

# Harrisburg<sup>®</sup> magazine



Lehigh Valley Magazine  
lehighvalleymagazine.com  
Our sister city/regional publication for all there is to know in the Lehigh Valley.

Premier Bride  
pbharrisburg.com  
An annual go-to guide for brides.

Harrisburg Magazine  
Community Deals  
Area-specific coupon books  
delivered by mail.

Capital Watch  
capitalwatchpa.com  
Pennsylvania's premier  
publication on politics and  
government.



3400 North 6th St. | Harrisburg, PA 17110  
phone. 717.233.0109 | fax. 717.232.6010  
harrisburgmagazine.com

PUBLISHED BY  BENCHMARK GROUP MEDIA

harrisburg magazine is proud to be in community service with:



YOUR CITY/REGIONAL MAGAZINE  
**2018 MEDIA KIT**  
HARRISBURGMAGAZINE.COM

ABOUT  
HARRISBURG MAGAZINE

**Benchmark Media, LLC. Mission Statement**

As one company, we will positively impact our community by providing readers compelling and credible editorial, quality artistic design and innovative media. Our committed and passionate employees will serve customers and readers with integrity. As a company, we will foster a place where professional and personal growth is encouraged.

**Reader Testimonials**

"I have been reading Harrisburg Magazine for several years, and it keeps improving! I appreciate spotlighting the diversity in our community in terms of traditions, fashion, music, cultures and so on. The readers get variety as well as in-depth looks at people, places and ideas. I look forward to learning something new with each issue!"

–Cynthia Sell, Harrisburg

"Harrisburg Magazine gives the reader a glimpse into the surprisingly versatile world of Harrisburg and the many places in the area that make it so unique. After time spent reading this gem, I am more aware not only of current trends, but also have ideas for weekend places and what not to miss."

–Alan Jordan, New Cumberland

"The style and food and dining sections are my immediate go-to's with Harrisburg Magazine. I love getting a good review of a new restaurant or even ones that have been around that I might not know about. The style section is also one of my favorites because it's so broad and isn't just focusing on what's 'in' or popular. You get a very real look at the topic at hand and some great background about people who live and work in the same city as you."

–Rachel Wrigley, Lewisberry

"Harrisburg Magazine is a publication that celebrates diversity in all things such as age, race, background and topics. The topics are always different from other publications, and the photography is original and outstanding. The content is fresh and current, and I see the magazine's future being bright as it continues to cater to new demographics as well as the previous audience it had."

–Jefferson Moore, Steelton

"Harrisburg Magazine is like the heart of Central Pa. in print. I keep copies around for my clients to read, and they have sparked many interesting conversations about local people, places and happenings."

–Robert Kepner, Mechanicsburg

"Plain and simple, if I want to know more about the Harrisburg area, I turn to Harrisburg Magazine. I really like how each writer and photographer approaches their topics. I find this magazine not only educational, but also engaging."

–Connie Miller, Mechanicsburg



**Departments**

- Adventure Chick
- Against the Grain
- Be Well
- Bookmarks
- Curious Burg
- Did You Know?
- Press Box
- Shore to Shore
- Taste



Examples

ADVERTISING  
SPECIFICATIONS

**MECHANICAL REQUIREMENTS**

Ad Sizes	Width	Depth
Full Page	7 5/16"	9 15/16"
2/3 Page Vertical	4 13/16"	9 15/16"
1/2 Page Horizontal	7 5/16"	4 7/8"
1/2 Page Vertical	4 13/16"	7 3/8"
1/3 Page Square	4 13/16"	4 7/8"
1/3 Page Vertical	2 5/16"	9 15/16"
1/6 Page Horizontal	4 13/16"	2 3/8"
1/6 Page Vertical	2 5/16"	4 7/8"

Advertisements must be to the exact measurements specified in this rate card. If camera-ready specifications are not met, ads will be modified to meet specifications at the advertiser's expense.

**BLEED SPECIFICATIONS**

Full Page Only	Width	Depth
Full Page Trimmed	8 1/8"	10 7/8"
Bleed Size	8 1/2"	11 1/4"
Two-Page trimmed	16 1/4"	10 7/8"
Bleed Size	16 5/8"	11 1/4"

**PRODUCTION REQUIREMENTS**

Electronic Files: Any advertisements are preferred as electronic files; Macintosh-based InDesign, or EPS, TIFF, PDF or Photoshop files. Files are accepted on CD or DVD, emailed to mjohnson@benchmarkgroupmedia.com. Include all fonts, hi-res images and placed graphics. Include disk directory and digital or laser proof.

**PUBSET ADS**

A fully-staffed art and production department is available to advertisers for the preparation of their materials. Ad materials must be received on or before space reservation dates listed in the media kit. Advertisers will be billed for production at the following rates: basic design \$65/hr., late materials \$25, modifications \$25. The publisher cannot guarantee proofs or corrections on materials received or approved after published due dates.

**POSITION**

Guaranteed Position: Ad placement for specific page: 5% add-on rate for a full page, 15% add-on rate for any lesser size, 6–12 time insertion.  
 Inserts: Insert cards, polybag opportunities and gatefolds. Rates and availability on request.

