



BERKSCOUNTY
Living
The Region's Premier Lifestyle Magazine
media kit
2024





Read it. Love it. *Live it.*

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



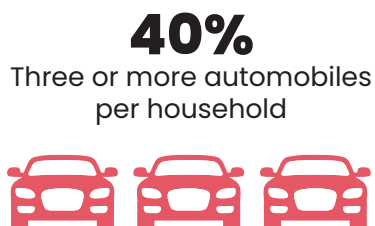
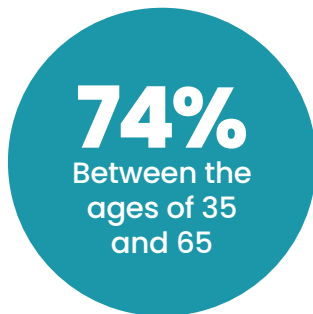
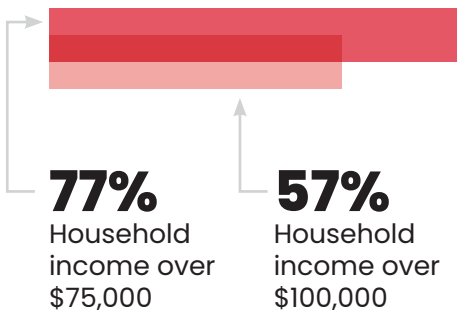
Household Incomes
\$75,000+



Homeowners
97%

→ **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



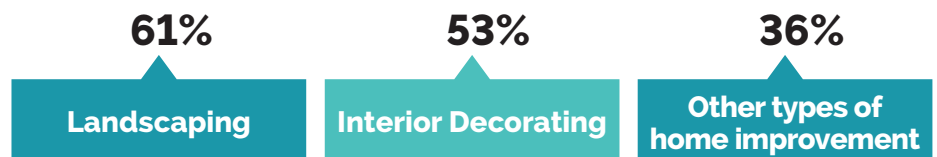
SPENDING TIME



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

BERKS COUNTY
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DISTRIBUTED TO

- Paid subscribers
- Every member of the Greater Reading Chamber Alliance, 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:**

- Kutztown Festival
- Southeast Pennsylvania Home & Garden Show
- West Reading's Art On The Avenue & Fall Fest
- Centre Park Historic District events
- Berks Encore Senior Expo
- Taste of Kutztown

SUBSCRIPTION RELATIONSHIPS

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

- Berks Arts
- Greater Reading Young Professionals

ADDITIONAL COMMUNITY RELATIONSHIPS

- Berks Encore
- Centre Park Historic District
- GoggleWorks Center for the Arts
- Keller Williams Platinum Realty
- Kutztown University Performing Artists Series
- Pennsylvania's Americana Region
- Penn State St. Joseph Downtown Campus
- Reading Health System - Medical Staff Recruitment
- Reading Symphony Orchestra
- Women2Women
- World Affairs Council

WHERE TO BUY

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

- Cloud Nine Café
- Dosie Dough
- Giant
- Hoffman's Coffee & Deli
- Junk to Jazz
- Mr. Food of Kutztown
- Redner's Markets
- Riverview Gardens & Gifts
- Target
- Weis Markets

POWERFUL PARTNERSHIPS

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



GREATER READING CHAMBER ALLIANCE



goggleWorks
Center for the Arts

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

the impact of magazine brands

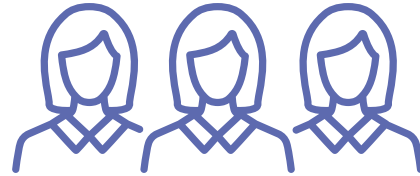
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MAGAZINES ARE BOOMING



88%

of adults have read at least **one magazine** in the last **6 months**

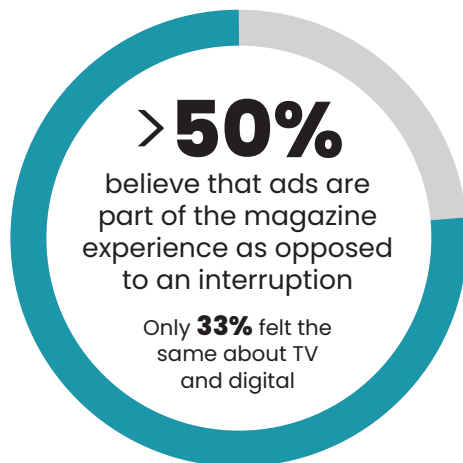


52% of women read or browsed magazines for entertainment during the pandemic

Print and digital editions of magazines saw a **3%** increase YOY in total brand audience while video and desktop stayed stagnant

