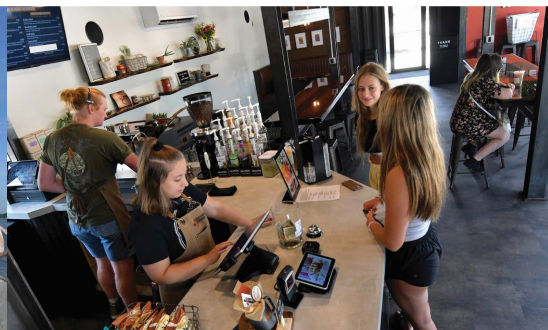


PEORIA

M A G A Z I N E

MEDIA KIT



ADVERTISING RATES, ADVERTISING SPECIFICATIONS
AND COMMUNITY EVENTS/OPPORTUNITIES

2023

THE FOREMOST BUSINESS AND COMMUNITY RESOURCE FOR THE GREATER PEORIA AREA

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

3

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

SIZES	MONTHS			
	12	6	3	1
Back cover	\$1905	\$2490	\$2780	\$3440
Inside front cover	\$1185	\$1800	\$1925	\$2370
Inside back cover	\$1185	\$1800	\$1925	\$2370
Two full-page spread	\$1185	\$1800	\$1925	\$2370
Full-page	\$625	\$780	\$935	\$970
Two half-page spread	\$625	\$780	\$935	\$970
Half-page horizontal	\$495	\$580	\$625	\$655
Half-page vertical	\$495	\$580	\$625	\$655
Quarter-page horizontal	\$315	\$380	\$470	\$560
Quarter-page vertical	\$315	\$380	\$470	\$560
Eighth-page horizontal (only)	\$160	\$210	\$250	\$335

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

PRINT ADVERTISING SPECIFICATIONS



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).

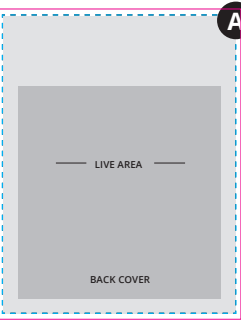


PRINT ADVERTISING SPECIFICATIONS

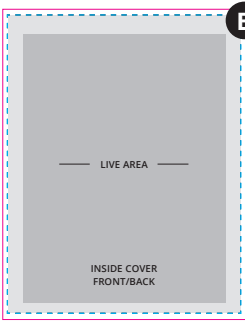


AD SIZES (MAGAZINE FINISHED TRIM SIZE: 8.375" W x 10.75" H)

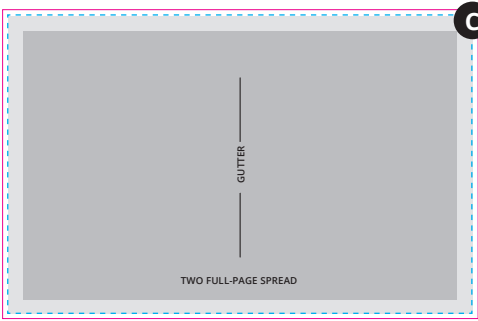
AD TYPE	DIMENSIONS	AD TYPE	DIMENSIONS
Back cover (A)	7.375" W x 7.75" H	Half-page horizontal (D)	7.375" W x 4.75" H
Back cover w/bleed (A)	8.875" W x 8.875" H	Half-page vertical (E)	3.567" W x 9.625" H
Inside cover, front/back (B)	7.375" W x 9.75" H	Quarter-page horizontal (F)	7.375" W x 2.25" H
Inside cover, front/back w/bleed (B)	8.375" W x 10.75" H	Quarter-page vertical (G)	3.567" W x 4.75" H
Two full-page spread (C)	15.75" W x 9.75" H	Eighth-page horizontal (only) (H)	3.567" W x 2.25" H
Two full-page spread w/bleed (C)	17.25" W x 11.25" H	Two half-page spread (horizontal) (I)	15.75" W x 4.75" H
Full page *	7.375" W x 9.75" H	Two half-page spread w/bleed (horizontal) (I)	17.25" W x 5.875" H
Full page w/bleed *	8.875" W x 11.25" H	* Turn to page 7 for details about full page ads with bleed.	



