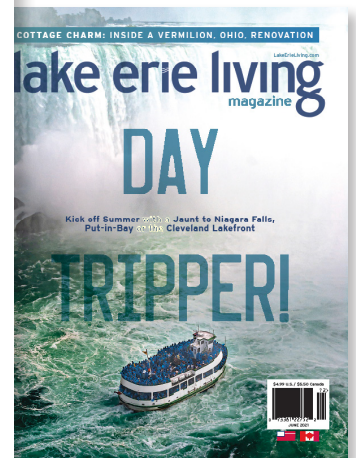


Ohio Magazine

Adventures WITHIN REACH

2022 MEDIA KIT



Inside

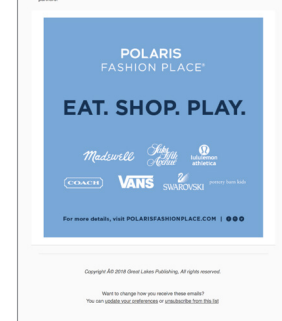
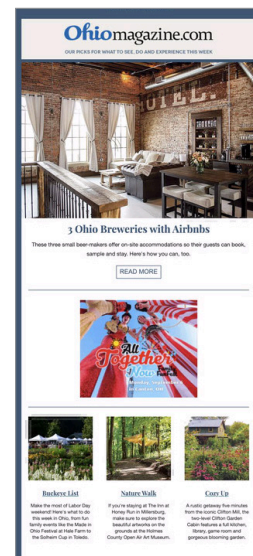
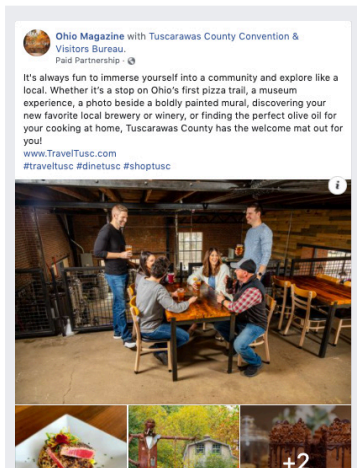
- 1 OHIO MAGAZINE FOOTPRINT
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THE OHIO MAGAZINE FOOTPRINT

Ohio Magazine serves energetic and involved Ohioans. We publish award-winning stories and photographs of Ohio's most interesting people, arts, entertainment, history, homes, food & drink, family life, festivals and regional travel. From profiles of notable Ohioans, to a new recipe, attractions or events, we capture the beauty, the adventure and the fun of life and travel in and around the Buckeye State across all media platforms.



#1 SUBSCRIBED AUDIENCE FOR REGIONAL TRAVELERS IN OHIO AND SURROUNDING STATES

325,000 monthly audience!

Promotional messaging frequency

4x / week

4x / week

unlimited

1x / month

48K

TIKTOK
TWITTER
INSTAGRAM
FACEBOOK

SOCIAL

54K

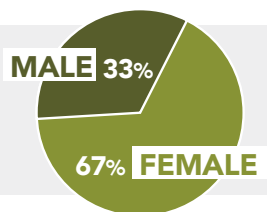
EMAIL

60K

WEBSITE

163K

PRINT



MEDIAN AGE

50

MEDIAN HOUSEHOLD INCOME

115K

COLLEGE ATTAINMENT

90%

TESTIMONIALS



My wife, daughter and I were looking through the Ohio Magazine recently for things to do around Ohio. **We saw the advertisement in the magazine for the 720 Market on June 26th and were very intrigued by it.** We also visited 720market.com website and decided to head up your way from Delaware, Ohio.

— THE RUPP FAMILY

“

YOU ALL ARE GREAT TO WORK WITH AND I APPRECIATE YOUR CONTINUED DIALOGUE ON OUR DIGITAL PROGRAM. THIS GOES A LONG WAY WITH MYSELF AND OUR TEAM AND THAT, COMBINED WITH OUR SUCCESS FROM PRINT & DIGITAL CAMPAIGNS, WILL LEAD TO US REINVESTING IN OHIO MAGAZINE AND LONG WEEKENDS IN 2018.

