

# READERSHIP OVER 40K

Our new advertising partnership with *Connect To Northern Westchester Magazine* will allow you to reach residents in Katonah, Bedford, Pound Ridge, Goldens Bridge, and many more areas of Northern Westchester, NY in addition to our circulation for a total circulation of over 40,000.

FULL PAGE ADS ONLY! 1 Issue - \$5,000 3 Issues - \$4,500 6 Issues - \$4,000



O68 Magazine (which started as **Ridgefield Magazine and Wilton** Magazine) serves Ridgefield, Wilton, and Redding CT, while providing content from other O68 zip codes and promoting those business areas. Our focus is on local content meant to drive business into our communities. We tell the stories of local people and businesses that all our readers find of interest. Our content can be lighthearted and fun such as our "Is that A Thing?" department while also focusing on more serious issues. Our feature story on Art Education as well as our feature on the "Insta Culture" highlight more topical content.

Most importantly, O68 Magazine is written for and distributed to everyone. Our writers and photographers are from the zip code and bring heart and interest to each article.

We pride ourselves on having affordable advertising options that give you a tremendous return for your advertising dollars! Our content is enjoyed by 100% of our communities, not just a percentage of people who usually spend their money while traveling or in the major metropolitan areas. Our readers are people in affluent areas that love our towns and are motivated to shop local.



### 2024 Publishing Schedule

ISSUE	RESERVE AD	MATERIALS ADWW	PUBLISH
JANUARY/FEBRUARY	11/15/2023	11/26/20 <mark>23</mark>	12/20/2023
MARCH/APRIL	01/15/2024	01/25/2024	02/19/2024
MAY/JUNE	03/15/2024	03/26/2024	04/19/2024
JULY/AUGUST	05/15/2024	05/26/2024	06/20/2024
SEPTEMBER/OCTOBER	07/15/2024	07/25/2024	08/19/2024
NOVEMBER/DECEMBER	09/15/2024	09/26/2024	10/21/2024



# Contact

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## www.O68magazine.com



**Please remember to recycle** Our older issues may be turned into your Chai Latte cups or Amazon Boxes!!



# RATE CARD

SIZE	<b>1</b> X	<b>3</b> X	6x
SPREAD	\$4,350	\$3,400	\$2,950
FULL PAGE	\$2,640	\$2,150	\$1,850
TWO THIRDS	\$2,180	\$1,750	\$1,500
ONE HALF	\$1,750	\$1,540	\$1,320
ONE THIRD	\$1,430	\$1,210	\$1,050
ONE QUARTER	\$1,100	\$880	\$720
ONE SIXTH (Marketplace)	\$605	\$535	\$500
INSIDE FRONT	\$4,050	-	-
INSIDE BACK	\$3,850	-	-
BACK	\$5,200	-	-

#### O68 Custom Cover \$8,000 • Designed by our Design Staff YOUR IMAGE, YOUR COVER LINE, YOUR BUSINESS!

**PUBLICATION SPECS** 

#### ADVERTORIAL +\$500

#### Marketplace: \$605 for single issues \$500 for 6x issue

Department section featuring a panel of 1/6 vertical ads complete with a directory.

## **Digital Marketing: \$350** 2 blog posts on our

website and 2 social media post (Instagram and Facebook) per issue.

Graphic Design Services Available

#### Preferred Format: High Quality Adobe PDF (300 dpi)

When exporting your file to a PDF format, please be sure to:

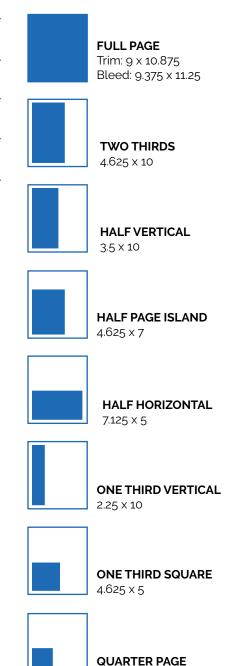
- $\cdot$  embed all fonts
- all files must be **CMYK** no spot colors, no RGB files
- place all photos in as 300 dpi CMYK .tif or .jpg files
- no crop marks or color registration bars
- allow 3/8" (.375) on all sides for live matter not intended to bleed on full page ads
- no bleeds for fractional ads
- allow 3/8" gutter safety for a spread





#### SPREAD

Trim: 18 x 10.875 (Bleed: 18.375 x 11.25) Bleed is 3/8 (.375) on all four sides



3.5 X 5

#### Please email your ad to ads@O68magazine.com