



MEDIA

BERKSCOUNTY
Living
The Region's Premier Lifestyle Magazine

Read it. Love it. Live it.

KIT 2017

B E R K S C O U N T Y Living

The Region's Premier Lifestyle Magazine

This high-end monthly publication is compelling and attractive in design, as well as thought-provoking and entertaining in concept. *Berks County Living* was created to be the signature publication for Berks County, and to provide advertisers the opportunity to reach the hottest demographic groups in the area through a truly upscale, full-color format. We are a niche magazine that reaches Berks' high-end consumers and big-business spenders. *Berks County Living* readers have the income to support luxury items, finer homes and interiors, regular dining out and active lifestyles. Engaging editorial paired with high-quality production and a generous use of color makes this lifestyle magazine your link to the most affluent, distinct members of Berks County. It is our pleasure to open the door to Berks County.

Together we can make *Berks County Living* the tool you've been looking for to increase your business's profitability.



Readership
35,000



Frequency
12
issues per year



Core Readers Age
35-65



Household Incomes
\$75,000+

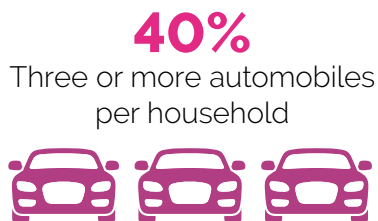
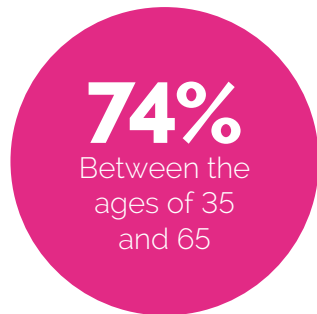
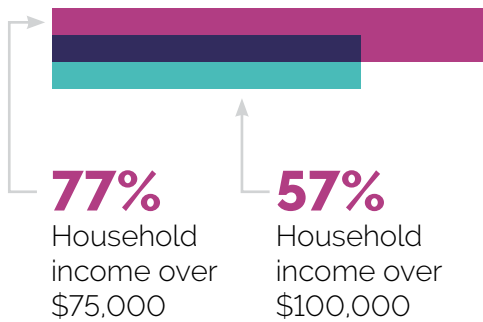


Homeowners
97%

AUDIENCE

Berks County Living reaches the county's intelligent, upscale and savvy citizens with engaging editorial content, compelling photography, and an unparalleled look and feel. Our readership includes longtime Berks business leaders, the decision makers of the day, and the up-and-coming entrepreneurs of tomorrow. As the only true upscale lifestyle magazine in its market, *Berks County Living* is poised to drive its quality readership directly to your doorstep.

READERSHIP



SPENDING TIME



OUT AND ABOUT

- 62%** Rated **reading** as a favorite activity
- 38%** Rated **shopping** as a favorite activity
- 49%** **Dine out** at least 6 times per month
- 55%** Spend time **gardening**
- 41%** Enjoy **fitness & exercise** & rated **golf** and/or **tennis** as a favorite activity
- 67%** Have at least occasional involvement in **political organizations, volunteer programs, and/or cultural activities**
- 96%** Spend at least a few minutes a day **browsing the Internet**

AT HOME



Source: IDP Survey of Berks County Living magazine subscribers

PARTNERSHIP & PRESENCE

DISTRIBUTED TO

- Paid subscribers
- Every member of the Greater Reading Chamber of Commerce & Industry, the Northeast Berks Chamber of Commerce, and the GoggleWorks Center for the Arts
- Sold at local newsstand locations
- Professional offices, visitor's bureau, waiting rooms, high-end salons, hotels, apartment complexes, realty offices, large business recruitment tools, and many more...
- Berks County library system
- Major regional, local and community events

Powerful **COMMUNITY PRESENCE**

Berks County Living has exclusive relationships, high-visibility presence and bonus distribution at the following events:

- Greater Reading Chamber Of Commerce & Industry Trade Shows
- Kutztown Festival
- Southeast Pennsylvania Home & Garden Show
- West Reading's Art On The Avenue & Fall Fest
- Centre Park Historic District events
- Antiques in the Oley Valley
- Berks Encore Senior Expo
- Breast Cancer Support Services Pink Power Night Conference
- Guts & Glory Expo

SUBSCRIPTION RELATIONSHIPS

Berks County Living has a relationship with the following organizations offering half-price subscriptions to their members:

- Berks Arts Council
- Greater Reading Young Professionals

ADDITIONAL COMMUNITY RELATIONSHIPS

- Berks Encore
- Centre Park Historic District
- GoggleWorks Center for the Arts
- Greater Reading Convention & Visitor's Bureau
- Kutztown University Performing Artists Series
- Reading Symphony Orchestra
- World Affairs Council

WHERE TO BUY

The largest quantity of issues can be found each month at **BARNES & NOBLE** as well as:

Abundance
Cavini's Cloud Nine Café
Dosie Dough
Giant
GoggleWorks Center for the Arts STORE
Junk to Jazz
Max Crema's Espresso & Coffee Bar
Mr. Food of Kutztown
Reading Hospital Gift Shop
Redner's Markets
Target
Weis Markets
Your Bet

Powerful **PARTNERSHIPS**

Only *Berks County Living* reaches the areas most distinguished "movers and shakers" through exclusive partnerships with...



PLUS it reaches thousands through individual subscriptions, newsstand sales, local hotels and bonus placement at physicians offices, upscale hair salons, and more.

2017 EDITORIAL CALENDAR

JANUARY **Bridal**

Features:

- 3 Berks Weddings in 2016
- Your Wedding Dress: Take 2
- Reception Guide

The Look: Bridal Bouquet Stylings

Living in Style: Gray Days: The Hot Interior Design Color

Special Advertising Profile Section:

Insurance Agencies

FEBRUARY **Travel**

Features:

- PA 2 Ways: Big City Spender, Quiet Countryside Splendor
- On a Mission: Berks Residents Traveling to Help Others

The Look: Travel Friendly Looks & Tips

Living in Style: Postcards from the Past

Special Advertising Profile Section:

Women in Business

MARCH **Health & Fitness**

Features:

- Meet Berks County's Accomplished Athletes
- Accessible Berks

The Look: Pants Perfect

Living in Style: Namaste. Inside the Kula Kamala Foundation

Special Advertising Profile Section:

Pets & Vets; Home & Garden

APRIL **Giving Back**

Features:

- Community Givers
- How-to-Give Local Guide

The Look: Fun Floral Fashions

Living in Style: Inside A College President's Home Turned Gallery

Special Advertising Profile Section:

People's Choice

MAY **Family**

Features:

- Berks First Families
- On a Local Farm in Barto
- Our Annual Summer Camp Guide

The Look: Mother-Daughter Styles

Living in Style: A Berks Historic Home

Special Advertising Profile Section:

Family Day Out: Realtor Profiles

JUNE **Men's Issue**

Features:

- The Art of Ink: Tattoo Style
- Music Makers

The Look: Berks Signature Guy Styles

Living in Style: Kick Ass Garages

Special Advertising Profile Section:

Men in Business

JULY **Summer**

Features:

- Meet Our Annual Pet Photo Contest Winners
- Grill This! – BBQ Tips

The Look: People & Their Pets

Living in Style: A Unique Backyard Pool & Entertainment Space

Special Advertising Profile Section:

Select Dentists: FACES of Berks

AUGUST **Education**

Features:

- Behind the College Curtain: Important People to Know
- 52 Classes to Take in Berks

The Look: Fancy Feet! Shoes, shoes & more shoes!

Living in Style: A Magnificent Mohnton Home

Special Advertising Profile Section:

Preschool & Childcare

SEPTEMBER **Business & Money**

Features:

- Innovative Ideas Born in Berks
- Berks Bucket List from A-Z
- Financial Savings Plans for All Ages

The Look: Suit Up

Living in Style: Cool Cottage Chic

Special Advertising Profile Section:

Select Lawyers

OCTOBER **Senior Living**

Features:

- The Seniors in Your Neighborhood
- The Inter-Community Senior Games
- Retirement Dreams

The Look: Think Pink: Support Breast Cancer Awareness

Living in Style: A Berks Monument Tour

Special Advertising Profile Section:

Oktoberfest & Fall Festivals

NOVEMBER **Gift Guide**

Features:

- Our Annual Holiday Gift Guide
- Clutter Free Giving

The Look: Meet This Year's Goodwill Runway Show Winners

Living in Style: Cozy up in a Berks Log Home

Special Advertising Profile Section:

Non-Profit Organizations; Little Black Book of Restaurants

DECEMBER **Best of Berks**

Features:

- 2017 Best of Berks Winners

The Look: Fashion Tude: Are you Sporty, Trendy, Classic or Glam?