— CHASE GUNNOE, BUSINESS DEVELOPMENT MANAGER DURBIN & GREENBRIER VALLEY RAILROAD



Our ads are performing so well, we feel it is urgent that we invest in continuing this upward momentum. You all do such amazing work and act as an integral extension of our team! We are so grateful to have your talent and expertise in our corner.

— AMANDA DAVIS, EXECUTIVE DIRECTOR, VISIT GROVE CITY, OH

“

OUR CVB HAS BEEN A LONGTIME PARTNER WITH OHIO MAGAZINE. OHIO IS AN IMPORTANT MARKET FOR US AND THEY HIT ALL OUR DEMOGRAPHICS. ON TOP OF THAT, **THEIR TEAM PROVIDES EXCELLENT SERVICE ALONG WITH A GREAT PRODUCT. COMBINE THAT WITH FRIENDLY, HELPFUL PERSONALITIES AND IT'S AN IDEAL MATCH.** I HIGHLY RECOMMEND THEIR PRODUCT.” — TYSON COMPTON, PRESIDENT, HUNTINGTON AREA CVB, HUNTINGTON, WV



2022 CONTENT CALENDAR

January/February	March/April	May	June
COVER: WINTER GETAWAYS/ ADVENTURES UNDERGROUND RAILROAD ROMANTIC GIFT GUIDE WINTER TRAVEL (SAS): <i>Indoor and outdoor family fun</i> SKIING (SAS): <i>Short ski getaways in and near Ohio</i> CASINOS (SAS) CRAFT BEER AND DISTILLERIES (BREWERY BLOCKS) <i>Discover great craft beers and welcoming taprooms</i>	COVER: SPRING ROAD TRIPS KENTUCKY WEST VIRGINIA TOLEDO AMISH COUNTRY COLUMBUS BIRTHDAY OFFER	COVER: 102 DAYS & NIGHTS OF SUMMER <i>Our guide to your summer in the Buckeye State</i> OHIO BYWAYS BUTLER COUNTY HOCKING HILLS MICHIGAN GENEVA-ON-THE-LAKE YOUNGSTOWN	COVER: OUTDOORS ISSUE WESTERN NY WESTERN PA/ERIE OHIO WINE MONTH FAMILY FIELD TRIPS (SAS)
July/August	September/October	November/December	
COVER: OHIO FOODS WEST VIRGINIA APPALACHIA CANTON DESTINATION CLEVELAND BEST HOMETOWNS TRAVEL	COVER: FALL COLORS AMISH COUNTRY MICHIGAN GROVE CITY OHIO WINE COUNTRY COLUMBUS ARTS IN OHIO DESTINATION SHOPPING (SAS) HAUNTED OHIO (SAS)	COVER: OHIO'S BEST HOMETOWNS <i>Honoring communities that are great places to live, work and visit</i> HOLIDAY TRAVEL COLUMBUS HOLIDAY GIFT GUIDE DESTINATION SHOPPING (SAS)	

BANNER CAMPAIGNS

Events

FEATURED EVENTS



NOVEMBER 19–OCTOBER 3
Raggin' On: The Art of Aminah Brenda Lynn Robinson's House and Journals
COLUMBUS, OH

"Raggin' On" is a unique collection of art and journals that are a testament to the life of a woman who lived and worked in the heart of the city.



SEPTEMBER 1–OCTOBER 31
Fall Music in Warren
WARREN, OH

Warren has one of the best fall music scenes in the state. With live music every weekend, there's something for everyone.



Event Search

Where Are You Going? Select an event type.

CENTRAL NORTHEAST NORTHWEST
SOUTHEAST SOUTHWEST LONG WEEKENDS



Travel

AMISH COUNTRY | HOCKING HILLS | WITH KIDS | ROMANTIC GETAWAYS | LONG WEEKENDS | LAKE ERIE ISLANDS | CITIES | HISTORY | TRAVEL RESOURCES



Ohio Amish Country Experiences

Hit the road and discover the simple life with our guide to great markets, landmark restaurants and tours that take you into Amish homes and businesses.

Food + Drink

RECIPES | RESTAURANTS | CRAFT BEER | WINERIES | FOOD + DRINK GUIDES



Bent Ladder Cider and Wine, Doylestown

Matt Vordrask makes handcrafted hard ciders using both modern apples and heirloom varieties that date back centuries. You can try them at his idyllic tasting room.