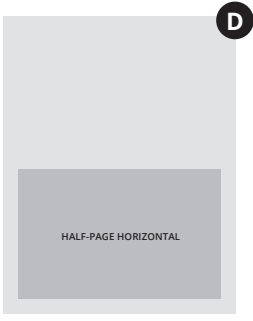
TRIM LINE
7.375" W x 7.75" H
8.875" W x 8.875" H (with bleeds)



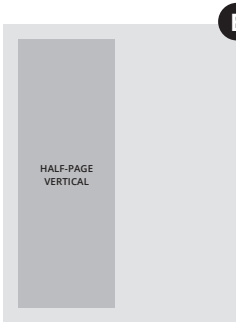
TRIM LINE
7.375" W x 9.75" H
8.375" W x 10.75" H (with bleeds)



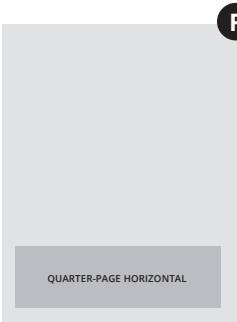
15.75" W x 9.75" H
17.25" W x 11.25" H (with bleeds)



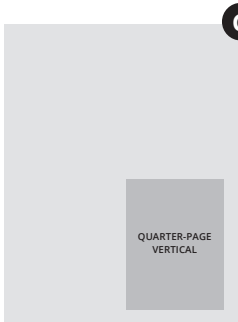
7.375" W x 4.75" H



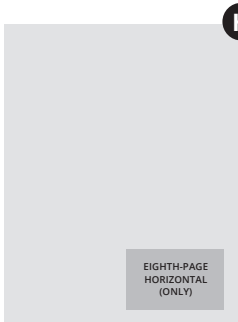
3.567" W x 9.625" H



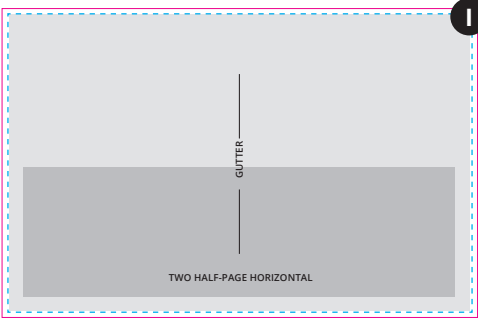
7.375" W x 2.25" H



3.567" W x 4.75" H



3.567" W x 2.25" H

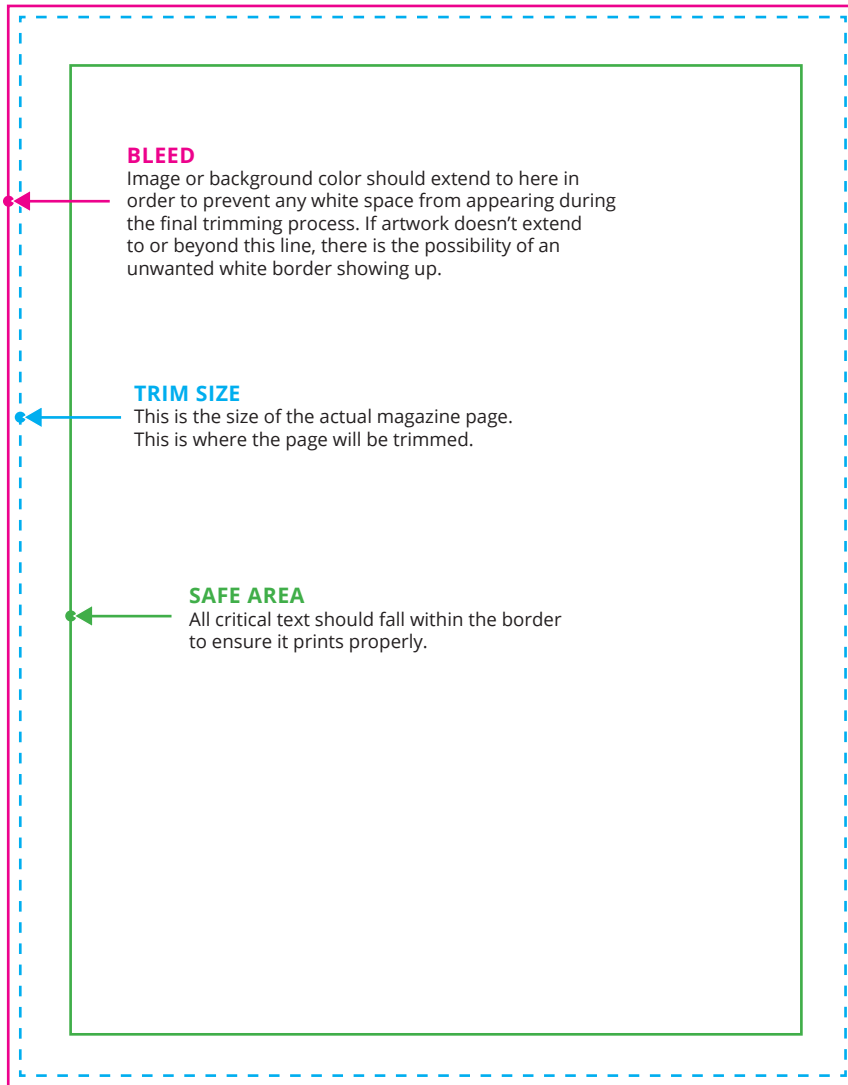


15.75" W x 4.75" H
17.25" W x 5.875" H (with bleeds)

