

FOOD & DRINK | NIGHTLIFE | STYLE | SHOPS | ATTRACTIONS

ADDISON

THE MULTIMEDIA GUIDE *to the* CORRIDOR



the
media kit

the
overview

Addison And The North Dallas Corridor
Media Group Multi-Media Marketing Platform

DELIVERING MORE THAN
1.2 MILLION

Print and Online Readers Every Issue

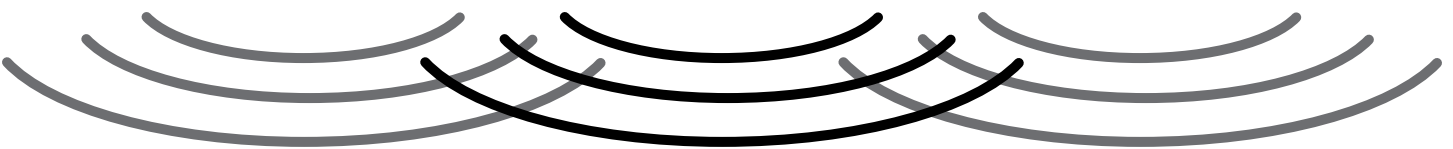
YOUR PRODUCT OR SERVICE

the
Magazine

the
Digital Edition

the
Website

the
E-News Weekly



the
guide
rates



AWARD-WINNING PRINT MAGAZINE

The Guide publishing semi-annually, each with a circulation of 15,000+ in the **Spring/Summer** and **Fall/Winter** issues. Distribution of each issue includes: over 7,000 hotel rooms in Addison and North Dallas, 6,000+ to restaurants, retail, residential real estate offices, apartment communities, building concierges, country clubs, medical offices, visitor centers, arts & entertainment venues and more, effectively reaching over 1.2 million who live, work & travel throughout the area annually.

PUBLISHING SCHEDULE

ISSUE	SPACE CLOSING	MATERIALS DUE	PUBLISH DATE
Spring/Summer 2019	February 25	March 8	1st week of April
Fall/Winter 2019	August 26	September 6	1st week of October

RATES are per issue. **Spring Summer** (Apr-Sept) and **Fall/Winter** (Oct-Mar)
Note: advertisers must commit to both issues, and can update creative with each issue.

PUBLISHING RATES

AD SIZE	
Full Page	\$2500
Half Page	\$1950
Quarter Page	\$1150
Inside Cover	\$3000
Back Cover	\$3500

PRE-PRINTED INSERT RATES

PAGE COUNT	
2 pps	\$2840
4 pps	\$4236
6-8 pps	\$5648
12-16 pps	\$7060

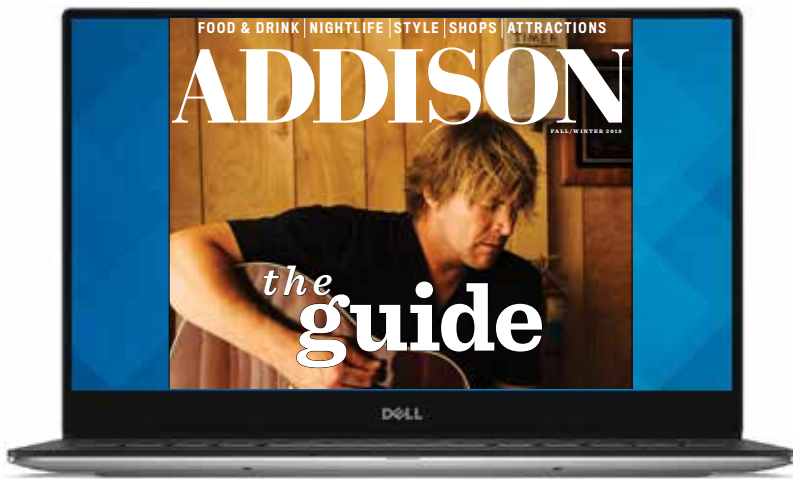
82%

say they took action as a result of reading an advertisement in *The Guide*

80%

say they use *The Guide* for where to go, dine, shop, live, do business and more!

the
digital
edition



ADDISON – The Guide Digital Edition provides cutting edge rich media platforms designed to reach your targets where and when they want it in new and innovative ways they will remember!

17,500+
Page views per issue

4:14
Average time spent browsing

Digital is dynamic!

- Over one-third of Americans own a tablet
- U.S. Smartphone usage big and growing over 150 Million
- Readers spend 2.5+ hours per month consuming digital magazine content
- 74% of those surveyed recalled seeing ads when reading the enhanced issue
- 47% took action after reviewing an ad

Digital drives engagement among readers!

- 70% want the ability to purchase products and services directly from electronic magazines
- 2 hours is the median time spent reading digital magazines in a typical week
- 73% read/tap on advertisements appearing in electronic magazines
- Tablet owners are 60% more likely to be heavy users of printed magazines

ENHANCEMENT RATES	
HOME PAGE	
Blow-In	\$650
Web Content (iFrame) Blow-in	\$750
Slideshows	\$500
Twitter Feeds	\$550
Audio or Video	\$600

the website rates



Addisonmagazine.com is the anchor of all mediums in the group. As the hub of information for the area, users consistently come for news, advice, information, finding businesses and more. The articles are searchable and range from lengthy features, to shorter stories with quick, accurate & influential information. These daily updated posts engage the reader with dynamic content every day of the year.