Arts



Home + Garden



Ohio Life



Targeted+Interested+Receptive

Ohio Magazine.com banner campaigns are 400%* more effective than traditional banner campaigns. All our traffic is prequalified. No amount of demographic segmenting can replace the effectiveness of adjacent content when creating excitement for your brand. Our digital audience is seeking an experience in your area of interest. Catch them in the moment where they are receptive to an idea. That is why they have taken the initiative to seek out OhioMagazine.com.



All campaigns include multiple units for maximum reach and effectivity.

CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION // For production questions, contact Haley Parker • 614-324-2594, parker@glpublishing.com

SPONSORED CONTENT

A picture is worth 1,000 words, but maybe that isn't enough to communicate the emotion of an experience. Sponsored content is a great way to go deeper and engage readers more fully within an environment they trust. We can write a captivating SEO-friendly story under your direction or we can take existing copy that has proven to be successful on your own digital channels. Either way, we will promote it on OhioMagazine.com and boost it with a programmatic advertising buy to be sure it gets the exposure you need.

HOME PAGE FEATURED SPOT



Ohio Stargazing Guide

Here's where to go and who can help you attain breathtaking views of the heavens above.



Stitches of Hope

The Dayton Art Institute showcases thought-provoking artwork by South Africa's Lubiano.



Sponsored: Local Guesthouse sees surge in bookings

Local Guesthouse Resort Hotel joins booking.com and sees 100% increase in bookings on weekends.

Be one of the first things our readers see when they visit our homepage. Your featured spot on our home page will click through to your sponsored page.

TARGETED PAGE FEATURED SPOT



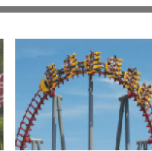
8 Must-Visit West Virginia State Parks

If you want to see the Mountain State in all its rugged, natural glory, plan a trip to one of these state parks.



Heritage Road Trips 2017

From the shores of Fathom's Cove to the farm where Bob Evans and his family live, these scenic beauty spots are right in our states' history.



102 Days - Nights of Summer

Our annual guide to the longest days and the warmest nights of the year.



Sponsored: Local Guesthouse sees surge in bookings

Local Guesthouse Resort Hotel joins booking.com

You will also receive a feature spot on one of our six targeted pages.

CUSTOMIZED SPONSOR PAGE



Sponsored: Local Guesthouse sees surge in bookings

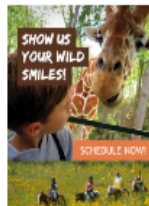
Local Guesthouse Resort Hotel joins booking.com and sees 100% increase in bookings on weekends.

100% increase in bookings on weekends

100% increase in bookings on weekends

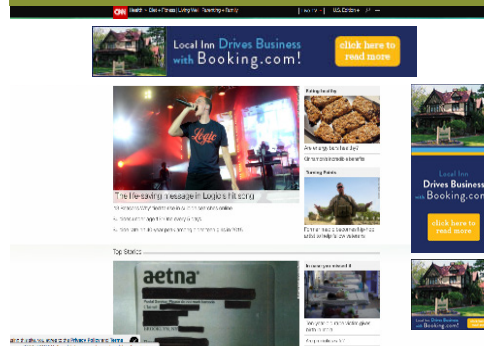
100% increase in bookings on weekends

100% increase in bookings on weekends



Increase brand awareness and promote your personalized message to our targeted audience on a digital platform.

PROGRAMMATIC ADVERTISING BOOST



Each sponsored content engagement includes a targeted programmatic buy we make on your behalf on Facebook or Google to ensure maximum exposure.

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NEWSLETTER SPONSORSHIP

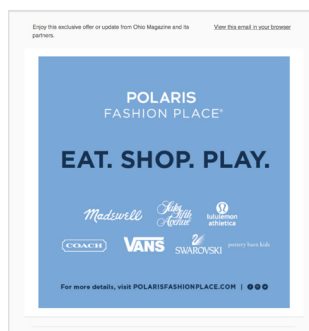
Each week we send four different targeted newsletters to up to 20,000 individual opt-in subscribers: Events, Farm & Table, LongWeekends and Promotions & Offers. Each newsletter sponsorship is exclusive to one advertiser each week, delivering an engaged readership and an environment where your display banner ads won't be missed!