Living in Style: Inside a Beautifully Decorated Holiday Home

Special Advertising Profile Section:

Holiday Retail; Little Black Book of Beauty, Wellness & Style



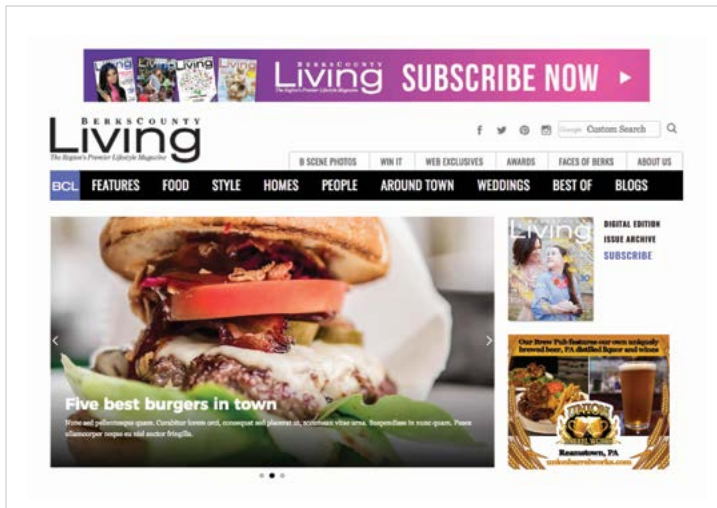
IN EVERY ISSUE: *Around Town, In the Limelight, B Scene, This Month, Five Things, Dining Out & Dining Guide*

**subject to change*

ONLINE PRESENCE



We use the impressive power of our print and social media platforms to drive readers to berkscountyliving.com every day! Monthly web exclusive articles, blogs from the staff, *B Scene* photos, an up-to-the-minute local events calendar, exclusive contests and incentives. Find all of this and more at BerksCountyLiving.com! Capture their attention online with your web ad and connect with them through a direct link to your website.



MONTHLY WEB AD RATES

SPONSOR WEB PAGES \$200

INCLUDES: 300 x 250 Medium Rectangle Ad
on corresponding page (first position ad on right)

Available on the following Web pages: Features, Food, Fashion, Homes, People/B Scene, Event, Wedding

RUN OF SITE ADS

size	1x
Medium Rectangle 300 x 250 px 300 x 100 px*	\$150
Leaderboard 970 x 90 px 728 x 90 px* 300 x 100 px*	\$125

*adjusted mobile device size

All rates quoted are per monthly website schedule; Rates are net. No other discounts will apply.

Web ads must be 72 dpi or higher.

EXTEND YOUR ONLINE REACH WITH THE *BCL Insider E-News*

Our monthly e-newsletter targets more than 3,000 dedicated and engaged readers with a snapshot of each issue's feature content, upcoming giveaways, events, and web exclusive content.

BANNER AD

\$150 (554 x 95 pixels) includes click-through to a web address of your choice.

PROFESSIONAL PROFILES

Share your story! Tell our readers – your potential clients — what your business specializes in, where you've been, what's on the horizon — it's all up to you! Simply submit your networking bio along with a high-resolution digital image and we'll take it from there. Need a new professional portrait? We can recommend a photographer to help you. Need some help sprucing up the text? We can help there, too!

Special Advertising Profile Section offered each month:

January Insurance Agencies

February Women in Business

March Pets & Vets; Home & Garden

April People's Choice Who's Who in Business

May Family Day Out; Realtor Profiles

June Men in Business

July Select Dentists

August Preschool & Childcare

September Select Lawyers

October Oktoberfest & Fall Festivals

November Non-Profit Organizations

December Holiday Retail

ALL PROFILES INCLUDE:

Photo, Business Name, Logo, Address, Phone Number, Web Site
(See 100 and 200 word samples below)



1/4 page profile \$550 up to 100 words

1/2 page profile \$900 up to 200 words

Full page profile \$1600 up to 300 words

1/4 PAGE

SPECIAL ADVERTISING SECTION

Massimo Caloiero
OWNER - THE POURHOUSE AMERICAN GRILLE

Massimo, owner of The Pourhouse American Grille in Pottsville, acquired the business in October of 2010 when he was approached by the current and former owners. Massimo saw it as an opportunity to expand his own career.

Caloiero started working in restaurants at a very young age. At just 13 years old, he was working and by the age of 18, he was managing the bar at the Pottsville Pourhouse. In the fall of 2007, the owners contacted Massimo and he decided to purchase the business after graduating high school, leaving the six and a half acre restaurant business.

