



BERKSCOUNTY
Living
The Region's Premier Lifestyle Magazine
media kit
2025





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



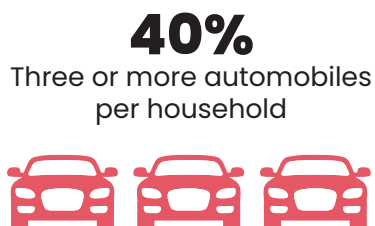
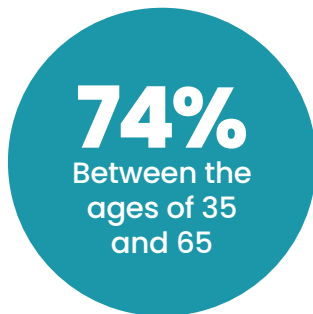
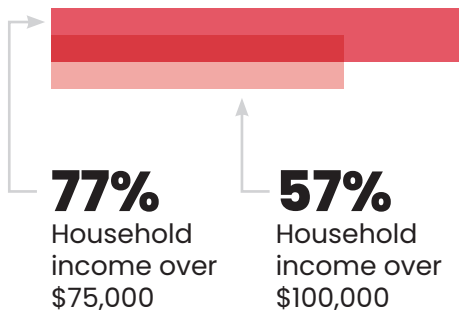
Household Incomes
\$75,000+



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



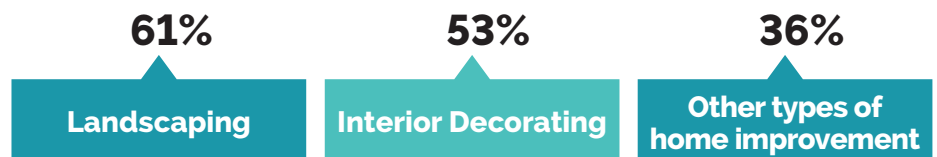
SPENDING TIME



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,
- Every member of 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
- 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

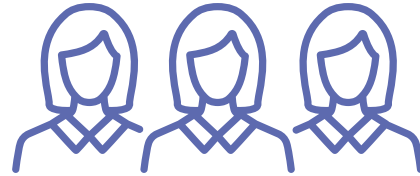
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MAGAZINES ARE BOOMING



88%

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

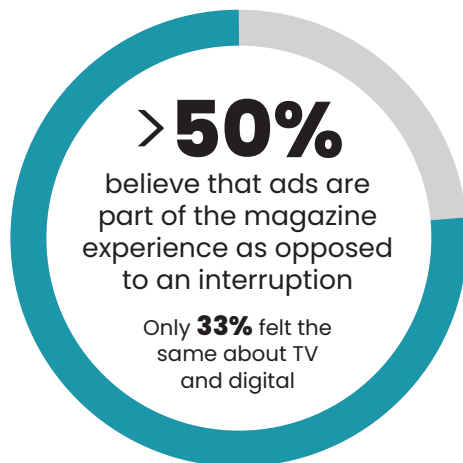


52% of women read or browsed magazines for entertainment during the pandemic

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



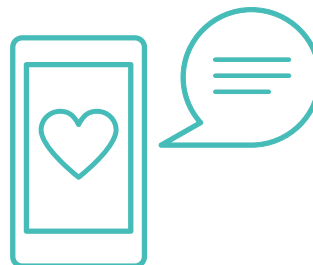
Magazine brand ads have a **65%** higher brand lift result than digital

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

2025 editorial calendar

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JANUARY WEDDINGS



Features:

- Just Married: Meet 3 Berks Newlywed Couples
- Reception Chart

The Look: Sneakers!

Living In Style:

Add a POP of Color at Home

Special Ad Sections:

Insurance & Accounting;
Wedding Professionals

FEBRUARY THE LOVE ISSUE

Features:

- The Bond Between People & Their Pets
- 3 Cheers for Love: Must-try Local Cocktail Creations

The Look: Winter Warmers

Living In Style:

A Labor of Love – The Mt. Penn Casita

Special Ad Sections:

Women in Business;
Valentine's Day Gift Guide

MARCH HEALTH & WELLNESS



Features:

- The ABCs of Health
- Is Your Stomach Talking to You? All About Gut Health

The Look:

Celebrating PANTONE's Color of the Year

Living In Style: An Inspiring Home Gym

Special Ad Sections:

Select Dentists; Home & Garden;
Fitness & Wellness Spots

APRIL THE GIVING ISSUE



Features:

- Meet the Nonprofit Advocates
- Berks County Benefits to Get on Your Calendar

The Look: Spring Wardrobe Essentials

Living In Style: Scandinavian Style

Special Ad Sections:

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

MAY FAMILY

Features:

- Travel Berks County's Sweet & Salty Trail
- Our Annual Summer Camp Guide

The Look: Comeback Kids

Living In Style:

Sprucing Up Your Outdoor Spaces

Special Ad Sections:

Real Estate; Mother's Day Gift Guide

JUNE THE SUN & FUN ISSUE



Features:

- Fun on the Water
- You Gotta Have Friends

The Look:

Make a Bold (Fashion) Statement

Living In Style:

A Husband's Retreat

Special Ad Sections:

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

JULY SUMMER ISSUE



Features:

- 12th Annual Pet Photo Contest
- Food Truck Fun

The Look: Beachwear to Streetwear

Living In Style:

A Tour of Bloom Farm, Oley Township

Special Ad Sections:

FACES of Berks; Outdoor Dining; Ice Cream Spots

AUGUST EDUCATION & THE ARTS

Features:

- What's New at Local Colleges & Universities
- Local Authors Help Round Out Your Summer Reading List

The Look: Back-to-School Cool

Living In Style:

Inside the New GoggleWorks Art Park

Special Ad Sections:

Young Professionals; Early Learning Centers; Local Artists

SEPTEMBER BUSINESS & FINANCE



Features:

- Reading on the Rise: Innovation & Entrepreneurship Ideas in the Works
- What's Your Side Hustle?
- Teaching Children Financial Literacy

The Look: High-End Fashion Finds

Living In Style:

A Local Air B&B Worthy of a Staycation

Special Ad Sections:

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

OCTOBER SENIOR LIVING



Features:

- Living Their Retirement Dream
- Corvette Club Celebrates 60 Years

The Look: Fall Fashion Forecast

Living In Style:

An International House Tour

Special Ad Sections:

Medical, Dental & Wellness Professionals;
TOP Doctors; Salons & Spas

NOVEMBER GIFT GUIDE

Features:

- Our Annual Holiday Gift Guide

The Look: Get Cozy & Comfortable

Living In Style: By the Fire

Special Ad Sections:

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: Get Holiday Party Ready

Living In Style:

A Fabulous Holiday Home

Special Ad Sections:

Winter Ready Essentials; 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

2025 bonus rates

B E R K S C O U N T Y
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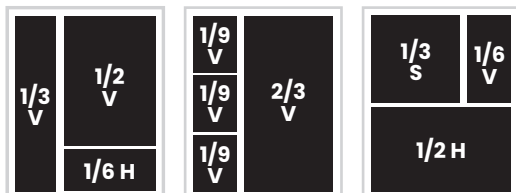
SIZE	1-4 ISSUES	4-8 ISSUES	8-12 ISSUES
Full Page	\$2,475 per issue	\$2,275 per issue	\$2,075 per issue
2/3	\$2,025 per issue	\$1,925 per issue	\$2,025 per issue
1/2	\$1,625 per issue	\$1,525 per issue	\$1,425 per issue
1/3	\$1,175 per issue	\$1,075 per issue	\$950 per issue
1/6	\$800 per issue	\$700 per issue	\$600 per issue
1/9	\$500 per issue	\$450 per issue	\$400 per issue

* 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 Vertical 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

Issue	Deadline	Issue	Deadline
January	11.8.24	July	5.9.25
February	12.6.24	August	6.6.25
March	1.10.25	September	7.11.25
April	2.7.25	October	8.8.25
May	3.7.25	November	9.12.25
June	4.11.25	December	10.11.25

Go East or West

Add *Lehigh Valley Style* and *Susquehanna Style* magazines to your advertising purchase and extend your coverage!

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: 9.5 x 11.375

All live matter must be 0.25" from trim

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

online presence

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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

300 x 250 px
300 x 100 px*

Leaderboard \$125

970 x 90 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.



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 & Accounting Firms

February Women in Business

March Home & Garden; Select Dentists

April People's Choice 2023

May Real Estate

June Men in Business

July FACES of Berks

August Young Professionals

September Entrepreneurs

October Medical, Dental & Wellness Professionals

November Retail Owners

December Winter-Ready Essentials

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

Dr. Tabetha Super DC
Dr. Natalie Flaim DC
Dr. Super's House of Health

Freedom Therapies

Renewed Vitality
Get Your Life Back With Safe, Effective Hormone Replacement For Men & Women

Dr. Super's House of Health
4000 Quarry Dr.
Box 80-01, West Lanes
610.923.0385
www.superhouseofhealth.com

Freedom Therapies
400 S. 17 Avenue
Box 1220, West Reading
610.923.0387
www.freedomtherapies.com

Renewed Vitality
400 West Road Rd.
Box 100, West Reading
610.923.0387
www.renewedvitality.com

1/2 PAGE

Christine H. Cho, DO
Plastic & Reconstructive Surgeon
Owner
Cho Plastic Surgery

CHO PLASTIC SURGERY
2200 Ridgewood Rd., Ste. 100, West Reading
610.923.2542 | cho@cho-plasticsurgery.com