CURRENT RESULTS

17.8% OPEN RATE
4.0% CLICK THROUGH RATE

Events and Farm & Table newsletters includes two medium rectangle ad placements (at right) with link to your website. Static artwork only.

PROMOTIONS AND OFFERS SAMPLE



*Weeks
sell out
fast!
Reserve
your
dates
now!*

Adventures WITHIN REACH



SPONSORED SOCIAL

Instagram

Ohio Magazine's loyal Instagram followers are young, active and looking for the hottest trends in Ohio on social media. Ohio Magazine's Instagram account is a visual inspiration board for all the BEST in Ohio. We offer businesses in select industries the opportunity to show off their brand with sponsored posts. We can track the impressions and engagement of each post thereafter, gathering valuable insights for your business. That way, you'll know exactly who responds to your message.



Facebook

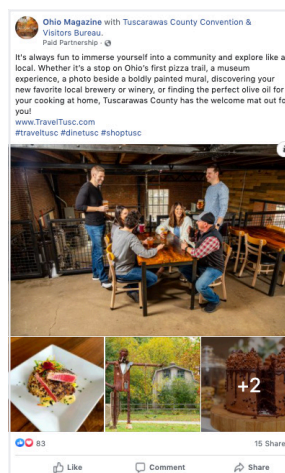
Ohio Magazine's Facebook audience is loyal, engaged and interested in learning about all the Buckeye State has to offer. Ohio Magazine's Facebook feed features our award-winning editorial content and offers a perfect environment for your advertising message.

We offer businesses in select industries the opportunity to tell their story with co-branded, promotional Facebook posts. You can track the impressions and engagement of each post and gather valuable insights.

You'll be able to tell the reach of your message and know who responds to it.

PARAMETERS & STYLE REQUIREMENTS

- One post available per week. Will be posted on Tuesday or Thursday (date/time not guaranteed).
- Client can choose between one static image or carousel of up to 5 images per post.
- Client must submit high-resolution photos that match Ohio Magazine's feed.
- No text on photos. No logos. No repeated creative.
- Client must submit up to 75 words to accompany photo(s).
- Includes one profile tagged and up to 3 hashtags.
- All content is subject to change to match the editorial style of Ohio Magazine. Copy will be proofed to client before posting.



TARGET YOUR KEY AUDIENCE

- ARTS & ENTERTAINMENT
- EVENTS/THINGS TO DO
- FOOD & DRINK
- HOME & GARDEN
- TRAVEL/OHIO LIFE

TRACKING SUCCESS

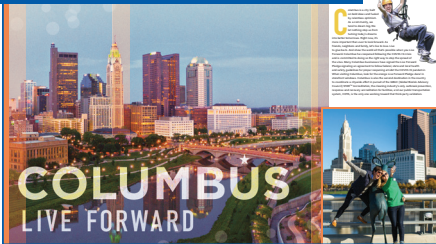
- IMPRESSIONS (NUMBER OF TIMES YOUR POST WAS SEEN)
- REACH (NUMBER OF UNIQUE INDIVIDUALS THAT VIEWED THE POST)
- ENGAGEMENT (NUMBER OF COMMENTS AND LIKES)

CUSTOM INSERTS

A Unique Way to Get Your Message to 160,000+ Readers

A custom insert in Ohio Magazine is a unique way to get your message in front of the most desirable consumers in Ohio.

DESTINATION MARKETING



EVENT PROMOTION



CAUSE AWARENESS



RETAIL MARKETING



OUR READERS ARE YOUR BUYERS...

- One of the largest paid audiences in the state
- Twice the average median household income

CUSTOM INSERT SPECIFICATIONS

- Dimensions: 9" x 10.875"
- Paper: All inserts will appear on 50# text stock in the magazine
- Inserts will be bound into the full run of one issue of Ohio Magazine.
- The electronic flipbook will be housed for one year on OhioMagazine.com.
- An electronic flipbook of your insert with hyperlinks to embedded URLs will be provided.
- 1,000 client copies printed on the heavier stock will be shipped directly to the client.
 - 4- and 8-page inserts will reprint on 100# text
 - 12-, 16- and 24-page inserts will reprint on 80# text
 - 32-page or more inserts will reprint on 60# text
- Additional client section copies are 50¢ each.
- Ohio Magazine editorial and design services are included.