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



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

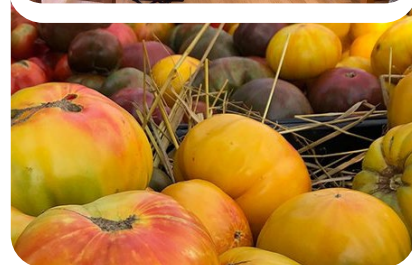
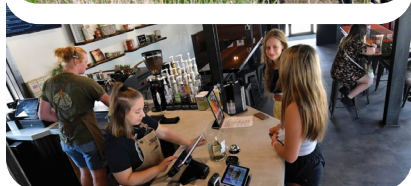
AUGUST: Education/Back to School

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.

AD DESCRIPTION	DIMENSIONS	COST/ MONTH	COST WITH 12 MONTHLY PRINT ADS
Home Page Banner Ad	728 x 90 px	\$500	\$400
Right Sidebar	300 x 250 px	\$300	\$250
Half-Page Skyscraper	300 x 600 px	\$375	\$275



HOME PAGE BANNER (728 x 90 px)

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)

Spotlights



You'll Never Find A Better Place To Shoot



Progress And Promise In Pekin



I Came To Love The States



Peoria's Bradley University



Peoria: Where Great Businesses Take Root, Flourish

RIGHT
SIDEBAR
(300 x 250 px)

HALF-PAGE
SKYSCRAPER
(300 x 600 px)

PM WEEKLY NEWSLETTER



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 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 content provided by the advertiser.

AD DESCRIPTION	DIMENSIONS	COST/ WEEK (1X)	COST/ WEEK (4X)
Leaderboard	500 x 200 px	\$250	\$500
Horizontal Banner	468 x 60 px	\$150	\$300

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.

LEADERBOARD
(500 x 200 px)

PEORIA MAGAZINE Weekly

A Publication of WTVP

Peoria Magazine wants to hear about your events, promotions and other news.
Our mailing address is: info@peoriamagazines.com

Pekin Chamber to Present Leadership Summit

The Pekin Area Chamber of Commerce will present a special leadership conference focused on the future of Pekin's advocacy and community-based organizations.

The half-day summit will run 8 to 11 a.m. Nov. 17 at the Pekin Public Library Community Room.

For more information, including registration, go [here](#).

HORIZONTAL BANNER (468 x 60 px)

OSF HealthCare to Hold Drug Takeback Event

OSF HealthCare is partnering with the Drug Enforcement Administration and Peoria Police Department to host a drug takeback day.



Unused prescription drugs and over-the-counter medications can be dropped off to be properly disposed. The event will run 10 a.m. to 2 p.m. Oct. 29 at the OSF Center for Health, 8600 N. State Route 91, Peoria.

Those who cannot attend the event can use the disposal box inside the entrance of OSF HealthCare Saint Francis Medical Center, 530 NE Glen Oak Ave., Peoria.

PEORIA MAGAZINE EVENTS COMMUNITY IMPACT GUIDE AND CELEBRATION



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.



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.

TICKETS

Tickets available
at **309TIX** website

309TIX

PEORIA MAGAZINE EVENTS

LOCAL LEGENDS



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**



Local Legends

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

309TIX

PEORIA MAGAZINE EVENTS

40 LEADERS UNDER FORTY



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

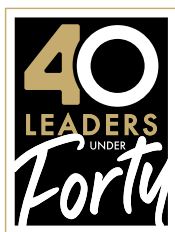
- Two full-page ads in **Peoria Magazine's** special 40 Leaders Under Forty issue, or one in the special 40 Leaders Under Forty issue and one in another issue of the sponsor's choice
- Sponsor logo in all print publicity, advertising, **broadcast television** and at the awards ceremony
- Sponsor name 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

PEORIA MAGAZINE EVENTS

WOMEN OF INFLUENCE



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

309TIX

PEORIA

M A G A Z I N E

101 STATE STREET
PEORIA, ILLINOIS 61602
309.677.4747

PeoriaMagazines.com

LESLEY MATUSZAK at 309.453.0405 or Lesley.Matuszak@wtvp.org

ANGIE SPEARS at 309.495.0561 or Angie.Spears@wtvp.org.

TOM ZIMMERMAN at 309.495.0525 or Thomas.Zimmerman@wtvp.org

KRISTINA GAMEZ at 309.495.0527 or Kristina.Gamez@wtvp.org