41% say magazines are more important to them now vs pre-pandemic

MAGAZINES BREED CONSUMER LOYALTY AND TRUST



MAGAZINE BRAND AUDIENCES ARE HIGH-SPENDING CONSUMERS

The top 3 answers for magazine useability from readers:

- 1** learn about new products
- 2** inspires me to buy things
- 3** Gets me to try new things



34%

More engagement with heavy magazine readers in brand conversions than the average person



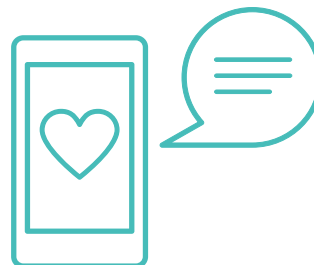
Magazine brand ads have a **65%** higher brand lift result than digital

Engagement with both a magazine and its website increases ad efficacy among women, averaging at higher ad awareness **26%**



MAGAZINE BRANDS ARE SPREADING THEIR DIGITAL WINGS

Magazine publishers' brand reach kept pace with that of the **top tech sites** and even outperformed when it came to reaching women 18+



40%

of people polled said they appreciate **magazines on social media** more since the pandemic

Sources: The Association of Magazine Media, MPA Factbook 2021; MRI Simmons, Starch Advertising Research, Dynata ADimension

JANUARY WEDDINGS



Features:

- Wedding Profiles: 3 Berks Newlywed Couples on their Big Day
- Reception Chart

The Look: Sock It to You

Living In Style: A Hygge Lifestyle

Special Ad Section:

Insurance Agencies;
Wedding Professionals

FEBRUARY LOVE

Features:

- Date Night in Berks County
- Cozy up with Coffee & Baked Goods

The Look: Go Red - Celebrating the Color Red

Living In Style: How to Age Gracefully in Your Own Home

Special Ad Section:

Women in Business;
Valentine's Day Gift Guide

MARCH HEALTH & WELLNESS



Features:

- Get Running: A Berks Race Round-up
- Pickleball 101

The Look: Putting on Pantone's Color of the Year

Living In Style: Creative Bonus Spaces

Special Ad Section:

Select Dentists; Home & Garden;
Fitness Spots; March Madness Merriment

APRIL GIVING



Features:

- Meet Local Doers
- How Habitat Berks Gifts Home Ownership

The Look: Singing in the Rain

Living In Style: Inside the Bernville Cotton Candy House

Special Ad Section:

People's Choice; Nonprofit Organizations;
Newcomer's Guide to Berks

MAY FAMILY

Features:

- Meet the Teachers
- Our Annual Summer Camp Guide

The Look: Wee One Fashions for Infants and Toddlers

Living In Style: Local Family Farms to Visit

Special Ad Section:

Realtors; Mother's Day Gift Guide

JUNE SUN & FUN



Features:

- Summer Saturdays in Berks
- A Salute to Dads

The Look: Golf Fashion

Living In Style: Lush Landscaping Inspiration

Special Ad Section:

Men in Business; Breweries, Wineries & Distilleries; Home Improvement Guide

JULY SUMMER



Features:

- 11th Annual Pet Photo Contest
- A Berks Festival Round-up

The Look: Sunny Yellow Styles

Living In Style:

Outdoor Entertaining

Special Ad Section:

FACES of Berks;
Outdoor Dining, Ice Cream Spots

AUGUST EDUCATION & THE ARTS

Features:

- Places to Explore at Berks Colleges & Universities
- Making Music in Greater Reading

The Look: Tanks & Tees

Living In Style: Backyard Birding

Special Ad Section:

Young Professionals;
Early Learning Centers

SEPTEMBER BUSINESS & FINANCE



Features:

- Cool Bosses
- Million Dollar Businesses in Berks
- Tax Preparation 101

The Look: Go Business Casual

Living In Style:

Exploring McGinty Motor Cars

Special Ad Section:

Entrepreneurs; Financial Matters,
Fall Home; Little Black Book of Family Businesses

OCTOBER SENIOR LIVING



Features:

- Milestone Anniversaries
- Fall Fun in Berks

The Look: Sweater Weather

Living In Style: A Stay at The South Mountain Inn

Special Ad Section:

Medical, Dental & Wellness Professionals;
Salons & Spas

NOVEMBER GIFT GUIDE

Features:

- Our Annual Holiday Gift Guide

The Look: Fall Foliage Inspired Fashion

Living In Style: Kitchen Design & Decor

Special Ad Section:

Retail Owners; Nonprofit Organizations,
Small Business Saturday;
Little Black Book of Restaurants

DECEMBER BEST OF BERKS

Features:

- Profiles of Best of Berks Winners

The Look: Bundle Up in Scarves

Living In Style:

A Fabulous Holiday Home

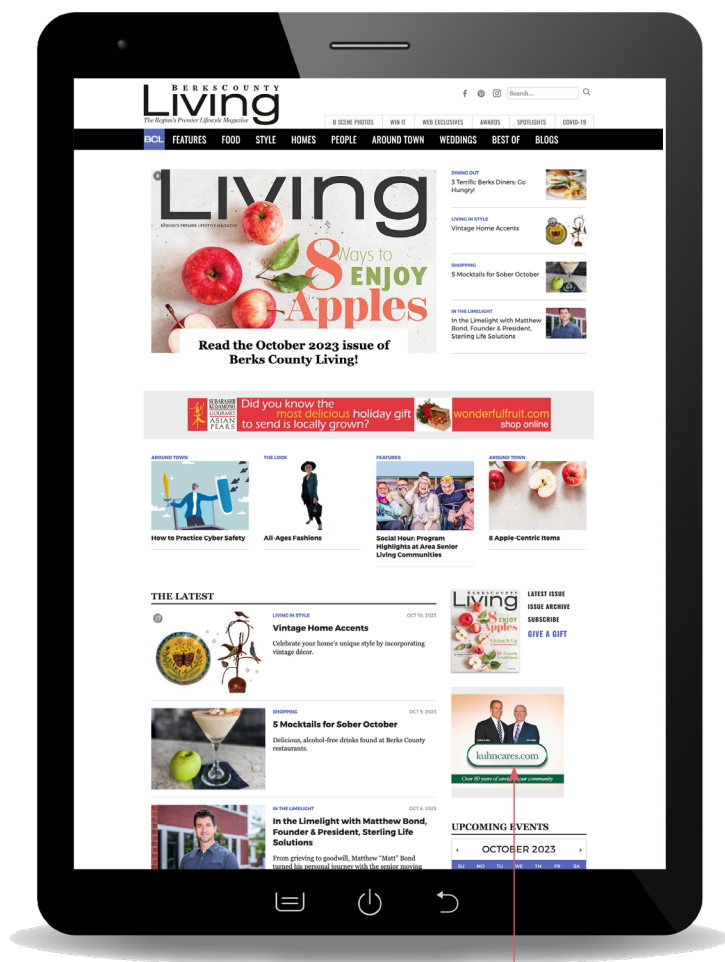
Special Ad Section:

Accountants; Holiday Fun Guide,
Shop Local; Guide to Beauty & Wellness

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

online presence

BERKSCOUNTY
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Medium Rectangle

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)
PLUS: 300 x 600 Half-Page Ad

Available on the following Web pages: Features, Food, Style, Homes, People, B Scene, Around Town, Weddings

RUN OF SITE ADS

Medium Rectangle \$150	Leaderboard \$125
300 x 250 px	970 x 90 px
300 x 100 px*	728 x 90 px*
	320 x 50 px*

*adjusted mobile device size

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.

Banner Ad



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 Home & Garden; Select Dentists

April People's Choice 2023

May Realtors

June Men in Business

July FACES of Berks

August Young Professionals

September Entrepreneurs

October Medical, Dental & Wellness Professionals

November Retail Owners

December Accountants

ALL PROFILES INCLUDE:

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



1/4 page profile \$600 up to 100 words



1/2 page profile \$1000 up to 200 words



Full page profile \$1700 up to 300 words

1/4 PAGE

Men in Business

Dr. Tom Graham
Composon Radiologists
Owner

Dr. Graham is the board certified radiologist and chief of radiology at the Berks and Lehigh Valley Center of Compton Radiologists. He is a member of the American College of Radiology and the American Society of Menopausal Medicine. He is also a member of the American Society of Menopausal Medicine and the American Society of Menopausal Medicine.