CUSTOM INSERT RATES

4-Page Insert.....	\$9,030
8-Page Insert.....	\$14,175
12-Page Insert	\$19,845
16-Page Insert	\$24,990
24-Page Insert	\$36,330
32-Page Insert	\$45,465
40-Page Insert	\$54,495

All rates are net

We can help!
Prices shown
can be drastically
reduced
when supported
through advertising

CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION // For production questions, contact Haley Parker • 614-324-2594, parker@glpublishing.com

RATES & SPECIFICATIONS

Print

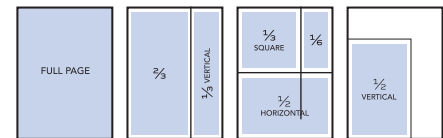
PRINT OPPORTUNITIES

FOUR COLOR	1X	3X	6X
Full Page	8,265	7,030	6,620
2/3	7,070	6,005	5,655
1/2	6,090	5,180	4,885
1/3	4,560	3,880	3,645
1/6	2,770	2,325	2,205
COVERS			
Second	10,110	8,570	8,050
Third	9,555	8,125	7,660
Fourth	10,915	9,280	8,745

ADVERTISING CLOSE DATES FOR 2022

ISSUE	AD CLOSE	AD DUE
JAN./FEB. 2022	11-22-21	11-30-21
MAR./APR. 2022	1-24-22	2-1-22
S/S LONGWEEKENDS	2-14-22	2-22-22
MAY 2022	3-21-22	3-29-22
JUNE 2022	4-25-22	5-3-22
JULY/AUG. 2022	5-23-22	5-31-22
F/W LONGWEEKENDS	6-30-22	7-5-22
SEPT./OCT. 2022	7-25-22	8-2-22
NOV./DEC. 2022	9-26-22	10-4-22

PRINT SPECIFICATIONS



AD SIZES

Full Page
2/3 Vertical
1/2 Horizontal
1/2 Vertical
1/3 Square
1/3 Vertical
1/6 Vertical

WIDTH x DEPTH

7.25" x 10.0"
4.75" x 10.0"
7.25" x 4.875"
4.75" x 7.375"
4.75" x 4.875"
2.25" x 10.0"
2.25" x 4.875"

Travel Resource
Directory

2.0" x 4.25"

FULL PAGE BLEED SPECIFICATIONS

Trim Size 9.0" x 10.875"
Plate Size** 9.25" x 11.125"

****Final trim size of publication is 9.0" x 10.875".**

Keep live matter 0.25" from the trim edge top and bottom and 0.5" from both side trim edges.

EVENT ENHANCED LISTING SPECIFICATIONS

25 words of copy plus event information.
Photo no smaller than 4.0" x 6.0" at 300 DPI.

RATES & SPECIFICATIONS

Digital

DIGITAL OPPORTUNITIES

Display Banners	\$315
Video	\$420
Sponsored Content	\$1,260
Email Newsletter Sponsorship (1x rate)	\$655
Email Newsletter Sponsorship (3x rate)	\$570
Email Newsletter Sponsorship (6x rate)	\$490
May Email Newsletter Sponsorship	\$815
Customized E-Blast	\$1,260
May Promotion + Offer E-Newsletter	\$1,575
Sponsored Instagram Post	\$395
Sponsored Facebook Post	\$395
CRM Database Targeting	\$1,520
Audience Interest Pixel Targeting	\$1,310

Digital Deadlines
Space is scheduled on a first come, first serve basis. Please see your Account Manager for availability.

All materials are due two weeks before scheduled live date.

BANNER CAMPAIGNS

- Includes multiple ad units. Provide artwork for leaderboard (728x90), medium rectangle (300x250) and half page (300x600)
- Include URL for link to your website or social media
- Submit files as .jpg or static/animated .gif
File size limit is 75kb.

VIDEO PLACEMENT

- Video placement will be ROS in medium rectangle space.
- Video placements must be hosted through a 3rd party streaming service (like YouTube). If service is not provided, video will

be hosted through Ohio Magazine's YouTube channel.

