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

- **77%** Household income over $75,000
- **57%** Household income over $100,000

### SPENDING TIME

- **62%** Retain each issue of BCL for up to 6 months
- **76%** Pass BCL along to a friend or coworker
- **63%** Patronized a business after seeing an ad in BCL

### 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

- **61%** Landscaping
- **53%** Interior Decorating
- **36%** Other types of home improvement

Source: IDP Survey of Berks County Living magazine subscribers
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
- Berks Encore Senior Expo
- Guts & Glory 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 Council
- Greater Reading Young Professionals

ADDITIONAL COMMUNITY RELATIONSHIPS

- Berks Encore
- Centre Park Historic District
- GoggleWorks Center for the Arts
- Pennsylvania’s Americana Region
- 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:

- Cavini’s Cloud Nine Café
- Dolce de Zabala
- Dosie Dough
- Giant
- Hoffman’s Coffee & Deli
- 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.
2018 EDITORIAL CALENDAR

JANUARY Bridal
Features:
• Wedding Profiles: Meet 3 Berks Newlywed Couples
• Officiating the Wedding: Get Ordained!
• Reception Chart

The Look: Ring Trends
Living in Style: Ideas for Upgrading Your Home

Special Advertising Profile Section: Insurance Agencies

FEBRUARY Travel
Features:
• Foodie Fun & More in Pittsburgh
• Have Pets, Will Travel: Bringing your Furry Friend on Vacation

The Look: The Third Piece Rule
Living in Style: Inside a Victorian Home in Hampden Heights

Special Advertising Profile Section: Women in Business

MARCH Health & Fitness
Features:
• 4 Unique Fitness Offerings
• Farm to Table Comes to Berks

The Look: Fabulous Fitness Wear
Living in Style: Living with Beautiful Handmade Objects

Special Advertising Profile Section: Pets & Vets; Home & Garden

APRIL Giving
Features:
• Meet Berks County’s Givers
• Tales of Kids’ Dreams Come True
• Community Service Guide

The Look: Tips & Tricks for Thrift Shopping
Living in Style: Scheduling your Spring Cleaning

Special Advertising Profile Section: People’s Choice Who’s Who in Business

MAY Family
Features:
• Things to do with your Kids this Summer
• Summer Camp Guide
• They Can Come to You! Area Delivery Services

The Look: Sunny Delights
Living in Style: Fantastic Bedrooms for Boys

Special Advertising Profile Section: Realtor Profiles

JUNE Men’s Issue
Features:
• At Home with Berks Dads
• Local Outdoor Adventures

The Look: Sock & Ties
Living in Style: Inside a Berks Guy’s Home Retreat

Special Advertising Profile Section: Men in Business

JULY Summer
Features:
• 5th Annual Pet Photo Contest
• Where to Brunch in Berks

The Look: How to “Dress” for Different occasions
Living in Style: An Insider’s Guide to Camping in Berks

Special Advertising Profile Section: Select Dentists; FACES of Berks

AUGUST Education
Features:
• All about Berks Colleges & Universities
• Inside Local Libraries

The Look: Nail Art/Manicures
Living in Style: Backyard Entertaining & Cooking

Special Advertising Profile Section: Young Professionals

SEPTEMBER Business & Finance
Features:
• Meet the Chocolatiers
• Investment Strategies for Major Milestones

The Look: Trends & Friends
Living in Style: The Inn at Centre Park

Special Advertising Profile Section: Family Businesses

OCTOBER Senior Living
Features:
• Local Seniors Making their Mark
• Berks Senior Centers: Beyond Bingo

The Look: Hipster Fashion
Living in Style: Design by Saylor House

Special Advertising Profile Section: Salon Profiles

NOVEMBER Gift Guide
Features:
• Gift Guide

The Look: Outstanding in Orange
Living in Style: Decorating with Outdoor Influences

Special Advertising Profile Section: Non-Profit Organizations; CAUSES of Berks; Little Black Book of Restaurants

DECEMBER Best of Berks
Features:
• Profiles of Best of Berks Winners

The Look: Celebrate Fun Fashion: Ugly Christmas Sweater Edition
Living in Style: Tour a Holiday Home

Special Advertising Profile Section: Holiday Retail; Little Black Book of Beauty, Wellness & Style