**NOTES**

Live matter cannot be less than 3/8 inch from trim. Bleed sizes above include 1/8 inch beyond trim.

**Questions?**

If you have any questions concerning the requirements for any materials, please contact the Graphic Director at (717) 233-0109, ext. 131.

### Four-Color

Size	12x	6x	3x	1x
Full Page	\$1,850	\$2,220	\$2,660	\$3,450
2/3 Page	\$1,330	\$1,600	\$1,915	\$2,500
1/2 Page	\$1,050	\$1,275	\$1,550	\$2,000
1/3 Page	\$ 750	\$ 875	\$1,050	\$ 850
1/6 Page	\$ 460	\$ 555	\$ 650	\$ 570
1/12 Page	\$ 230	\$ 275	\$ 330	\$ 425

### Covers

Position	12x	6x	3x	1x
Inside Front	\$2,350	\$2,775	\$3,325	\$4,330
Page 3	\$1,850	\$1,930	\$2,060	\$2,330
Page 5	\$1,850	\$1,930	\$2,060	\$2,330
Inside Back	\$2,220	\$2,660	\$3,200	\$4,150
Back	\$2,220	\$2,660	\$3,200	\$4,150

\*All rates are net

### Other Unique Campaigns

Tip-ins, inserts, belly-bands, professional profiles and other advertising modes are available.

Please contact an account executive for special rates and specifications.

### Advertising Testimonials

**“Harrisburg Magazine has been a media partner** for

the Bobby Rahal Automotive Group for many years. The publication is very rooted in our community and has an excellent shelf-life in many local businesses and health care providers’ offices. The staff at Harrisburg Magazine is ‘Simply The Best.’  
–Brad Lee, Bobby Rahal Automotive Group

**“Harrisburg Magazine** has

been a wonderful complement to our advertising. Not only is the graphics department top-notch, but the customer service we receive from the sales staff is also remarkable. Being a small business owner in Central Pa. for 23 years, I have tried many avenues to reach out to people of the midstate...this publication seems to do it better than anyone else  
–Lauri Fitzpatrick, Wears Like New

**“I have been advertising** with

Harrisburg Magazine ever since its inception, ever since I went into the jewelry business for myself, and for good reason. It is an upscale magazine, and it is being read by the upscale community. Whenever I ask a new client how they found out about our shop, they invariably say we love your ads in Harrisburg Magazine. I feel I am in good company when I am seen in the magazine. We cater to the upscale market who is shopping for something unique – something “distinctly different,” and Harrisburg Magazine is where we choose to advertise.”

– Mollie Bronstein, Mollie B Fine Jewelers

**“Harrisburg Magazine is the ‘in the know’**

magazine for South Central Pa. As a multi-year winner of Simply the Best, we experience ‘simply the best,’ when it comes to working with the magazine.

Our sales rep keeps us informed of the latest advertising and sponsorship opportunities and helps us define the best fit for our advertising dollars. We’ve relied on the magazine’s art department to help us with creative, and they always come through with helping us convey our message.”

–Lisa Pomeroy, Members 1st Federal Credit Union

Reach more than

**50,000**

readers per month.

**71%**

of Harrisburg Magazine readers frequently purchase products or services from ads seen in Harrisburg Magazine.

A survey of our readers’ interests revealed:

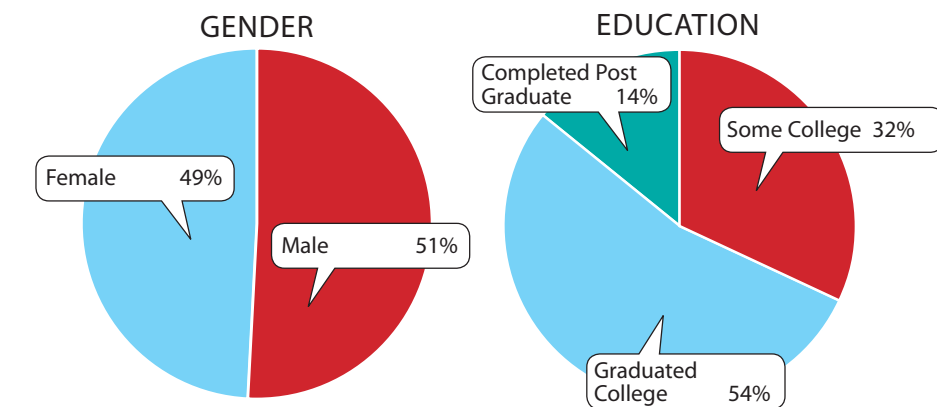
Types of stories they enjoy reading the most\*:

- Food & Dining.....98%
- Local Events.....96%
- Entertainment..... 94%
- Health..... 94%
- Travel..... 94%
- Humor..... 89%
- Homes..... 88%
- Books..... 87%
- Nature..... 87%
- History.....83%
- Shopping.....82%
- Technology.....78%
- Fashion.....77%
- Local Achievements.....77%
- Politics..... 76%
- Sports..... 76%
- Business..... 74%
- Art.....70%
- Nightlife..... 67%