Leader Board Ad – \$500

Zone 1: 728 w x 90 h pixels

Mobile Zone 1: 320 w x 50 h pixels

Top Island Ad – Home page \$400

inside/category pages \$275

Zone 2: 336 w x 280 h pixels

Inline Ad – Home page \$350

inside/category pages \$250

Zone 3: 220 w x 780 h pixels

Lower Island Ad – Home page \$325

inside/category pages \$225

Zone 4: 336 w x 280 h pixels

Mega Menu Sponsorship – \$300

(hold cursor over Medical on website and note drop down mega menu)

Create your own quarterly digital schedule by selecting the page and location of your ad.

Minimum 3- month/quarterly schedule

25,000+

Avq Visitors per month

4.09

Page views per visitor

2:52

Average time spent on website per visit

the e-news weekly rates



Distributed to our current and constantly growing **22,000+** email subscribers, this interactive product reaches a large, highly sought-after audience directly in their inboxes each week. The design is eye-catching, functional and easy to navigate giving the engaged reader a quick look at the top stories, upcoming events, and A-List paparazzi photos, as well as topic categories on wining & dining, health & beauty, living, entertainment and more! E-News Weekly subscribers get the exclusive first look each Wednesday morning, and when the photos or content catches the reader's eye, a simple click takes them to the full article housed on addisonmagazine.com.

Leader Board Ad (one position) – \$395

Specs Size: 700 x 140 pixels

Portrait Ad – \$325

(right column, Top 3 positions)

Specs Size: 220 x 370 pixels

Portrait Ad – \$295

(right column, lower positions) – *Not Shown*

Specs Size: 220 x 370 pixels

Middle Banner Ad – \$295

Specs Size: 400 x 90 pixels

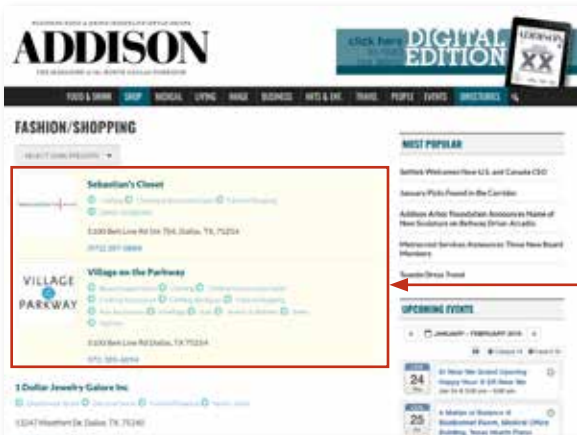
22,000+
Email subscribers

10.34%
Open rate

10.73%
Click through rate

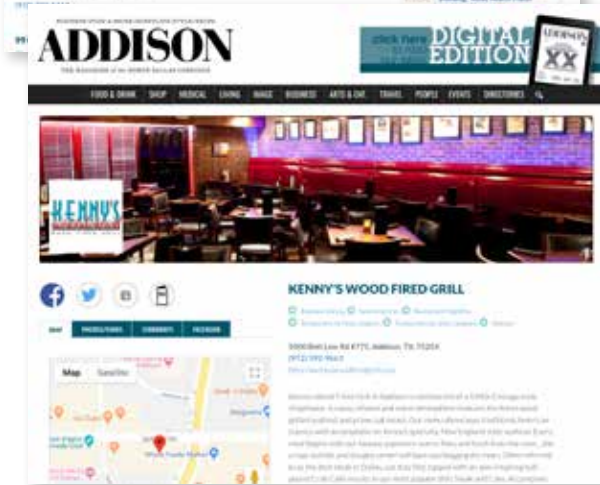
the other goodies

Our Extensive Directories featuring thousands of companies in each category (Restaurant/Nightlife, Fashion/Shopping, Corridor Living, Medical, Beauty/Image, Arts/Entertainment and Travel) serves as a "portal to the community" and are directly searchable by the user and on the major search engines. All area businesses are eligible to be included in the listings at no charge.



Enhanced Directory Listing / Microsite
\$75 / Month

But this is your chance to put your listing on top with your logo and branding and once clicked it goes to our unique microsite within Addisonmagazine.com. directories. The Microsite provides more detailed information, photos, videos, menus, price sheets, affiliations, etc., to help get the word out on your place of business.



Sponsored Web Article / Social Media Posts
\$500 / each

No one can tell your brand's story like you. And research shows that many readers respond to sponsored posts better than other forms of promotion and web posts last longer and are searchable long after they have gone below the fold and into the back pages. Not a writer? ... that's Ok, we have a team of experienced professionals to do the job for you (at a slight cost of course) we also have a large library of great images if you don't have one that communicates exactly what you want to say. All our sponsored web articles are also instantly posted on our Facebook, twitter, and Instagram pages pulling our 5,000+ followers right back to your article.