*subject to change

IN EVERY ISSUE: Around Town, In the Limelight, B Scene, This Month, Five Things, Dining Out & Dining Guide
## 2018 BONUS RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1-4 ISSUES</th>
<th>4-8 ISSUES</th>
<th>8-12 ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,200 per issue</td>
<td>$2,000 per issue</td>
<td>$1,850 per issue</td>
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<tr>
<td>2/3</td>
<td>$1,800 per issue</td>
<td>$1,700 per issue</td>
<td>$1,600 per issue</td>
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<td>1/2</td>
<td>$1,450 per issue</td>
<td>$1,350 per issue</td>
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<td>1/3</td>
<td>$1,050 per issue</td>
<td>$950 per issue</td>
<td>$850 per issue</td>
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<tr>
<td>1/6</td>
<td>$725 per issue</td>
<td>$625 per issue</td>
<td>$525 per issue</td>
</tr>
<tr>
<td>1/9</td>
<td>$425 per issue</td>
<td>$375 per issue</td>
<td>$325 per issue</td>
</tr>
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</table>

* Premium positions inquire for rates and availability. All rates shown are 4-color. Black & White rates available upon request. Net rates quoted are per insertion. No other discounts will apply. Price includes Chamber discount. Price includes agency discount, if applicable. All advertising is billed per issue at the time of publication. Payment is due upon receipt of invoice.

## ADVERTISING SPECS

| 2-Page Spread | 17.5 X 10 |
| 2-Page Spread w/ bleed | 18.5 X 11.375 |
| Full Page | 8 X 10 |
| Full Page w/ bleed | 9.5 X 11.375 |
| 2/3 Vertical | 4.875 X 10 |
| 2/3 w/ bleed | 5.75 X 11.375 |
| 1/2 Horizontal | 7.625 X 4.875 |
| 1/2 Vertical | 4.875 X 7.5 |
| 1/3 Vertical | 2.5 X 10 |
| 1/3 Square | 4.875 X 4.875 |
| 1/6 Vertical | 2.5 X 4.875 |
| 1/6 Horizontal | 4.875 X 2.5 |
| 1/9 Vertical | 2.5 X 3.125 |

Specs noted width x height

## ADVERTISING DEADLINES

<table>
<thead>
<tr>
<th>Month</th>
<th>Deadline</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>11.10.17</td>
</tr>
<tr>
<td>February</td>
<td>12.8.17</td>
</tr>
<tr>
<td>March</td>
<td>11.2.18</td>
</tr>
<tr>
<td>April</td>
<td>2.9.18</td>
</tr>
<tr>
<td>May</td>
<td>3.18.18</td>
</tr>
<tr>
<td>June</td>
<td>4.13.18</td>
</tr>
<tr>
<td>July</td>
<td>5.11.18</td>
</tr>
<tr>
<td>August</td>
<td>6.18.18</td>
</tr>
<tr>
<td>September</td>
<td>7.13.18</td>
</tr>
<tr>
<td>October</td>
<td>8.10.18</td>
</tr>
<tr>
<td>November</td>
<td>9.14.18</td>
</tr>
<tr>
<td>December</td>
<td>10.12.18</td>
</tr>
</tbody>
</table>

## MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Suite 6. Any of the following layout files are acceptable: Adobe In-Design (*.indd), Photoshop (*.psd, *.tif, *.jpg, *.eps), Illustrator (*.ai, *.eps, *.pdf) and Acrobat (*.pdf). We can also accept non-working files of *.tif, *.jpg, *.eps and *.pdf format. Note that changes cannot be made to these files once received. Non-working files must have all text converted to outlines or all fonts embedded, and all images embedded, in addition to following all other specifications.

**Magazine Trim size: 9 x 10.875**

**Bleed Dimensions: 9.25 x 11.125**

All live matter must be 0.125” from trim

**Rich Black CMYK Make-Up: C:75 M:63 Y:63 K:100**

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Go East or West 
Add Lehigh Valley Style and Susquehanna Style magazines to your advertising purchase and extend your coverage!
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

<table>
<thead>
<tr>
<th>size</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td></td>
</tr>
<tr>
<td>300 x 250 px</td>
<td>150</td>
</tr>
<tr>
<td>300 x 100 px*</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>size</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td></td>
</tr>
<tr>
<td>970 x 90 px</td>
<td>125</td>
</tr>
<tr>
<td>728 x 90 px*</td>
<td></td>
</tr>
<tr>
<td>320 x 50 px*</td>
<td></td>
</tr>
</tbody>
</table>