Planned purchases in the next 12 months:

- Home Improvements .....53%
- Furniture/Home Furnishing .....53%
- Vacations.....53%
- Lawn & Garden.....47%
- Automotive Accessories.....44%
- Automobiles.....31%

A major percentage of Harrisburg Magazine readers are **30-59 years old**, have a household **income of \$100,000+** and keep each issue for over a month.\*



### Newsstand Distribution

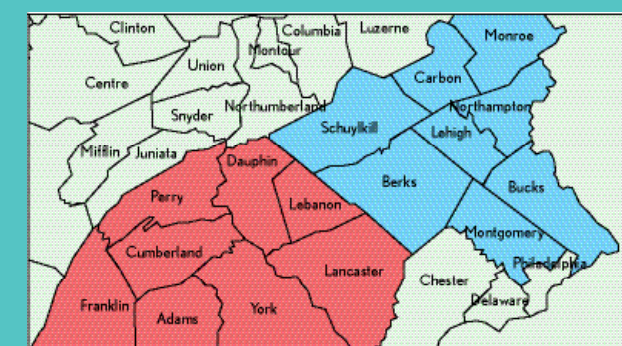
Harrisburg Magazine is available on nearly 75 newsstands in the south central Pennsylvania region. It can be found at all GIANT Foods, Wegmans, the gift shops at both Harrisburg Hospital and Holy Spirit Hospital, Harrisburg International Airport and the Harrisburg train station – just to name a few.

### 3.4% Pass-Along Rate

Harrisburg Magazine is also placed in Central Pennsylvania offices of doctors, dentists, accountants, select hotels and all beauty salons.

### Combination Offer

Reach over 16 counties by combining your advertising message in both Harrisburg Magazine (red) and its sister publication, Lehigh Valley Magazine (blue).



For more information, please call **717.233.0109** to contact an account executive.

\*Source: 2013-2014 Survey by Benchmark Group Media.

# 2018 MONTHLY CALENDAR

All issues also include Harrisburg Magazine's regular monthly departments.



**JANUARY**  
Weekend Getaways, Travel & Vacations  
2018 Simply the Best Ballot



Ad Space Deadline: 12/8  
Ad Materials Deadline: 12/15



**APRIL**  
Golf Guide  
Pets  
Veterinarian Profiles  
Health & Wellness  
2018 SAGE AWARDS BALLOT



Ad Space Deadline: 3/9  
Ad Materials Deadline: 3/16



**JULY**  
Dynamic Women  
Women in Business Profiles  
55+ Features  
Health & Wellness

Ad Space Deadline: 6/8  
Ad Materials Deadline: 6/15



**OCTOBER**  
Medical Profiles  
Breast Cancer Awareness Month/  
Real Men Wear Pink (ACS)  
Health & Wellness



Ad Space Deadline: 9/14  
Ad Materials Deadline: 9/21



**FEBRUARY**  
Charities & Volunteers  
Plastic/Cosmetic Surgery  
AHA's Go Red for Women  
Health & Wellness  
Professional Services Directory  
2018 Simply the Best Ballot



Ad Space Deadline: 1/5  
Ad Materials Deadline: 1/12



**MAY**  
Dental Profiles  
Education  
55+ Features  
2018 SAGE AWARDS BALLOT



Ad Space Deadline: 4/13  
Ad Materials Deadline: 4/20

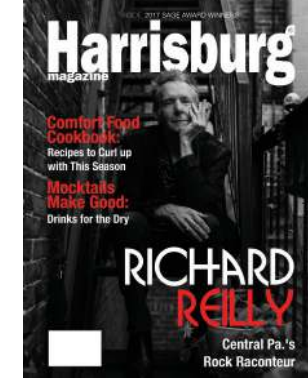


**AUGUST**  
2018 Simply The Best Winners



Sponsorship Opportunities Available

Ad Space Deadline: 7/13  
Ad Materials Deadline: 7/20



**NOVEMBER**  
Chefs, Food and Dining  
Financial Profiles  
Holiday Gift Guide  
2018 SAGE AWARDS



Ad Space Deadline: 10/12  
Ad Materials Deadline: 10/19



**MARCH**  
Food & Drink  
YWCA's Tribute to Women of Excellence  
55+ Features  
2018 Simply the Best Ballot



Ad Space Deadline: 2/9  
Ad Materials Deadline: 2/16



**JUNE**  
REGIONAL GUIDE  
Shopping, Dining & Entertainment  
Things To Do In The Region  
Dining Guide  
HOMES & GARDENS OF SOUTH CENTRAL PA



Ad Space Deadline: 5/11  
Ad Materials Deadline: 5/18



**SEPTEMBER**  
Arts & Entertainment  
Events Listing



Ad Space Deadline: 8/10  
Ad Materials Deadline: 8/17



**DECEMBER**  
Legal Profiles  
Movers & Shapers of 2018  
Holiday Gift Guide



Ad Space Deadline: 11/9  
Ad Materials Deadline: 11/16

SPONSORSHIP OPPORTUNITIES AVAILABLE

