

2024 Media Kit

COVERING

Ridgefield, Wilton, Redding, and more in the O68 zip code

6x a Year

Published

O68

MAGAZINE

\$275,000

Average Household Income

\$875,000

Average Home Value

70,000+

Readers and Growing!

20,000+

Copies

NEW
NEW
NEW
NEW
NEW
NEW
NEW
NEW
NEW
NEW
NEW

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
-

why we

LISTEN



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.

ISSUE	RESERVE AD	MATERIALS ADWW	PUBLISH
JANUARY/FEBRUARY	11/15/2023	11/26/2023	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



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



@ColabellaMedia

RATE CARD



Dimensions

SIZE	1x	3x	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	-	-



SPREAD

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



FULL PAGE

Trim: 9 x 10.875
Bleed: 9.375 x 11.25



TWO THIRDS

4.625 x 10



HALF VERTICAL

3.5 x 10



HALF PAGE ISLAND

4.625 x 7



HALF HORIZONTAL

7.125 x 5



ONE THIRD VERTICAL

2.25 x 10



ONE THIRD SQUARE

4.625 x 5



QUARTER PAGE

3.5 x 5

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

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

PUBLICATION SPECS

Preferred Format:
High Quality Adobe PDF (300 dpi)

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

- 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

Please email your ad to ads@O68magazine.com