Dr. Patrick Borja
Senior and William Center
Owner & Clinician

Dr. Borja is a board certified radiologist and chief of radiology at the Berks and Lehigh Valley Center of Compton Radiologists. He is a member of the American College of Radiology and the American Society of Menopausal Medicine. He is also a member of the American Society of Menopausal Medicine and the American Society of Menopausal Medicine.

New Castle Lawn & Landscape

Founded in 2004, New Castle Lawn & Landscape has been serving the Berks and Lehigh Valley communities for over 15 years. With a focus on providing high-quality lawn care and landscaping services, New Castle has become a trusted name in the region. Our team of experienced professionals is dedicated to providing exceptional service and creating beautiful outdoor spaces for our clients.

2 East Point Drive, Shillington
610.796.7123
newcastlelawn.com

Women in Business

Amanda Alger
Owner and Stylist
Dressed in Love Bridal Suite

Amanda Alger is the owner and stylist at Dressed in Love Bridal Suite, a boutique bridal shop located in the heart of the Lehigh Valley. She has been in the industry for over 10 years and has a passion for helping brides find the perfect wedding dress. Amanda is a member of the American Society of Wedding and Bridal Professionals and the American Society of Wedding and Bridal Professionals.

630 Penn Avenue
West Reading
610.401.4848
dressedinlovebridal.com

1/2 PAGE

FULL PAGE

professional spotlights

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➔ **Spread the word!** Give our community-minded readers a preview of what you and your business have to offer by advertising in *Berks County Living*, the region's premier lifestyle magazine. Our special advertising section is the perfect opportunity to share information about your business with local businesses and residents — and maybe even give them a reason to do business with you. Simply submit your 60 words of copy and your contact information along with a high-resolution digital image and we'll take it from there.

Special Advertising Profile Section offered each month:

January Wedding Professionals

February Valentine's Day Gift Guide

March Fitness Spots ; March Madness Merriment

April Nonprofit

May Mother's Day

June Breweries, Wineries & Distilleries

July Outdoor Dining; Ice Cream Spots

August Early Learning Centers

September Financial Matters; Fall Home

October Salons & Spas

November Nonprofit; Small Business Saturday

December Shop Local: Holiday Fun

ALL PROFILES INCLUDE:

Photo
Business Name
Address
Phone Number
Website

1/6 page profile \$350
up to 60 words

SPECIAL ADVERTISING SECTION

Kula Kamala Foundation & Yoga Ashram
2700 East 1st Avenue
610.505.5073 | kulkakamala@kulkakamala.org

Consciousness-based yoga is an essential tool for creating a healthy life. At Kula Kamala Foundation & Yoga Ashram, we support the community by teaching yoga that incorporates meditation, pranayama, and hatha yoga. Our mission is to support each individual to become a better person through yoga.

Supporting Berks Residents' Needs
New youth organizations in our community and the members that help support these organizations are essential to the well-being of Berks and its residents. Help us by becoming a part of a handful of them and they might just give you what you need.

Yocum Institute for Arts Education
800.376.3276 | yocum@yocum.org

Yocum Institute for Arts Education is a non-profit organization that provides arts education to children and adults. We offer a variety of programs including dance, music, and visual arts. Our mission is to provide a safe and supportive environment for all students to learn and grow.

YMCA of Reading and Berks County
610.376.4000 | ymca@ymca.org

CALL THE YOCUM INSTITUTE FOR ARTS EDUCATION. You know that as a member of the YMCA of Reading and Berks County, you're not just a member of a gym, you're a member of a community. We offer a variety of programs including dance, music, and visual arts. Our mission is to provide a safe and supportive environment for all students to learn and grow.

Jesuit Center for Spiritual Growth
800.376.4000 | jesuitcenter.org

The Jesuit Center for Spiritual Growth is a non-profit organization that provides spiritual growth programs to children and adults. We offer a variety of programs including meditation, prayer, and spiritual counseling. Our mission is to provide a safe and supportive environment for all students to learn and grow.

Friend, Inc.
610.883.7700 | friendinc.org

Friend, Inc. is a non-profit organization that provides support services to children and adults. We offer a variety of programs including counseling, case management, and crisis intervention. Our mission is to provide a safe and supportive environment for all students to learn and grow.

SPECIAL ADVERTISING SECTION

Tracey's Flowers
215 Main St., Reading
610.376.1770 | traceysflowers.com

At Tracey's Flowers, we offer our customers a wide variety of floral arrangements for all occasions. From wedding bouquets to funeral arrangements, we have everything you need. Our mission is to provide a safe and supportive environment for all students to learn and grow.