1301 Princeton Hill
Pottsville
610.775.7107
pourhouseamericangrille.com

Samuel G. Padovani
REALTOR - REALTY OF READING

Buying or selling a home can be one of the most important decisions you make. It can also be a stressful experience. Thankfully, there are agents out there like Sam Padovani. He brings over 20 years of experience. From the current job, he's ready to help you in any way he can. He's a great listener. His passion for the real estate business is evident. He's a great person to have on your team. He's a great person to have on your team. He's a great person to have on your team.

Samuel Padovani is a Realtor with Realty of Reading and a member of The Real Estate Roundtable.

Office: 610.895.2770
Cell: 610.895.0595
Sam@SamPadovani.com
Phone: 100-100
Sam@RealEstate.com

Nancy Marshall-Vokorok
OWNER/PROFESSOR
Reading Journals

Nancy has been an entrepreneur of Reading Journals for 20 years. She started with a small business and grew it into a successful one. She has a passion for writing and helping others. She is a great listener and a great mentor. She is a great person to have on your team. She is a great person to have on your team. She is a great person to have on your team.

610.895.8888
nancy@readingjournals.com

Robin Costenbader-CTACC
PROFESSOR, CERTIFIED PROFESSIONAL COACH AND OWNER/PROFESSOR
RCJ Consulting Associates, LLC

Robin Costenbader works to help you DREAM BIGGER. Through consultation and coaching, she helps you create momentum and momentum to move and achieve professional and personal goals. She is a great listener and a great mentor. She is a great person to have on your team. She is a great person to have on your team. She is a great person to have on your team.

610.895.8888
rcj@rcjconsulting.com

Zachary Kern
OWNER - DELIVERY DOGS

Zach is a business entrepreneur striving to make Greater Reading a better place to live and work. Zach is a small business owner and member of the Pottsville Chamber of Commerce. He is a great listener and a great mentor. He is a great person to have on your team. He is a great person to have on your team. He is a great person to have on your team.

Delivery Dogs: Bringing the Good and Making the Good Life Better

Delivering pizza, beer, sandwiches and more. Delivering your customer to the door. Making it easy for them to buy, order, and pick up. Making it easy for them to buy, order, and pick up. Making it easy for them to buy, order, and pick up.

333 Canal Street | Reading | 610.430.3923
deliveredogs.com

Kate Hemmerich
Assistant Director

Kate Hemmerich is a business entrepreneur striving to make Greater Reading a better place to live and work. She is a great listener and a great mentor. She is a great person to have on your team. She is a great person to have on your team. She is a great person to have on your team.

610.895.8888
kate@readingjournals.com

Strategic Forces United

After more than a decade of working together, three top-tier business owners have joined forces to create a new and exciting chapter in the history of their business. They are now a team. They are now a team. They are now a team.

610.895.8888
strategicforcesunited.com

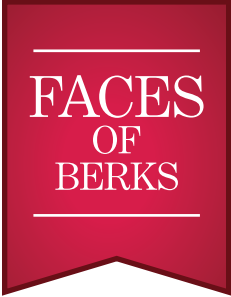
Christy Fuller, Public Relations Director

Christy Fuller is a business entrepreneur striving to make Greater Reading a better place to live and work. She is a great listener and a great mentor. She is a great person to have on your team. She is a great person to have on your team. She is a great person to have on your team.

610.895.8888
christy@readingjournals.com

1/2 PAGE

July 2017 FACES OF BERKS



Put a face to your name. *FACES* is a highly stylized section designed to feature the "FACE" of your organization or business. Give Berks County a face-to-face introduction to your business in the July issue of *Berks County Living*. Your individual or team portrait will be taken by one of our skilled photographers at your location and will appear in a dynamic special section of the magazine featuring black-and-white editorial-style profiles of the movers and shakers in the county. Categories are exclusive, so be sure to reserve now to ensure YOU ARE THE FACE EVERYONE IS TALKING ABOUT.

FULL-PAGE



TWO-PAGE SPREAD



ALL "FACES" PROFILES INCLUDE:

30-minute professional photo shoot with a *Berks County Living* photographer (including photo rights to the one published photo) and up to 200 words of professionally-written copy describing you and your business based on information you provide to our writing team.



Full page profile \$2,495 up to 150 words



2-page spread profile \$3,995 up to 200 words

[SECURE YOUR SPACE BY MAY 12TH]

YOU WILL ALSO RECEIVE:

One "As Seen in *Berks County Living*" laminated display copy of your profile (with easel back).

The photo rights to the one photo that appears in the July issue of *Berks County Living*.

Ten copies of the July issue of *Berks County Living*.

One day of online exposure via the official *Berks County Living* Facebook page (over 9,700 likes!).