FULL PAGE

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Special Advertising Profile

Section offered each month:

December Shop Local: Holiday Fun

Photo
Business Name
Address
Phone Number
Website

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



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

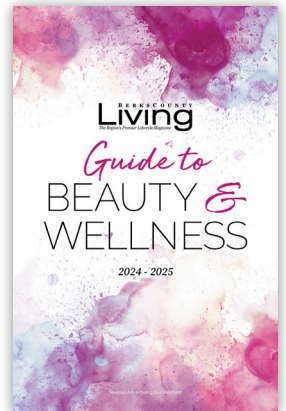
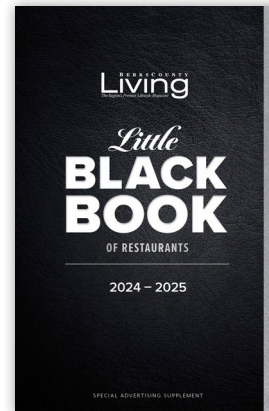
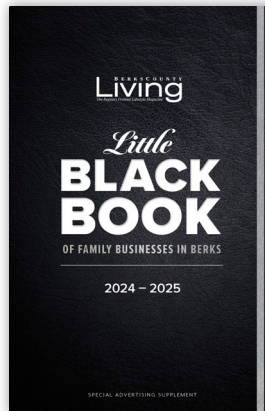
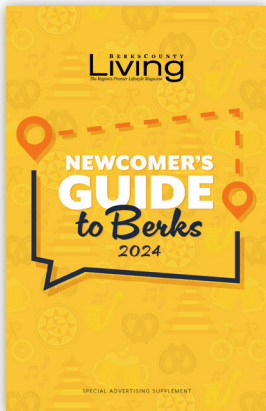
November Little Black Book of Restaurants

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

faces of berks

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➔ **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.

FULL PAGE



THE FACE OF MARKETING

FXV Digital design houses marketing and branding, and it has no desire to do things like the rest. Simply put, when you want unique, you need FXV Digital Design. The full service marketing agency offers everything from branding to web design, advertising to videography and everything in between, all while having fun! Founder Freddy Vangue believes, "Creativity isn't sold. It's used to be true, and the relationships we have with our clients show that." Their simple and clean campaigns and friendly team make FXV Digital Design the marketing place to be. Vangue states, "We never meet expectations. We always exceed them." The business is also dedicated to giving back. The team volunteers together about twice a year to give back to the community. "Our goal is to give back to Berks as much as it gives to us," says Vangue.

528 Penn Avenue, Wyomissing | 610.309.4285 | fxvdigital.com

38 JULY 2024 | berkscountyliving.com

TWO-PAGE SPREAD



THE FACE OF ADVANCED DENTISTRY

Fleetwood Dental

Dr. Michelle Lee, owner of Fleetwood Dental, is proud to provide comprehensive dentistry in the Berks County area for the past 12 years. She and her former partner collaboratively served the community for 30 years in the same practice, and she continues to carry on the patient-centered comprehensive dental practice legacy today. The strongly believe in bringing together science and artistry in dentistry. Fleetwood Dental, located in the heart of Fleetwood, does exactly this. Dr. Lee is a dental board member. "Let's start with the 'Art' and finish with a big smile." She provides an array of services that address TMJ, Bruxism (grinding and clenching), Biting, Sleep Apnea, and is a leader in the Dental Implant (Three age field). With 20 years of experience in this field and thousands of hours of advanced training in TMJ, Comprehensive and Cosmetic Dentistry, Dr. Lee puts emphasis on the relationship between the health of the jaw joint, muscles and occlusion and asserts the long-term benefits in creating dental wellness. At Fleetwood Dental, they promise the highest quality of care to achieve maximum comfort, health and smiles for all of your life, and they do it with respect and empathy. Says Dr. Lee, "Years to foster collaboration and trusting relationships with my patients for a lifetime of dental health and wellness."

802 N. Richmond St., Ste. 102, Fleetwood
610.344.8771 | FleetwoodDental.com

39 JULY 2024 | berkscountyliving.com

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 \$2,595 up to 150 words



2-page spread profile \$4,195 up to 200 words

[**SECURE YOUR SPACE BY MAY 9TH**]

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 14,000+ likes!).

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.](#)

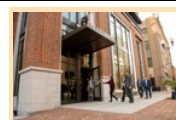
At Tuscany Grill, we believe Italian food should be inspired by authenticity - but defined by innovation. Enjoy handcrafted pizzas made in our wood-fired oven, seven varieties of pasta made fresh daily, and sauces simmered for hours, made from authentic ingredients with a creative twist. [See our full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

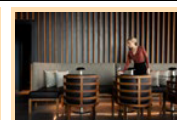
[Click Here For More Information](#)



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