Farmhouse Flowers
610.376.1770 | farmhouseflowers.com

Farmhouse Flowers is a non-profit organization that provides floral arrangements to children and adults. We offer a variety of programs including wedding bouquets, funeral arrangements, and corporate gifts. Our mission is to provide a safe and supportive environment for all students to learn and grow.

The Nosegay Florist
702 Riverside Dr., Reading
610.376.1770 | thenosegayflorist.com

The Nosegay Florist is a non-profit organization that provides floral arrangements to children and adults. We offer a variety of programs including wedding bouquets, funeral arrangements, and corporate gifts. Our mission is to provide a safe and supportive environment for all students to learn and grow.

Steins Flowers
215 Main St., Reading
610.376.1770 | steinsflowers.com

Steins Flowers is a non-profit organization that provides floral arrangements to children and adults. We offer a variety of programs including wedding bouquets, funeral arrangements, and corporate gifts. Our mission is to provide a safe and supportive environment for all students to learn and grow.

The Rustic Bunch
610.376.1770 | therusticbunch.com

The Rustic Bunch is a non-profit organization that provides floral arrangements to children and adults. We offer a variety of programs including wedding bouquets, funeral arrangements, and corporate gifts. Our mission is to provide a safe and supportive environment for all students to learn and grow.

SPECIAL ADVERTISING SECTION

Yogo Crazy Frozen Yogurt
215 Main St., Reading
610.376.1770 | yogocrazy.com

Yogo Crazy Frozen Yogurt is a non-profit organization that provides frozen yogurt to children and adults. We offer a variety of programs including frozen yogurt, smoothies, and healthy snacks. Our mission is to provide a safe and supportive environment for all students to learn and grow.

Scoupe DeVille
610.376.1770 | scoupe.com

Scoupe DeVille is a non-profit organization that provides frozen yogurt to children and adults. We offer a variety of programs including frozen yogurt, smoothies, and healthy snacks. Our mission is to provide a safe and supportive environment for all students to learn and grow.

Way-Har Farm Market
1701 Riverside Dr., Reading
610.376.1770 | way-har.com

Way-Har Farm Market is a non-profit organization that provides fresh produce to children and adults. We offer a variety of programs including fresh produce, meat, and seafood. Our mission is to provide a safe and supportive environment for all students to learn and grow.

Sweet Ride Ice Cream
610.376.1770 | sweetride.com

Sweet Ride Ice Cream is a non-profit organization that provides ice cream to children and adults. We offer a variety of programs including ice cream, frozen yogurt, and healthy snacks. Our mission is to provide a safe and supportive environment for all students to learn and grow.

The Cherry On Top
215 Main St., Reading
610.376.1770 | thecherryontop.com

The Cherry On Top is a non-profit organization that provides frozen yogurt to children and adults. We offer a variety of programs including frozen yogurt, smoothies, and healthy snacks. Our mission is to provide a safe and supportive environment for all students to learn and grow.

special supplements

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➔ **Stand out from the rest!** Share your story with our loyal readers and show them why YOU belong on their to-do list for must-try dining, beauty and shopping tips, a home improvement guide and more. Our special supplements provide great opportunities to share information about your business offerings. Our readers trust us for all things Berks County. Let us help them to trust you too and give them a reason to do business with you. Simply submit your words of copy, your contact information along with three high-resolution digital images, and we'll take it from there.

Special Supplements offered:

April Newcomer's Guide

June Home Improvement Guide

September Family Businesses in Berks

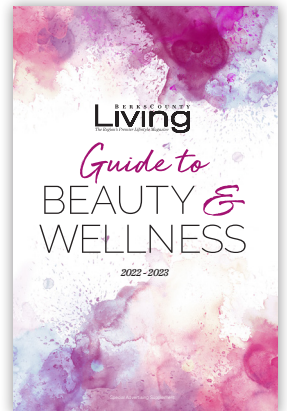
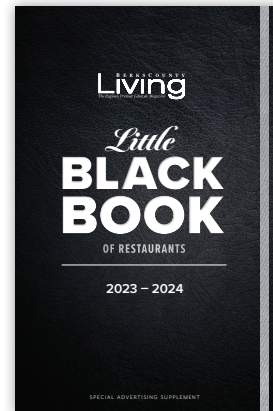
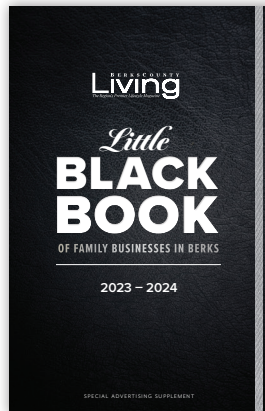
November Little Black Book of Restaurants

December Guide to Beauty & Wellness

Removable insert within up to 10,000 copies of *Berks County Living*.

