Sponsor has opportunity to distribute promotional materials in winners’ gift package
- Right Sidebar ad on PeoriaMagazines.com in November
- One week Horizontal Banner ad in PM Weekly e-newsletter
- MENTION IN A SPECIAL TELEVISION BROADCAST OF THE EVENT

**ASSOCIATE SPONSORSHIP INVESTMENT: $2,500**

- Half-page ad in *Peoria Magazine*’s special 40 Leaders Under Forty issue
- Sponsor logo at awards ceremony and on website
- Sponsor can invite 6 guests to the awards ceremony
- Sponsor has opportunity to distribute promotional materials in winners’ gift package
- Page Sponsor Banner ad on PeoriaMagazines.com in November
- One-week Horizontal Banner ad in PM Weekly e-newsletter
- MENTION IN A SPECIAL TELEVISION BROADCAST OF THE EVENT

**40 LEADERS UNDER FORTY EVENT**

**BRADLEY UNIVERSITY RENAISSANCE COLISEUM**

**WEDNESDAY, NOVEMBER 1, 2023, 6 P.M.**

Recognize and celebrate the region’s outstanding young leaders and rising stars making a difference in Greater Peoria and beyond. After the ceremony, the party keeps going with a live band to celebrate.

**TICKETS**

Tickets available at 309TIX website

![309TIX Logo]
Each December, Peoria Magazine highlights area women who are making a difference in central Illinois. From government and healthcare to business and nonprofits, they are leading in times of great change. The event includes breakfast and an inspirational keynote speaker.

**CORPORATE SPONSORSHIP INVESTMENT: $6,500**
- Promotion in *Peoria Magazine*
- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Full-page ad in *Peoria Magazine’s* December issue
- Sponsor can invite 20 guests
- Mention in a special television broadcast of the event

**EXECUTIVE SPONSORSHIP INVESTMENT: $3,000**
- Promotion in *Peoria Magazine*
- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Half-page ad in *Peoria Magazine’s* December issue
- Sponsor can invite 15 guests
- Mention in a special television broadcast of the event

**ASSOCIATE SPONSORSHIP INVESTMENT: $2,500**
- Promotion in *Peoria Magazine*
- Sponsor logo in all print and digital publicity, advertising and broadcast television
- Quarter-page ad in *Peoria Magazine’s* December issue
- Sponsor can invite 10 guests
- Mention in a special television broadcast of the event

**WOMEN OF INFLUENCE BREAKFAST**
COUNTRY CLUB OF PEORIA
TUESDAY, DECEMBER 5, 2023, 7 – 9 A.M.
Honoring women who are leading in times of change and making a difference in central Illinois.

**TICKETS**
Tickets available at 309TIX website