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.
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:

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Insurance Agencies</td>
</tr>
<tr>
<td>February</td>
<td>Women in Business</td>
</tr>
<tr>
<td>March</td>
<td>Pets &amp; Vets: Home &amp; Garden</td>
</tr>
<tr>
<td>April</td>
<td>People’s Choice Who’s Who in Business</td>
</tr>
<tr>
<td>May</td>
<td>Realtor Profiles</td>
</tr>
<tr>
<td>June</td>
<td>Men in Business</td>
</tr>
<tr>
<td>July</td>
<td>Select Dentists</td>
</tr>
<tr>
<td>August</td>
<td>Young Professionals</td>
</tr>
<tr>
<td>September</td>
<td>Family Businesses</td>
</tr>
<tr>
<td>October</td>
<td>Salon Profiles</td>
</tr>
<tr>
<td>November</td>
<td>Non-Profit Organizations</td>
</tr>
<tr>
<td>December</td>
<td>Holiday Retail</td>
</tr>
</tbody>
</table>

### ALL PROFILES INCLUDE:

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

<table>
<thead>
<tr>
<th>Profile Type</th>
<th>Word Count</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page profile</td>
<td>up to 100 words</td>
<td>$550</td>
</tr>
<tr>
<td>1/2 page profile</td>
<td>up to 200 words</td>
<td>$900</td>
</tr>
<tr>
<td>Full page profile</td>
<td>up to 300 words</td>
<td>$1600</td>
</tr>
</tbody>
</table>

For more information, contact berkscountyliving.com
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.

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

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 10,000+ likes).
TARGETED DISPLAY ADVERTISING

We can reach your audience on desktops, laptops, tablets and smartphones. If they’ve been to your website, searched for your products and services, or they’re reading content relevant to what you offer, we’ll help get your message in front of them today! Plus all campaigns are geo-targeted, ensuring that we only share your ad with potential customers in your defined service area.

Features:
- Multi-tactic strategies utilizing a combination of site re-targeting, keyword-level search re-targeting, contextual, geo-targeting, geo-fencing, and CRM (customer relationship management).
- Ongoing daily optimization using advanced algorithms.
- Monthly reporting for all campaigns. Including impressions, CTR (click through rate), CPA (cost per acquisition), domains and apps that ads are served on, and the most effective keywords that are used.
- Support for display on web, mobile, video and Facebook ad units.

Benefits:
- High performance, customized audience targeting that delivers better performance by delivering the right ad to the right audience at the right time.
- Multi-tactic approach offers flexibility in achieving your advertising objectives.

CUSTOMIZED AUDIENCE SOLUTIONS

PRINT ADVERTISER PACKAGE RATE*
3 Consecutive Months - Minimum Contract

<table>
<thead>
<tr>
<th>Package (Branding)</th>
<th>Impressions</th>
<th>Geo-Fences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze Package</td>
<td>$400/Month</td>
<td>50,000</td>
</tr>
<tr>
<td>Silver Package</td>
<td>$800/Month</td>
<td>100,000</td>
</tr>
<tr>
<td>Gold Package</td>
<td>$1,200/Month</td>
<td>150,000</td>
</tr>
<tr>
<td>Platinum Package</td>
<td>$2,400/Month</td>
<td>300,000</td>
</tr>
</tbody>
</table>

NON PRINT ADVERTISER PACKAGE RATE*
3 Consecutive Months - Minimum Contract

<table>
<thead>
<tr>
<th>Package (Branding)</th>
<th>Impressions</th>
<th>Geo-Fences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze Package</td>
<td>$500/Month</td>
<td>50,000</td>
</tr>
<tr>
<td>Silver Package</td>
<td>$1,000/Month</td>
<td>100,000</td>
</tr>
<tr>
<td>Gold Package</td>
<td>$1,500/Month</td>
<td>150,000</td>
</tr>
<tr>
<td>Platinum Package</td>
<td>$3,000/Month</td>
<td>300,000</td>
</tr>
</tbody>
</table>

*Custom Quotes Available

201 Washington St., Suite 525 | GoggleWorks Center for the Arts | Reading | P: 610.898.1928 | F: 610.898.1933 | berkscountyliving.com