PLUS:

Additional copies for distribution at your location.



ALL PROFILES INCLUDE:

- Collage of up to 3 high-resolution digital images (provided by you).
- Business address, phone number & website.
- Up to 300 words of copy highlighting your business, including what you are known for, details about your history, etc...

PLUS: Social media posts to plug YOUR BUSINESS including at least one dedicated post on the *BCL* Facebook page (14,000+ likes!) about YOUR business only.

Full Page \$800

up to 150 words

2-page Spread \$1,400

up to 300 words

Inside Front Cover \$1,300

Inside Back Cover \$1,300

Back Cover \$1,350

targeted email solutions

SAMPLE EMAIL

FIND. GET. KEEP CUSTOMERS.

Place your message in the inbox of thousands of potential new customers that directly mirror your best prospects. Customize your audience by zip code, county, state, age, gender, income, personal interests, and almost limitless characteristics!

CRAFT THE RIGHT MESSAGE

Being able to precisely target your customers allows you to strategically craft your message to engage the recipient. Design your own email and we'll deliver it—or work with our creative team to customize and launch your email campaign.

REACH & RE-TARGET

- Hyper-target your audience where they are engaging the most
- Connect with an audience that has expressed brand interest
- See improved ROI

BETTER RESULTS

- Higher guaranteed click-through
- Additional traffic to your website
- Increased conversion rates
- Improved analytics



Welcome to Tuscany!
Enjoy a free appetizer with any entrée. [Click for details.](#)

At Tuscany Grill, we believe Italian food should be inspired by authenticity - but defined by innovation. Enjoy handcrafted pizzas made in our wood-fired oven, seven varieties of pasta made fresh daily, and sauces simmered for hours, made from authentic ingredients with a creative twist. [See our full menu here.](#)



Thursday Night Wine Dinners

Thursdays are special at Tuscany Grill! Reserve your seat at the Vintner's Table for a special wine and food pairing every Thursday from 7-9. Learn about the wonderful world of wine from local experts - paired with amazing food from our award-winning chef, Paolo Franco. \$75 per person, seating is limited. [Click to reserve now.](#)

[Click Here For More Information](#)



Take a virtual tour of Tuscany Grill



Sunday Brunch Specials



Private Dining and Parties

TUSCANY
GRILL

456 N Queen St. | Lancaster, PA | 717.123.4567 [@](#) [f](#)

PRECISELY TARGET YOUR BEST PROSPECTS BY:

- Geographic Location
- Household
- Buying Activity
- Income & Wealth
- Children
- Individual
- Ethnicity & Religion
- Interest

- Health
- Occupation
- High Tech
- Auto Information
- Homeowner

	INITIAL DEPLOYMENT	REDROP w/ same creative	CREATIVE SERVICES (including any redrops)
up to 25k records deployed	\$995	\$700	starting at \$100
up to 35k records deployed	\$1300	\$800	starting at \$100
up to 50k records deployed	\$1800	\$900	starting at \$100
50k+ records deployed	\$20/CPM	N/A	starting at \$100

targeted display advertising

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Target the right audience with the right ads at the exact right time.

Our target audience solutions leverage the power of keywords, ensuring your ads will only be shown to consumers as they research and shop for things you sell. Even when they look at your competitors' websites, or articles about products and services you offer, your ads will be shown. With this targeting methodology, we incorporate local knowledge and preferences to ensure you are delivering the right ads to the right audience at the right time.

BENEFITS

Multi-tactic approach offers flexibility in **achieving your advertising objective**

All campaigns are geo-targeted, ensuring we only **share your ad with potential customers** in your defined service area

High performance, customized audience targeting

FEATURES

Multi-tactic strategies including **site re-targeting**, keyword search re-targeting, contextual, **geo-targeting**, **geo-fencing**, CRM, video, mobile to social, and more!

Ongoing daily **optimization** using **advanced algorithms**

Monthly reporting for all campaigns with support for display on web, mobile, video, and Facebook ad units