- Maximum run time is 60 seconds.
- Video must be submitted 3 business days prior to campaign start date.

SPONSORED SOCIAL: FACEBOOK & INSTAGRAM

One post is available on Instagram and Facebook each week. Talk to your account executive about a full Instagram Takeover!

- Client can choose between one static image or a carousel of up to 5 images.
- Client must submit up to 75 words to accompany photo(s).
- Includes one profile tagged

and up to 3 hashtags.

- All content is subject to change to match the editorial style of Ohio Magazine. Copy will be proofed to client before posting.

SPONSORED CONTENT

- 500-1,000 word article
- At least one 960 px wide by 640 px tall jpg image at 72 dpi
- Optional suggestions
 - * Provide URLs that link content to social media or your website
 - * Provide additional images to be used within article

EMAIL NEWSLETTER SPONSORSHIP

EVENTS AND FARM + TABLE

- Includes two medium rectangle (300x250) placements.
Provide the URL to link your website for each.
- .gif or .jpg artwork is accepted.

CUSTOMIZED E-BLAST

PROMOTIONS & OFFERS

- Provide your desired subject line, preview text and URL link to your website.
- Include any logos or images to be featured.
- Materials must be submitted 5 business days prior to email send date.

SPECIAL PUBLICATION

longweekends



100,000 copies
published for Spring/Summer



75,000 copies
published for Fall/Winter

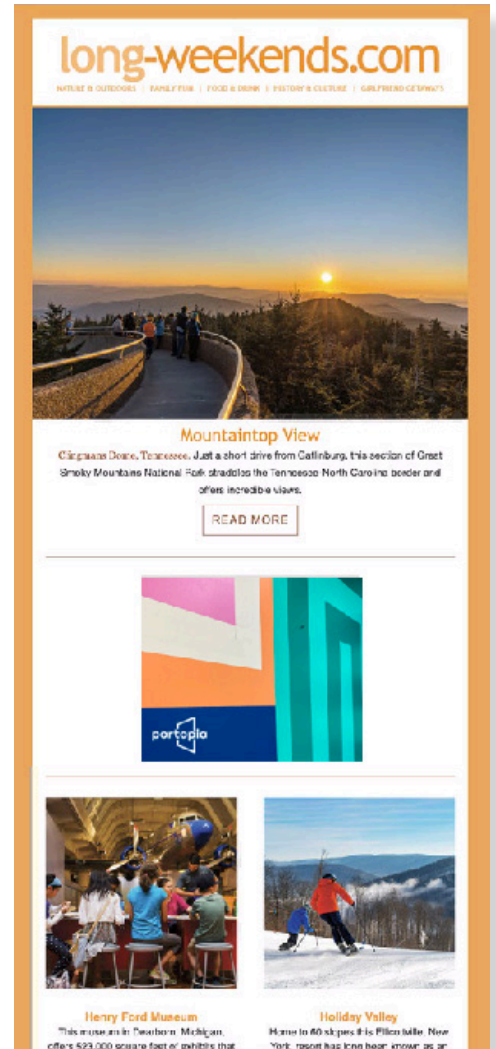
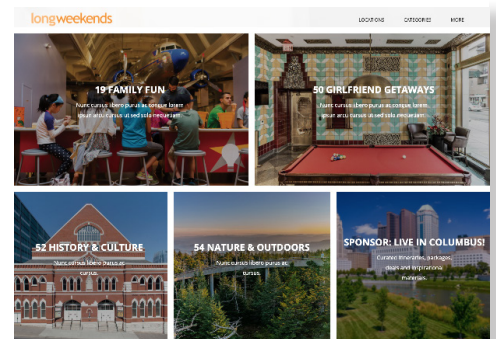
**NEWLY LAUNCHED
LONG-WEEKENDS.COM**

with targeted display
and sponsored content
opportunities

NEWSLETTER HAS

25,000+
subscribers

Adventures WITHIN REACH



THANK YOU FOR BEING A VALUED ADVERTISING PARTNER.

Please sign up for your complimentary subscription
to Ohio Magazine and it's digital channels here.



JOIN US [OHIOMAGAZINE.COM](https://ohiomagazine.com)

